Exploring Strategy Text and Cases—Gerry Johnson 2016-12-22 With over one million copies sold worldwide, Exploring Strategy has been an essential text for students of strategy today and tomorrow. From entrepreneurial start-ups to multinationals, charities to government agencies, this book raises the big questions about organisations—how they grow, how they innovate and how they change. With two new chapters added to the 9th edition, this book on exploring strategy comprehensively updated to help you—Understand clearly the key concepts and tools of strategic management—Explore hot topics, including internationalisation, corporate governance, innovation and entrepreneurship—Learn from case studies on world-famous companies such as Apple, H&M, Ryanair and Manchester United FC.

Exploring Corporate Strategy—Gerry Johnson 2008 An extensive process of market research & product development has formed the basis of this edition. It includes all of the underlying concepts, processes of development & analytical methods of corporate strategy within a variety of organizations.

Exploring Strategic Management—Gerry Johnson 1989-01-01

The Oxford Handbook of Corporate Reputation—Michael L. Barnett 2012-07-19 What does it mean to have a "good" or "bad" reputation? How does it create or destroy value, or shape choices to pursue particular courses of action? How do we manage or measure it? How do we defend or improve it? Over the last twenty years the answers to these questions have become increasingly important—and increasingly problematic—for scholars and practitioners seeking to understand the creation, management, and role of reputation. This handbook is an essential resource for students, managers, and policy makers concerned with corporate reputation. It brings together leading scholars from a wide variety of fields to help you understand the complexities and challenges involved in measuring reputation; consider the role of reputation as a corporate asset and a liability, different factors, including stage of life, nation of origin, and the stakeholders affected by their ability to value, and explore corporate reputation management's role in marketing, strategic management, and crisis management. It also discusses the challenges of communicating and growing reputations, as well as their impact when they are damaged. In addressing these issues this Handbook aims to move the field of corporate reputation research forward by demonstrating where the field is now, addressing some of the perplexing problems of definition and measurement, and highlighting reforms in strategy.

Cases on Digital Strategies and Management Issues in Modern Organizations—Anton 2019 This book has been written by experts in the subject to aid and enrich your understanding. Examples are taken from events and organisations as diverse as Goslitter, Mondelēz and Formula 1 racing.

Strategic Transformation—Manuel Henmann 2013-01-01 Very few companies are successful in undertaking strategic transformation successfully. This book offers a long-term perspective on the success of transformation. Strategies for successful transformation written by leading strategy experts, draws upon extensive interviews with business leaders and provides insights from companies faced with this challenge.

Managing Chinese Overseas Foreign Direct Investment—Xiuzi Huang 2016-01-05 China's overseas foreign direct investment, for which Australia is one of the largest destinations, has rapidly increased and become an important source of foreign direct investment. Nevertheless, Chinese investors have encountered many challenges in making their overseas investments, such as geopolitical risks, cultural differences and potential challenges to obtaining desirable profitability. Managing Chinese Overseas Foreign Direct Investment focuses on the management of Chinese overseas foreign direct investment, which is the most effective means for Chinese enterprises to seize the global market and achieve sustainable development. The book first introduces the landscape of Chinese overseas foreign direct investment, explores the challenges and sources of success in international business expansion, and identifies the key factors that determine Chinese overseas foreign direct investment. Then, the book addresses complex managerial issues from the perspectives of market entry strategy and country entry strategy, and emphasizes how they work together to affect the success of the acquisition. The book is divided into two main parts. The first part focuses on the pre-acquisition-integration phase, where the country entry strategy is fundamental and determines the success of the overseas foreign direct investment. The second part focuses on the post-acquisition-integration phase, where the management of the acquired business and performance evaluation are critical for the sustainable success of the overseas foreign direct investment. This book is of great interest to both Chinese and Western scholars and businesses, whether they are interested in understanding the complex dynamics of Chinese overseas foreign direct investment or in learning how to navigate the challenges that come with such investments.

Human Resource Management in a Business Context—John W. Bower 2016-12-27 It is not only about identifying real-world problems and issues, but also making decisions and developing policies and procedures. This book is designed to help students understand the key concepts and theories in human resource management and to apply them in real-world situations. It covers various aspects of human resource management, including recruitment, selection, training and development, performance appraisal, and compensation. The book is written in a clear and concise manner, and includes numerous case studies and examples to illustrate the concepts discussed. It also provides a range of practical activities and exercises to help students apply what they have learned.

Business Model Pioneers—Kai-Ingo Voigt 2016-07-28 Business model innovation is about creating and implementing a new business model. This book provides a comprehensive overview of the complexities and challenges of business model innovation. It explains the key concepts and theories, and provides numerous case studies and examples to illustrate the concepts discussed. It also includes a range of practical activities and exercises to help students apply what they have learned.
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Multinational Management—Benn Segers 2019-01-29 This casebook demonstrates that the future of global business lies in how well the multinational landscape is handled. This book provides a comprehensive understanding of how the global environment is deeply embedded in it. It offers international management students and researchers an extensive guide to the business environment around the world. The book describes the strategy development of multinational corporations, their long-term strategies, and the future implications for traditional western companies seeking to retain their market share. Chapters on corporate entrepreneurship, human resource management and intercultural competence, and current branding trends in Asia will provide a cutting-edge update on international business strategy for students and practitioners alike.

The Routledge Companion to Human Resource Development—Rob F. Powill 2014-09-25 The Field of Human Resource Development (HRD) is strongly founded on theories of human learning and development, and organizational development. The cases focus on well-known companies such as Lenovo, Alibaba, Infosys, Huawei, Panasonic, and Bakrie. These companies, all of which generate huge revenues in their own countries (e.g. in China, India, South Korea, Taiwan), are now becoming increasingly sophisticated and striking to become global brands, while also enjoying the active support of their governments in terms of their international business. Readers will learn about the strategies companies employ in order to meet internationalization challenges, and the future implications for traditional western companies seeking to retain their market share. Chapters on corporate entrepreneurship, human resource management and intercultural competence, and current branding trends in Asia will provide a cutting-edge update on international business strategy for students and practitioners alike.

Ronald J. Burke 2013-04-18 public relations is operating in an increasingly complex and fast-paced environment. To be competitive, organizations must be accountable, transparent, and responsive. The public relations field is vital in helping businesses and organizations develop strategies to address a range of issues, from community outreach to crisis management. This textbook provides a comprehensive overview of the public relations field, introducing students to the fundamental concepts, principles, and practices of public relations.

The Routledge Companion to Corporate Social Responsibility—Anna Forsberg 2014-02-17 Mapped to the CIPD Level 7 Advanced Diploma in Human Resource Management, this book provides an expert guide to the field of corporate social responsibility (CSR). Written by experts in the field with a strong focus on best practice, this book is an essential resource for researchers, students and HRD professionals alike. The text is separated into nine sections which explore the origins of the field, adjacent and related fields, theoretical approaches, policy perspectives, interventions, core issues and concerns, HRD as a profession, HRD around the world, and emerging topics and future trends. An epilogue rounds off the volume by considering the present and future states of the discipline, and suggesting areas for further research. The Routledge Companion to Corporate Social Responsibility is an essential resource for researchers, students and HRD professionals alike.

Human Resource Management in Context—David Farnham 2015-02-13 HR functions within both internal and external contexts. The understanding of both contexts is crucial for comprehending how and why different HR strategies and practices in organizations, as well as the rules and structures within which they work. Built around five major themes which impact upon the HR function, and mapping to the CIPD Level 7 Advanced Diploma of the same name, Human Resource Management in Context enables students to understand the complex and changing organizational context in which HR operates today by providing a comprehensive overview of the concepts, theories and issues from globalization and government policy to demographic, social and technological trends. This fully updated 4th edition of Human Resource Management in Context includes a range of pedagogical features, balancing theory with practical analysis to form an engaging insight into the strategic role of HR. It includes enhanced emphasis on the impact of the external environment on the HR profession, a discussion of the impact of technology and social media, increased coverage of ethics and CSR and links to the HR Profession Map. Contemporary HR issues such as climate change, the sharing economy and the gig economy are described, and an instructor’s manual, lecture slides, annotated web links and guidance for the chapter activities. Human Resource Management in Context is an essential resource for researchers, students and HRD professionals alike.

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Managing Health Care Business Strategy—Stephen Taylor 2016-05-24 Written by experts in the field with a deep understanding of the healthcare landscape, the book offers invaluable insights for healthcare professionals. This short textbook is suitable for aspiring practitioners, MBA and other masters qualifications in health care delivery. Important Notice: The digital edition of this book is missing some of the images or content found in the physical edition.

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