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Monika Hartmann



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Managing People in the Hybrid Workplace Kay Maddox-Daines, 2023-05-23 Managing People Effectively in a Hybrid Workplace is designed to ensure that both aspiring and experienced people professionals are equipped with in depth knowledge of how workplace structures are being disrupted by new technology and working models It explores analytics and capability to provide evidence based insights that can shape employee experiences support adaptation to changing business conditions navigate risk drive workplace performance harness collaboration and open up new possibilities for HR and the organisation The book has been designed both as a text to support students studying HRM on university programmes and as a handbook for professionals wishing to update their knowledge in contemporary HRM The book also supports the core and specialist knowledge and core behaviours in the CIPD Profession Map

Understanding Strategic Management Anthony Henry, 2011-02-24 This succinct textbook takes students through the key stages of strategic management analysis formulation and implementation with an emphasis on providing students with the essential tools of analysis

Export Planning Joris J.A. Leeman, 2015-10-09 The purpose of this book is to show you how to plan and execute internationalisation within your firm Export Planning explains a method following a 10 step approach to create your international marketing plan It will enable you to Systematically select and plan the entry into new international markets Enhance the chances of success through its integrated review of analysis and strategy with marketing logistics organisation and finance Put together a sound line of reasoning from strategy to implementation This book provides you with An Export Planning Model a framework to develop your International Marketing Plan 4 phases showing you how to set up an Export Policy Export Audit Export Plan and Export Roll out 10 steps and 5P s for export which can be used as a toolkit A checklist to review whether you are ready for export The secret of successful international trade can be found in applying the 4C s of marketing and matching them with the 5P s for export product performance partners people and perseverance A book for practitioners and thinkers students and managers

Global Strategic Management Jędrzej George Frynas, Kamel Mellahi, 2015 Emphasising the essential techniques of business best practices this title offers thorough analysis and discussions on concepts such as environmental analysis strategy development and strategy implementation

Export Planning Joris Leeman, 2021-03-05

When a company initiates export development and internationalisation it is essential to follow a systematic strategy formulation and decision making process Export Planning 2nd edition provides a methodology to plan and achieve globalisation This process of export planning consists of four phases export policy export audit export plan and export roll out Export Planning describes these 4 phases and provides a 10 step guide for the construction of an international marketing plan Export Planning will enable readers to 1 systematically select and plan entries into new international markets 2 enhance the chances of success through an integrated review of analysis and strategy by means of marketing logistics organization and finance 3 assemble a sound line of reasoning from strategy to implementation Export Planning is a practical book It

describes export and international marketing at a strategic tactical and operational level and combines theoretic models with relevant practical experience New to this 2nd edition is an additional chapter on the implementation of the export transaction This book is intended for bachelor and graduate students at business schools and universities This book is also useful for anyone who wants to know more about export planning international marketing and international market development

Cracked it! Bernard Garrette, Corey Phelps, Olivier Sibony, 2018-06-08 Solving complex problems and selling their solutions is critical for personal and organizational success For most of us however it doesn't come naturally and we haven't been taught how to do it well Research shows a host of pitfalls trips us up when we try We're quick to believe we understand a situation and jump to a flawed solution We seek to confirm our hypotheses and ignore conflicting evidence We view challenges incompletely through the frameworks we know instead of with a fresh pair of eyes And when we communicate our recommendations we forget our reasoning isn't obvious to our audience How can we do it better In *Cracked It* seasoned strategy professors and consultants Bernard Garrette Corey Phelps and Olivier Sibony present a rigorous and practical four step approach to overcome these pitfalls Building on tried and tested but rarely revealed methods of top strategy consultants research in cognitive psychology and the latest advances in design thinking they provide a step by step process and toolkit that will help readers tackle any challenging business problem Using compelling stories and detailed case examples the authors guide readers through each step in the process from how to state structure and then solve problems to how to sell the solutions Written in an engaging style by a trio of experts with decades of experience researching teaching and consulting on complex business problems this book will be an indispensable manual for anyone interested in creating value by helping their organizations crack the problems that matter most

Manajemen Strategik: Pilihan Strategi, Inovasi dan Kewirausahaan Yuli Kartika Dewi, Metta Padmalia, Shania Vanessa Tanain, Felia Angela Gunawan., 2022-11-02 Dalam manajemen strategik perusahaan tentu akan selalu dihadapkan pada berbagai pilihan strategi Oleh karena itu buku ini membahas berbagai macam strategi yang dapat digunakan perusahaan pada level organisasi yang berbeda Lalu sebagaimana tiap perusahaan memiliki tujuan untuk terus berkembang tak hanya dalam skala lokal melainkan juga global buku ini menguraikan strategi internasional yang dapat digunakan perusahaan cara untuk memilih pasar serta berbagai mode untuk memasuki pasar Selain itu buku ini juga menyajikan informasi mengenai inovasi dan kewirausahaan yang dikaitkan dengan faktor timing dan relationship Berbagai kegiatan pembelajaran yang dapat mengasah pemahaman serta kemampuan praktik manajemen strategik pun melengkapi buku ini guna membantu pembaca dalam proses pembelajaran

The Strategy Pathfinder Duncan Angwin, Stephen Cummings, 2017-12-04 Real world strategic management practice in an interactive micro case format The Strategy Pathfinder presents an innovative dynamic guide to strategic thinking and practice Using real world case examples from companies like Apple the BBC Hyundai LEGO McDonalds Nike and SpaceX to illustrate critical concepts this book enables readers to actively participate in real world strategy dilemmas and create their

own solutions Strategy Pathfinder s live micro cases provoke discussion about business models value creation new ventures and more while its complimentary instructional content introduces you to the best classic and new tools of strategic management Rather than passively reproducing past and current ideas Strategy Pathfinder encourages strategic thinkers to learn by doing The book is designed to help the reader to develop a clear understanding of key concepts while shifting your thought processes towards real strategic action and innovation by enabling you to Use strategy theories and frameworks to engage in analytical and creative discussions about key strategic issues facing real companies today Form strategic views for yourself and test them against the views of others Effectively make and communicate recommendations based on solid strategic analysis that stand up to scrutiny from multiple stakeholders Become an active producer of new strategic ideas rather than a passive receiver of past wisdom This third edition has been updated with new chapters and cases to reflect the latest cutting edge issues in strategic thinking and practice And the updated companion website offers students instructors and managers more resources to facilitate understanding interaction and innovation As an active learning experience The Strategy Pathfinder 3rd Edition engages the reader in the work of strategy practitioners By arming you with the empirical research you need and the best strategic management theories and frameworks to better analyse situations you re likely to encounter or already facing in your career The Strategy Pathfinder teaches you how to improve your strategic thinking and practice and develop your own strategic pathways for the future Pemasaran Internasional dan Global Jasman Jafar

Ma'ruf,2025-09-23 Di tengah dunia yang semakin menipis batasnya buku Pemasaran Internasional dan Global hadir laksana kompas bagi peziarah bisnis yang hendak melintasi samudra budaya hukum dan selera konsumen la bukan sekadar buku teks tetapi peta pikiran tentang bagaimana perusahaan mesti membaca dunia sebagai lanskap yang plural penuh kemungkinan sekaligus sarat tantangan Di sinilah pemasaran bukan lagi sekadar teknik menjual melainkan seni memahami keragaman Dalam lembar lembar awalnya buku ini meraba fondasi dari perbedaan mendasar antara pemasaran domestik internasional hingga global hingga dilema antara adaptasi lokal dan standarisasi global Konsep glokalisasi yang menyatukan keduanya dalam harmoni mengalir seperti benang merah yang menjahit setiap bab dari strategi STP hingga kampanye digital lintas benua Di sinilah pemasar masa depan belajar bahwa kesuksesan bukan milik yang besar tapi yang lentur yang peka Tak sekadar teoritis buku ini menjelma narasi diperkuat studi kasus Indomie Unilever hingga Wardah menjadi potret hidup dari merek merek yang menjadikan perbedaan sebagai kekuatan Di Nigeria Indomie bukan lagi produk asing tapi bagian dari dapur dan identitas lokal Unilever di Indonesia bukan hanya menjual sabun tapi menjaga warisan budaya lewat merek merek yang membumi dan menyapa rakyat Lebih dari sekadar panduan akademik buku ini adalah ajakan untuk berpikir strategis dan bertindak dengan nurani Di era ketika algoritma mendikte pasar dan etika diuji oleh keuntungan pemasaran global perlu lebih dari sekadar efisiensi la butuh kepekaan keberlanjutan dan keberanian untuk tetap relevan tanpa kehilangan arah

The Adventure of Sustainable Performance Stuart McLachlan,Dean Sanders,2023-04-14 A guidebook for leaders to

create value from sustainability and organisational performance The Adventure of Sustainable Performance seeks out bold pioneers or forgotten pioneers who need reinvigorating and to be inspired with renewed purpose Leaders who want more than just modest incremental efficiency gains who want to create value to deliver positive impact and meaningful change should welcome this book In a time of disruption like never before boundaries will need revisiting systems need reimagining and assets need repurposing through wise stewardship The authors share their many years of experience serving clients and driving performance as the world transitions to a net zero carbon future A future that uses resources sustainably and that seeks social justice Through storytelling and interviews from many international leaders in business and sustainability and by anchoring practical advice with evidence and truth you will find The avalanche of new regulations and changes to the compliance landscape The opportunity for value creation beyond compliance box ticking Inspirational stories on how ambitions can be reset A destination that supports ongoing prosperity for humanity from sustainable performance models How purpose driven brands generate superior value The role of Total Value Systems as we move from shareholder to stakeholder capitalism models The relationship between sustainability talent and customer attraction How digital will play an increasingly important role as the world pivots in response to the climate crisis Be in no doubt The Adventure of Sustainable Performance describes an adventurous journey uncomfortable at times where a new and cold reality is dawning But in a period when the world will continue to play at denial or talk more of ruins this book helps leaders to instead see foundations Foundations upon which the new era will be built and new systems of value will be realised Perfect for executives managers directors and other business leaders The Adventure of Sustainable Performance is an actionable guidebook for the implementation of value add sustainability programmes

Supply Chain Management Bowon Kim, 2018-02-22 This edition of Supply Chain Management SCM was revised to appeal to a wider readership besides students taking SCM courses Global supply chain managers and researchers in the fields of SCM and operations strategy would find it a useful reference Rather than discuss the technical issues of SCM the book focuses on the strategic perspectives and approaches of SCM Students learn to identify SCM issues from the top management's perspective The book also presents real world managerial problems and incorporates case studies for connecting theories with practices By exploring the fundamental issues of SCM managers acquire a new learning perspective that enables them to solve problems in a more sustainable and innovative manner rather than use short term ad hoc solutions Finally it distils various theoretical concepts to allow researchers to observe real SCM issues in a managerial context which allows for practical meaningful and impactful research to be carried out

Social Entrepreneurship Constant Beugré, 2016-11-03 Social entrepreneurship differs from traditional forms of entrepreneurship in that the primary goal of the social venture is to address social problems and needs that are as yet unmet The driving force of such ventures is social value creation This new textbook aims to provide a comprehensive cutting edge resource for students introducing them to the unique concerns and challenges that face social ventures through a

comparison with the principles of traditional entrepreneurship The book consists of fourteen chapters covering all aspects of venture creation and management from writing a business plan to financing people management marketing and social impact measurement Social Entrepreneurship uses real life examples and sources to expose students to contemporary developments in the field encouraging them to think critically about the issues faced by social ventures across the globe and experiential exercises and assignments are included to provide students with hands on experience in creating and managing their own social ventures Also containing review and application questions illustrative cases definitions of key terms and a comprehensive companion website Social Entrepreneurship is the essential guide to this rapidly emerging field Visit the companion website at www.routledge.com/cw/beugre to find For Instructors PowerPoint slides Multiple choice questions For Students Extra illustrative cases Web links Links to video

The International Business Environment Leslie Hamilton, Philip Webster, 2018 The most multi perspective succinct and applied guide to international business environments

Pervasive Collaborative Networks Luis M. Camarinha-Matos, Willy Picard, 2008-08-27 COLLABORATIVE NETWORKS Becoming a pervasive paradigm In recent years the area of collaborative networks is being consolidated as a new discipline Camarinha Matos Afsarmanesh 2005 that encompasses and gives more structured support to a large diversity of collaboration forms In terms of applications besides the traditional sectors represented by the advanced supply chains virtual enterprises virtual organizations virtual teams and their breeding environments new forms of collaborative structures are emerging in all sectors of the society Examples can be found in e government intelligent transportation systems collaborative virtual laboratories agribusiness elderly care silver economy etc In some cases those developments tend to adopt a terminology that is specific of that domain often the involved actors in a given domain are not fully aware of the developments in the mainstream research on collaborative networks For instance the grid community adopted the term virtual organization but focused mainly on the resource sharing perspective ignoring most of the other aspects involved in collaboration The European enterprise interoperability community which was initially focused on the intra enterprise aspects is moving towards inter enterprise collaboration Collaborative networks are thus becoming a pervasive paradigm giving basis to new socio organizational structures

China Business Linong Zhou, 2006 *Utilizing Case Studies in Business Education* Ayed, Tahar Lazhar, Ali, Inass, Abdelhamid, Hany, Mohamed, Amani Hamza, 2024-08-19 Many educators need help to effectively incorporate case studies into their teaching often requiring more expertise and guidance to maximize their educational impact This challenge is particularly acute in disciplines such as entrepreneurship tourism finance business law and digital marketing where real life examples can significantly enhance students learning experiences Current resources often need more practical advice on implementing theoretical concepts leaving educators unsure how to utilize case studies to achieve specific educational objectives Utilizing Case Studies in Business Education offers a comprehensive solution for educators seeking to enhance their teaching with case studies It provides a practical guideline with pedagogical instructions

on effectively utilizing case studies in teaching offering strategies for attaining teaching goals and improving students analytical skills and problem solving abilities The book presents real life cases from the Gulf Cooperation Council GCC and other international locations enabling students to analyze national and regional examples and gain a deeper contextual understanding *Strategy* Brad MacKay,Mikko Arevuo,David Mackay,Maureen Meadows,2020 A new breed of strategy textbook for a new generation of strategists Strategy Theory Practice Implementation puts the implementation of strategy centre stage to help tomorrow s business professionals think talk and act like a strategist **Food Processing and Distribution in Transition Countries** Monika Hartmann,1999 **Globalization, European Integration And-- ?** Alojzy Zbigniew Nowak,Jeffrey W. Steagall,2002 **Marketing Management** Philip Kotler,Kevin Keller,Mairead Brady,Malcolm Goodman,Torben Hansen,2019-07-12 The classic Marketing Management is an undisputed global best seller an encyclopedia of marketing considered by many as the authoritative book on the subject

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