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A complete and distinct business management book by author Ramesh B Rudani, contains everything that the learning and teaching community expects, with a full coverage of all management functions and other relevant topics, presented in a systematic and user-friendly manner. The book covers all distinct sections – Introduction to Management, Planning, Organising, Staffing, Directing and Controlling. Emerging issues in management and case studies have been included to provide a wide coverage around the subject. The book follows a rich pedagogy, with a perfect balance between the management theory and actual practices. It is a useful resource for students, faculties, practicing managers and all readers with an abiding passion for the subject in general. Key Features: Short, crisp, and structured text for easy retention. The book has undergone extensive revision with the addition of new definitions and quotes, modified figures, additional contents on new topics, etc. have been introduced without disturbing the number of Sections and Chapters. New Topics like, ' The BCG Matrix ' and ' Case Study Theory ' are major inclusions. Cases have been updated as and where necessary.

This handbook, which serves as a follow-up text to The Palgrave Handbook of Experiential Learning In International Business, reviews theoretical and empirical approaches of experiential learning pedagogy, and its role in increasing the effectiveness in teaching and learning of international business, and also, in the incorporation of international business-related concepts and competences in business and non-business programs. This edition offers a broader and updated perspective on experiential learning pedagogy for international business and management, and beyond. The first part provides an updated overview of the theories of experiential learning and effectiveness of teaching and learning in international business through the use of experiential learning projects. Part two provides a collection of specific applications of experiential learning in International Business and related fields. This handbook is a one-stop source for international managers, business educators, and trainers seeking to either select and use an existing experiential learning project or develop new projects and exercises of this kind.

Business to business markets are considerably more challenging than consumer markets and as such demand a more specific skillset from marketers. Buyers, with a responsibility to their company and specialist product knowledge, are more demanding than the average consumer. Given that the products themselves may be highly complex, this often requires a sophisticated buyer to understand them. Increasingly, B2B relationships are conducted within a global context. However all textbooks are region-specific despite this growing move towards global business relationships – except this one. This textbook takes a global viewpoint, with the help of an international author team and cases from across the globe. Other unique features of this insightful study include: placement of B2B in a strategic marketing setting; full discussion of strategy in a global setting including hypercompetition; full chapter on ethics and CSR early in the text; and detailed review of global B2B services marketing, trade shows, and market research. This new edition has been fully revised and updated with a full set of brand new case studies and features expanded sections on digital issues, CRM, and social media as well as personal selling. More selective, shorter, and easier to read than other B2B textbooks, this is ideal for introduction to B2B and shorter courses. Yet, it is comprehensive enough to cover all the aspects of B2B marketing any marketer needs, be they students or practitioners looking to improve their knowledge.

As financial systems migrate to a pervasive, online environment, business leaders and layman investors alike must adapt to changes in the market brought about by this new age of business. Strategic E-Commerce Systems and Tools for Competing in the Digital Marketplace advances the body of knowledge on electronic business and commerce with an in-depth look at the opportunities and concerns surrounding online business and finance. This cutting-edge reference aids business leaders, financial managers, investors, and consumers looking to build their portfolios and thrive in modern digital business environments.

Introduction (392 pages) The social learning revolution is underway, driven from our desktops, PDAs, tablets, social networks, wiki's, blogs, videos, IMs, tweets, and avatars. Although the tools are critical, more important is how we use them to increase understanding and build capability. Social and collaborative learning have the potential to transform the workplace into a learning-place. This field book presents new concepts-37 business cases and lessons learned by leading organizations that use technology-based and blended learning to achieve business goals. All royalties of this book will be donated to the e-Learning for Kids Foundation (www.e-learningforkids.org) which provide children around the world with free access to e-lessons.

This book constitutes the refereed post-conference proceedings of the 15th IFIP WG 5.1 International Conference on Product Lifecycle Management, PLM 2018, held in Turin, Spain, in July 2018. The 72 revised full papers presented were carefully reviewed and selected from 82 submissions. The papers are organized in the following topical sections: building information modeling; collaborative environments and new product development; PLM for digital factories and cyber physical systems; ontologies and data models; education in the field of industry 4.0; product-service systems and smart products; lean organization for industry 4.0; knowledge management and information sharing; PLM infrastructure and implementation; PLM maturity, implementation and adoption; 3D printing and additive manufacturing; and modular design and products and configuration and change management.