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Small Business Management

Cengage Learning Realize your dream for small business success with this market-leading book. *SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 17E* provides the practical concepts, entrepreneurial insights, and comprehensive resources you'll find essential both now and throughout your management future. *SMALL BUSINESS MANAGEMENT* delivers solid coverage of the fundamentals of business management as it teaches you not only how to start a business, but also how to manage, grow, and harvest a business. This market leading text places you in the role of decision maker, allowing you to immediately apply what you've learned to current challenges in today's small businesses. The book's thorough emphasis on building business plans ensures that you can effectively create, manage, and analyze a plan for your own venture. Unforgettable examples, exciting video cases, and coverage of the most current developments in business management today keep this engaging text as current and practical now as it was when it led the market in its first edition 50 years ago. Each edition builds upon past strengths with new innovations and breakthrough developments. *SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 17E* offers the insights and practical principles that you'll reference again and again throughout your business career. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The 5-STAR Business Network

eBookIt.com Most effective business leaders know: * Why did Apple sue Samsung while it continues to buy critical parts for its winning products from Samsung? * Why did Google create Android OS for mobile applications, and is now talking about opening its own retail stores? * Why did Amazon create Kindle when the market is already saturated by other tablets and similar products? * How did Nokia mobile phone lose its shine? * Why did Apple build its own retail presence? * How will shale gas discoveries in North America change the business world and perhaps the geo-political balance in the next 10 years? Do you? Win big time by using the wisdom of your business networks to create, innovate, deliver and profit. Read this book to find out how.

Global Strategy

Competing in the Connected Economy

Routledge *Global Strategy: Competing in the Connected Economy* details how firms enter, compete and grow in foreign markets. Jain moves away from the traditional focus on developed countries and their multinational enterprises, instead focusing on both developed and emerging economies, as well as their interaction in an increasingly connected world. As the current global business environment is increasingly shaped—and connected—by faster technological developments, geopolitical forces, emerging economies, and new multinationals from those economies, this highly charged dynamic provides

rich opportunity to revisit mainstream paradigms in globalization, innovation, and global strategy. The book rises to the challenge, exploring new competitive phenomena, new business models, and new strategies. Rich illustrations, real-world examples, and case data, provide students and executives with the insights necessary to connect, compete, and grow in a globalized business environment. This bold book succinctly covers strategy models and implementation for a range of global players, providing students of strategy and international business with a rich understanding of the contemporary business environment. For access to additional materials, including Powerpoint slides, a list of suggested cases, and sample syllabus, please contact Vinod Jain (vinod.jain01@yahoo.com).

Small Business Management: Launching & Growing Entrepreneurial Ventures

Cengage Learning Discover the keys to small business success with Longenecker/Petty/Palich/Hoy's *SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 20E*. This best-selling book provides practical concepts, entrepreneurial insights and complete resources that are valuable now and throughout your management ventures. This edition guides you through the full business cycle, from how to start and manage to growing and harvesting a business. Current coverage offers innovative tools and unforgettable examples, cases and activities to sharpen skills. You take the role of decision-maker as you apply what you've learned to current challenges in today's small businesses. Revisions address the gig economy while expanded coverage of the business plan highlights the Business Model Canvas. Updated, clear explanations of financial statements focus on the needs of small business owners. MindTap digital resources and LivePlan business plan software are also available with more tools for business success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Global Business Today

McGraw Hill LLC "As part of the overall revision process, changes have been made to every chapter in the book. All statistics have been updated to incorporate the most recently available data. Important current events have been incorporated into the text and discussed at length"--

International Business

Competing in the Global Marketplace

"'International Business' addresses the strategic, structural and functional implications of international business in firms around the world."--Source inconue.

Global Business Today Global Edition 8e

McGraw Hill *Global Business Today* has been developed specifically to meet the needs of international students of business. Written in a refreshing, informative, and accessible style, it has become the most widely used text in the International Business market with its comprehensive and up-to-date contents; focus on managerial implications and application of international business concepts; and incorporation of ancillary resources that enliven the text and make it easier to teach. In addition to boxed material which provides insightful illustrations in every chapter, interesting anecdotes have been carefully weaved into the narrative of the text to engage the reader. Enhancements to the Global Edition include: New Country Focus boxes that provide background on the political, economic, social, or cultural aspects of countries grappling with an international business issue to help raise students' awareness of how national and geographic differences affect the conduct of international business, such as Corruption in the Philippines and the Export Processing Zone Authority of Pakistan. New Management Focus boxes that provide lively illustrations of the relevance of chapter material for the practice of international business, including Patenting Basmati Rice and Expatriate Managers. New Perspective boxes that provide additional context for chapter topics, such as Market Economy in China, Australian SMEs Embrace the Chinese Currency, and Global Variations in Ownership Structure.

Loose-Leaf Global Business Today

McGraw-Hill Education *Global Business Today* sets the standard for International Business courses and is the proven choice at both the undergraduate and graduate level. It offers a complete solution that is relevant (timely, comprehensive), practical (focused on applications of concepts), and integrated (logical flow of topics from chapter to chapter). The success of the first eleven editions (and its longer, more in-depth textbook option, *International Business*, now in the 13th edition) was based on the incorporation of leading-edge research, the use of the up-to-date examples and statistics to

illustrate global trends and enterprise strategy, and the discussion of current events within the context of the appropriate theory. Building on these strengths, the goals for the 12th edition have focused on the following: 1. Incorporate new insights from scholarly research. 2. Make sure the content covers all appropriate issues. 3. Make sure the text is up-to-date with current events, statistics, and examples. 4. Add new and insightful opening and closing cases in most chapters. 5. Incorporate value-added global EDGETM features in every chapter. 6. Connect every chapter to a focus on managerial implications.

Globalization and International Business

The New Politics of North Carolina

UNC Press Books Political scientist V. O. Key in 1949 described North Carolina as a "progressive plutocracy." He argued that in the areas of industrial development, public education, and race relations, North Carolina appeared progressive when compared to other southern states. Reconsidering Key's evaluation nearly sixty years later, contributors to this volume find North Carolina losing ground as a progressive leader in the South. The "new politics" of the state involves a combination of new and old: new opportunities and challenges have forced the state to change, but the old culture still remains a powerful force. In the eleven essays collected here, leading scholars of North Carolina politics offer a systematic analysis of North Carolina's politics and policy, placed in the context of its own history as well as the politics and policies of other states. Topics discussed include the evolution of politics and political institutions; the roles of governors, the judicial branch, interest groups, and party systems; and the part played by economic development and environmental policy. Contributors also address how geography affects politics within the state, region, and nation. Designed with students and interested citizens in mind, this collection provides an excellent introduction to contemporary North Carolina politics and government. Contributors: Hunter Bacot, Elon University Christopher A. Cooper, Western Carolina University Thomas F. Eamon, East Carolina University Jack D. Fler, Wake Forest University Dennis O. Grady, Appalachian State University Ferrel Guillory, University of North Carolina at Chapel Hill Sean Hildebrand, Western Carolina University Jonathan Kanipe, Town Manager, Catawba, North Carolina H. Gibbs Knotts, Western Carolina University Adam J. Newmark, Appalachian State University Charles Prysby, University of North Carolina at Greensboro Ruth Ann Strickland, Appalachian State University James H. Svava, Arizona State University Timothy Vercellotti, Rutgers University

Supply Chain as Strategic Asset

The Key to Reaching Business Goals

John Wiley & Sons The book starts by summarizing the current literature on business, functional (supply chain), and technology strategies. Then, it establishes a case for why none of these strategies in isolation can create the competitive advantage needed to achieve the goals of the business and why they must be aligned and must work together to be effective. Every argument in the book is supported with cases from the industry. Some of the cases I have relied heavily are Wal-mart (business strategy of being a "price leader" drives supply chain strategy to reduce costs), Cemex (business strategy of "differentiation" drives supply chain that is customer centric), and several other industry examples (Avon, Tyco, Rubbermaid, etc.) as they fit the argument being made at the time. The book concludes by consolidating the lessons learned and implementation guidance on how the 3 strategies and be pulled together resulting in a strategic roadmap.

Organizational Behavior, Theory, and Design in Health Care

Jones & Bartlett Publishers "Organizational behavior is the study of individual and group dynamics within an organization setting (micro level of analysis), whereas, organization theory is the study of the organization as a whole (macro level of analysis). In other words, organizational behavior is the psychology of organizations and organizational theory is the sociology of organizations (Daft, 2004)"--

Global Business Regulation

Cambridge University Press Across an amazing sweep of the critical areas of business regulation - from contract, intellectual property and corporations law, to trade, telecommunications, labour standards, drugs, food, transport and environment - this book confronts the question of how the regulation of business has shifted from national to global institutions. Based on interviews with 500 international leaders in business and government, this book examines the role played by global institutions such as the WTO, the OECD, IMF, Moody's and the World Bank, as well as various NGOs and significant individuals. The authors argue that effective and decent global regulation depends on the determination of individuals to engage with powerful agendas and decision-making bodies that would

otherwise be dominated by concentrated economic interests. This book will become a standard reference for readers in business, law, politics and international relations.

The Greenhouse Gas Protocol

A Corporate Accounting and Reporting Standard

World Resources Inst The GHG Protocol Corporate Accounting and Reporting Standard helps companies and other organizations to identify, calculate, and report GHG emissions. It is designed to set the standard for accurate, complete, consistent, relevant and transparent accounting and reporting of GHG emissions.

The British National Bibliography

Law & Capitalism

What Corporate Crises Reveal about Legal Systems and Economic Development around the World

University of Chicago Press Recent high-profile corporate scandals—such as those involving Enron in the United States, Yukos in Russia, and Livedoor in Japan—demonstrate challenges to legal regulation of business practices in capitalist economies. Setting forth a new analytic framework for understanding these problems, *Law and Capitalism* examines such contemporary corporate governance crises in six countries, to shed light on the interaction of legal systems and economic change. This provocative book debunks the simplistic view of law's instrumental function for financial market development and economic growth. Using comparative case studies that address the United States, China, Germany, Japan, Korea, and Russia, Curtis J. Milhaupt and Katharina Pistor argue that a disparate blend of legal and nonlegal mechanisms have supported economic growth around the world. Their groundbreaking findings show that law and markets evolve together in a "rolling relationship," and legal systems, including those of the most successful economies, therefore differ significantly in their organizational characteristics. Innovative and insightful, *Law and Capitalism* will change the way lawyers, economists, policy makers, and business leaders think about legal regulation in an increasingly global market for capital and corporate governance.

The Software Encyclopedia

Managing Privacy through Accountability

Springer Draws together contributions from leading figures in the field of surveillance to engage in the discussion of the emergence of accountability as a means to manage threats to privacy. The first of its kind to enrich the debate about accountability and privacy by drawing together perspectives from experienced privacy researchers and policy makers.

Managing Customer Experience and Relationships

A Strategic Framework

John Wiley & Sons Boost profits, margins, and customer loyalty with more effective CRM strategy *Managing Customer Experience and Relationships, Third Edition* positions the customer as central to long-term strategy, and provides essential guidance toward optimizing that relationship for the long haul. By gaining a deep understanding of this critical dynamic, you'll become better able to build and manage the customer base that drives revenue and generates higher margins. A practical framework for implementing the IDIC model merges theory, case studies, and strategic analysis to provide a ready blueprint for execution, and in-depth discussion of communication, metrics, analytics, and more allows you to optimize the relationship on both sides of the table. This new third edition includes updated examples, case studies, and references, alongside insightful contributions from global industry leaders to give you a well-rounded, broadly-applicable knowledge base and a more effective CRM strategy. Ancillary materials include a sample syllabus, PowerPoints, chapter questions, and a test bank, facilitating use in any classroom or training session. The increased reliance on customer relationship management has revealed a strong need for knowledgeable practitioners who can deploy effective initiatives. This book provides a robust foundation in CRM principles and practices, to help any business achieve higher customer satisfaction. Understand the fundamental principles of the customer relationship Implement the IDIC model to improve CRM ROI Identify essential metrics for CRM evaluation and optimization Increase customer loyalty to drive profits and boost margins Sustainable success comes from the customer. If your company is to meet performance and profitability goals, effective customer relationship management is the biggest weapon in your arsenal—but it must be used appropriately. *Managing Customer Experience and Relationships, Third Edition* provides the information, practical framework, and expert insight you need to implement winning CRM strategy.

OM 5

Cengage Learning Created through a student-tested, faculty-approved review process with input from more than 150 students and faculty, Collier/Evans' OM5 provides a streamlined introduction to the core concepts, techniques, and applications of contemporary operations management. This concise, engaging, and accessible text is perfect for today's diverse learners. OM5 provides the latest examples featuring companies students will recognize from the news as well as videos for every chapter, case studies and end-of-chapter problems. Five additional chapters online enable readers to delve further into the quantitative aspects of operations management. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Globalization Contained

The Economic and Strategic Consequences of the Container

Springer Examining the global significance of the freight container, with particular emphasis on the perspectives of the US and China, *Globalization Contained* considers the implications of the freight container as an agent of change for the future of the global economy and global security.

Understanding Personal Security and Risk

A Guide for Business Travelers

CRC Press Uniting broad, time-tested security principles and the author's 35-plus years of experience with international security, intelligence, and foreign affairs, *Understanding Personal Security: A Guide for Business Travelers* offers a detailed yet practical framework on which to develop personal security awareness and training programs. As a critical resource for any travelers who may need to make fast, smart judgements in high-risk environments, this book helps readers analyze threats, threat actors, and the common adversarial characteristics, as well as the function of risk as a differentiating principle. This versatile text blends abstract organizing principles with street honed instincts, becoming equally valuable to security managers with previous experience and those corporate or non-profit organizations with employees in developing nations.

Charles M. Russell National Wildlife Refuge (N.W.R.), UL Bend National Wildlife Refuge (N.W.R.), Comprehensive Conservation Plan

Environmental Impact Statement

Stumbling Toward Sustainability

Environmental Law Institute In 1992, at the United Nations Conference on Environment and Development in Rio de Janeiro, the nations of the world agreed to implement an ambitious plan for ecologically sustainable human development. This book is a comprehensive review of U.S. efforts to achieve such development since Rio. The U.S. has unquestionably begun to take steps toward sustainable development. Yet the nation is now far from being a sustainable society, and in many respects is farther away than it was in 1992. Nevertheless, legal and policy tools are available to put the U.S. on a direct path to sustainability. This book brings together 42 distinguished experts from a variety of backgrounds and academic disciplines. It is among the most thorough assessments ever conducted of U.S. law and policy concerning the environment.

Principles of Marketing

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Strengthening Forensic Science in the United States

A Path Forward

National Academies Press Scores of talented and dedicated people serve the forensic science community, performing vitally important work. However, they are often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a number of forensic science disciplines to ensure the reliability of work, establish enforceable standards, and promote best practices with consistent application. Strengthening Forensic Science in the United States: A Path Forward provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating the forensic science disciplines are clear: assisting law enforcement officials, enhancing homeland security, and reducing the risk of wrongful conviction and exoneration. Strengthening Forensic Science in the United States gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforceable best practices, and mandatory certification and accreditation programs. While this book provides an essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators.

Essentials of Strategic Management

Cengage Learning Thorough yet concise, ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition, is a brief version of the authors' market-leading text STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH. Following the same framework as the larger book, ESSENTIALS helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world

practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

HR3

Cengage Learning 4LTR Press solutions give students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Research Methods for Business Students

Pearson Education Brings the theory, philosophy and techniques of research to life and enables students to understand the relevance of the research methods. This book helps you learn from worked examples and case studies based on real student research, illustrating what to do and what not to do in your project.

The Cultural Dimension of Global Business (1-download)

Routledge Demonstrates how the theory and insights of cultural anthropology can positively influence the conduct of global business. The Cultural Dimension of Global Business provides a foundation for understanding the impact of culture on global business and global business on culture. Learning Goals Upon completing this book readers will be able to: Understand the interaction between global business and culture Discuss comparative values and cultural differences Recognize the importance of understanding nonverbal communication patterns prevalent in the international business arena Be familiar with three functional processes critical to success in conducting global business: negotiating, partnering, and managing Identify strategies for coping with culture shock

200 technical questions and answers for job interview Offshore Oil & Gas Platforms

Petrogav International The job interview is probably the most important step you will take in your job search journey. Because it's always important to be prepared to respond effectively to the questions that employers typically ask at a job interview Petrogav International has prepared this eBooks that will help you to get a job in oil and gas industry. Since these questions are so common, hiring managers will expect you to be able to answer them smoothly and without hesitation. This eBook contains 200 questions and answers for job interview and as a BONUS web addresses to 200 video movies for a better understanding of the technological process. This course covers aspects like HSE, Process, Mechanical, Electrical and Instrumentation & Control that will enable you to apply for any position in the Oil and Gas Industry.

Global Trends 2030

Alternative Worlds

Createspace Independent Publishing Platform This publication covers global megatrends for the next 20 years and how they will affect the United States. This is the fifth installment in the National Intelligence Council's series aimed at providing a framework for thinking about possible futures and their implications. The report is intended to stimulate strategic thinking about the rapid and vast geopolitical changes characterizing the world today and possible global trajectories during the next 15-20 years by identifying critical trends and potential discontinuities. The authors distinguish between megatrends, those factors that will likely occur under any scenario, and game-changers, critical variables whose trajectories are far less certain. NIC 2012-001. Several innovations are included in Global Trends 2030, including: a review of the four previous Global Trends reports, input from academic and other experts around the world, coverage of disruptive technologies, and a chapter on the potential trajectories for the US role in the international system and the possible the impact on future international relations. Table of Contents: Introduction 1 Megatrends 6 Individual Empowerment 8 Poverty

Reduction 8 An Expanding Global Middle Class 8 Education and the Gender Gap 10 Role of Communications Technologies 11 Improving Health 11 A MORE CONFLICTED IDEOLOGICAL LANDSCAPE 12 Diffusion of Power 15 THE RISE AND FALL OF COUNTRIES: NOT THE SAME OLD STORY 17 THE LIMITS OF HARD POWER IN THE WORLD OF 2030 18 Demographic Patterns 20 Widespread Aging 20 Shrinking Number of Youthful Countries 22 A New Age of Migration 23 The World as Urban 26 Growing Food, Water, and Energy Nexus 30 Food, Water, and Climate 30 A Brighter Energy Outlook 34 Game-Changers 38 The Crisis-Prone Global Economy 40 The Plight of the West 40 Crunch Time Too for the Emerging Powers 43 A Multipolar Global Economy: Inherently More Fragile? 46 The Governance Gap 48 Governance Starts at Home: Risks and Opportunities 48 INCREASED FOCUS ON EQUALITY AND OPENNESS 53 NEW GOVERNMENTAL FORMS 54 A New Regional Order? 55 Global Multilateral Cooperation 55 The Potential for Increased Conflict 59 INTRASTATE CONFLICT: CONTINUED DECLINE 59 Interstate Conflict: Chances Rising 61 Wider Scope of Regional Instability 70 The Middle East: At a Tipping Point 70 South Asia: Shocks on the Horizon 75 East Asia: Multiple Strategic Futures 76 Europe: Transforming Itself 78 Sub-Saharan Africa: Turning a Corner by 2030? 79 Latin America: More Prosperous but Inherently Fragile 81 The Impact of New Technologies 83 Information Technologies 83 AUTOMATION AND MANUFACTURING TECHNOLOGIES 87 Resource Technologies 90 Health Technologies 95 The Role of the United States 98 Steady US Role 98 Multiple Potential Scenarios for the United States' Global Role 101 Alternative Worlds 107 Stalled Engines 110 FUSION 116 Gini-out-of-the-Bottle 122 Nonstate World 128 Acknowledgements 134 GT2030 Blog References 137 Audience: Appropriate for anyone, from businesses to banks, government agencies to start-ups, the technology sector to the teaching sector, and more. This publication helps anticipate where the world will be: socially, politically, technologically, and culturally over the next few decades. Keywords: Global Trends 2030 Alternative Worlds, global trends 2030, Global Trends series, National Intelligence Council, global trajectories, global megatrends, geopolitics, geopolitical changes

MR2

Cengage Learning Created through a student-tested, faculty-approved review process, MR2 is an engaging and accessible solution to accommodate the diverse lifestyles of today's learners. MR2 provides an exciting, innovative approach to Marketing Research that provides the material needed for a successful course. Attention CourseMate user: The CourseMate platform is being sunset and will not be sold with this title after December 31st, 2019. Cengage will support existing users of CourseMate through August 1st, 2020. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Management

Cengage Learning MANAGEMENT, 12E includes several innovative pedagogical features to help students understand their management capabilities and learn what it's like to manage in an organization today. Each of the 19 chapters begins with an opening questionnaire that engages the reader's interest, directly connects to the topic of the chapter, and enables students to see how they respond to situations and challenges that real-life managers typically face. A New Manager Self-Test in each chapter provides students with further insight into how they would function in the real world of management. The Remember This bullet-point summaries at the end of each major chapter section give students a snapshot of the key points and concepts covered in that section. The end-of-chapter questions have been carefully revised to encourage critical thinking and application of chapter concepts, and Small Group Breakout exercises give students the opportunity to apply concepts while building teamwork skills. Ethical dilemmas, all-new end-of-chapter cases, and a fully updated set of On the Job video cases help students sharpen their diagnostic skills for management problem solving. The chapter sequence in MANAGEMENT is organized around the management functions of planning, organizing, leading, and controlling. These four functions effectively encompass management research and the characteristics of the manager's job. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Strategic Management: Theory & Cases: An Integrated Approach

Cengage Learning This engaging strategy text presents the accumulated knowledge of strategic management scholarship in a way that is very accessible to students. Highly respected authors Hill, Schilling, and Jones integrate cutting-edge research on topics including competitive advantage, corporate governance, diversification, strategic leadership, technology and innovation, and corporate social responsibility through both theory and case studies. Based on real-world practices and current thinking in the field, the 12th edition of STRATEGIC MANAGEMENT features an increased emphasis on the changing global economy and its role in strategic management, as well as thought-provoking opening and closing cases that highlight the concepts discussed in each chapter. The appendix walks students through the case analysis process, and explains key ratios that managers use to compare the performance of firms. This text is the key reference that should be on every strategic leader's bookshelf. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Supermarket USA

Food and Power in the Cold War Farms Race

Yale University Press America fought the Cold War in part through supermarkets—and the food economy pioneered then has helped shape the way we eat today Supermarkets were invented in the United States, and from the 1940s on they made their way around the world, often explicitly to carry American-style economic culture with them. This innovative history tells us how supermarkets were used as anticommunist weapons during the Cold War, and how that has shaped our current food system. The widespread appeal of supermarkets as weapons of free enterprise contributed to a “farms race” between the United States and the Soviet Union, as the superpowers vied to show that their contrasting approaches to food production and distribution were best suited to an abundant future. In the aftermath of the Cold War, U.S. food power was transformed into a global system of market power, laying the groundwork for the emergence of our contemporary world, in which transnational supermarkets operate as powerful institutions in a global food economy.

Defiance in Taxation and Governance

Resisting and Dismissing Authority in a Democracy

Edward Elgar Publishing [Valerie] Braithwaite merges her considerable knowledge of a wide range of disciplines to produce an exemplar of interdisciplinary research. The use of the taxation system as the basis for analysis of how people manage their relationship with authority is effective and produces a much-needed addition to the behavioural literature. While the book is primarily about defiance in taxation, many instances of non-taxation related defiance are included, which provides excellent support and extension of the tax-based arguments. Braithwaite has produced an excellent example of a book that is grounded in the extant literature, while expanding our understanding of the importance of understanding the behaviours that drive defiance. The aim of the book is to show how authorities can live symbiotically with defiance and she achieves this superbly, illustrating how improved satisfaction with the process can minimise defiance. Lisa Marriott, Pacific Accounting Review This innovative book presents a theory of tax defiance, integrating five years of research on people s hopes, fears and expectations of the tax system and the authority that administers it. Valerie Braithwaite makes a major contribution to regulatory theory by mapping the psychological processes of defiance. At the heart of the analysis is the concept of motivational posturing signals sent to indicate how favourably an authority is viewed and readiness to defer to an authority's demands. The author explains how resistant defiance expresses disapproval of the way an authority operates and signals to government the need to improve performance to win back public confidence. Resistance weakens as the authority claws back its institutional integrity. Dismissive defiance, on the other hand, is challenging and undermining, and is not so responsive. The book argues for institutional reforms that are both mindful of grievance and of alternative authorities that challenge power. It illustrates that in delivering institutional reform, commitment to democratic principles and integrity of government will enable authorities to argue their case for community co-operation where appropriate. Finally, the book goes on to show that power sharing is likely to be a more apt remedy when dismissive defiance is entrenched. Safeguarding these deliberations in mature democracies are moral obligation and social capital, both of which are likely to erode when authorities show neither justice nor wisdom in handling defiance. This unique and innovative example of how psychology can be integrated into new institutional theory and public policy practice will prove an interesting read for scholars, students and researchers in the fields of regulatory studies, economics, public policy and public finance, politics and psychology.

Global Business Today

Irwin Professional Pub Charles Hill's Global Business Today, 4e (GBT) has become an established text in the International Business market for its excellent but concise coverage of the key global issues including the cultural context for global business, cross-border trade and investment, the global monetary system and competition in the global environment. GBT's concise chapters give a general introduction to international business - emphasizing the environmental factors, with less coverage of operations. Charles Hill is renowned for his attention to research trends and that is evident in Global Business Today, 4e through a variety of real world examples and cases from small, medium, and large companies throughout the world

The Only Game in Town

Central Banks, Instability, and Avoiding the Next Collapse

Yale University Press An incisive analysis of the state of the global economy and what the future holds. Surrounded by sluggish growth, high rates of unemployment, rising inequality, growing financial instability and increased social tensions, pessimism about our future abounds. Dr. Mohamed A. El-Erian, one of the world's most influential economic thinkers, explains lucidly the realities of the economic choices that we will soon face. The path that the global economy and markets are on is ending. But what comes thereafter is far from predestined. It critically depends on choices that we make as households and companies, and decisions that our political representatives take. The Only Game in Town details how the world is increasingly being shaken, both from above and from below. It illuminates the growing internal contradictions, the constraints that are undermining growth and prosperity, and the radical overhaul in thinking that is required. In the aftermath of the financial crisis, central banks were handed responsibility for the fate of the global economy. Lifting the veil on the inner workings of these powerful and innovative institutions, El-Erian explains why they cannot save us this time around. Laying out a road map for growth, The Only Game in Town shows how and why collaboration between central bankers, policymakers and business leaders is essential. Drawing on insights from behavioral science, economics and finance, this book provides the tools needed to understand the uncertainties that lie ahead and return us to a path of prosperity. Thought provoking and insightful, this book is required reading for investors, policymakers, and anyone interested in the future.

Introduction to Supply Chain Management Technologies, Second Edition

CRC Press It is almost impossible to conceive of the concept and practical application of supply chain management (SCM) without linking it to the enabling power of today's information technologies. Building upon the foundations of the first edition, Introduction to Supply Chain Management Technologies, Second Edition details the software toolsets and suites driving integration in the areas of customer management, manufacturing, procurement, warehousing, and logistics. By investigating the breakthroughs brought about by the emergence of new Internet-based technologies in information, channel, customer, production, sourcing, and logistics management, the author provides new insights into the continuously emerging field of SCM. New in the Second Edition: New model of SCM Extended discussion of the concepts of lean, adaptive, and demand-driven supply chain technologies Customer experience management and social networking Fundamentals of computing and their enabling power Basics of today's ERP/supply chain business solutions Integrative software tools that allow for new levels of collaboration, flexibility, and performance The new edition expands on emerging technologies that have provided all forms of enterprises with the capability to continuously automate cost, redundancy, and variation out of the process; enhance information creation and visibility; and expand the peer-to-peer connectivity that allows people to network their tasks, ideas, and aspirations to produce a form of collective open-ended knowing, collaborating, and experiencing. The information presented builds an understanding of how today's technology-driven SCM provides new avenues to execute superlative, customer-winning value through the digital, real-time synchronization of productive competencies, products, services, and logistics delivery capabilities with the priorities of an increasingly global business environment.