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PART ONE Introduction to Strategic Management and Business Policy CHAPTER 1 Basic Concepts of Strategic Management CHAPTER 2 Corporate Governance CHAPTER 3 Social Responsibility and Ethics in ... Essentials of Strategic Management. J. Hunger, Thomas L. Wheelen; Business; 1 September 1996; 1. Basic Concepts of Strategic Management. 2. Corporate ...

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How do you give your brand a competitive edge in a 'me-too' situation? How do you differentiate your brand and give it a distinctive identity? How, in short, do you secure competitive advantage for your brand? Especially in a 'mine-too' situation. The author answers all these questions and more, by discussing the concepts and principles involved in developing sound positioning strategy. He brings into focus its practice and applications with cases and examples from the Indian market. A large number of packaged goods, as well as some widely used durables such as two-wheelers, TV sets, etc. have been analysed. The second edition has new chapters on positioning of services and celebrity endorsements. Also new cases and examples have been included. With this coverage, the book will help markets and advertisers create sound positioning strategies for their brands.

As the People's Republic's seemingly inexorable rise to economic and military power continues, never has the need for a better grasp of Chinese strategic thought by the West been more acute. In Deciphering Sun Tzu, Derek Yuen seeks to reclaim for the reader the hidden contours and lost Chinese and Taoist contexts of Sun Tzu's renowned treatise The Art of War, a literary classic and arguably one of the most influential books ever written. He also explains its historical, philosophical, strategic, and cross-cultural significance. His comprehensive analysis of Sun Tzu, based on a close reading of the Chinese sources, also reconstructs the philosophy, Taoist methodology and worldview that effectively form the cornerstones of Chinese strategic thinking.

which are arguably as relevant today as at any moment in history. Yuen's innovative reading and analysis of Sun Tzu within and from a Chinese context is a new way of approaching the strategic master's main concepts, which he compares with those of Clausewitz, Liddell-Hart and other Western strategists. Deciphering Sun Tzu offers illuminating analysis and contextualization of The Art of War in a manner that has long been sought by Western readers and opens new means of getting to grips with Chinese strategic thought.

This book is intended for automation testers and developers who want to enhance their skills from web-based automation to mobile application automation using Appium. Basic knowledge of mobile application testing, Selenium WebDriver, and programming is assumed.

Using Continuous Delivery, you can bring software into production more rapidly, with greater reliability. A Practical Guide to Continuous Delivery is a 100% practical guide to building Continuous Delivery pipelines that automate rollouts, improve reproducibility, and dramatically reduce risk. Eberhard Wolff introduces a proven Continuous Delivery technology stack, including Docker, Chef, Vagrant, Jenkins, Graphite, the ELK stack, JBehave, and Gatling. He guides you through applying these technologies throughout build, continuous integration, load testing, acceptance testing, and monitoring. Wolff's start-to-finish example projects offer the basis for your own experimentation, pilot programs, and full-fledged deployments. A Practical Guide to Continuous Delivery is for everyone who wants to introduce Continuous Delivery, with or without DevOps. For managers, it introduces core processes, requirements, benefits, and technical consequences. Developers, administrators, and architects will gain essential skills for implementing and managing pipelines, and for integrating Continuous Delivery smoothly into software architectures and IT organizations. Understand the problems that Continuous Delivery solves, and how it solves them Establish an infrastructure for maximum software automation Leverage virtualization and Platform as a Service (PAAS) cloud solutions Implement build automation and continuous integration with Gradle, Maven, and Jenkins Perform static code reviews with SonarQube and repositories to store build artifacts Establish automated GUI and textual acceptance testing with behavior-driven design Ensure appropriate performance via capacity testing Check new features and problems with exploratory testing Minimize risk throughout automated production software rollouts Gather and analyze metrics and logs with Elasticsearch, Logstash, Kibana (ELK), and Graphite Manage the introduction of Continuous Delivery into your enterprise Architect software to facilitate Continuous Delivery of new capabilities

Intended primarily for mental health professionals, Demystifying Love deals plainly with topics rarely written about for clinicians. The book discusses in a small package highly readable and useful topics, such as love (as both noun and verb), psychological intimacy, sexual desire, as well as infidelity, both in background concepts and clinical guidelines. As the book shows, love is the logical point of departure for a clinical understanding of sexuality and its problems. It is the most conventional framework for understanding sexual behaviors, the one that is broadly endorsed across many cultures, often as the ideal context for sexual expression. The book integrates an analysis of love in patients dealing with intimacy, sexual desire, infidelity, forgiveness and reconciliation. Detailed with compelling case studies, the author's skill as a therapist comes through in the discussion of these topics—many of which are at the heart of numerous couple problems. In creating this illuminating work for mental health professionals, Dr. Levine may have underestimated its appeal. Dr. Levine's ability to shed light on our internal processes as we love and attempt to be loved throughout life may prove to be of interest to a far broader audience.

The digitization of the Media, Entertainment and Information (MEI) the industry has set up new opportunities for eating up, sharing and making media content through a creating number of contraptions and stages – at whatever point and from any spot. The present media substance and advancing are appropriated on the web and scattered through relational associations and progressed stages. As attracting with cutting edge media gets more straightforward, so does the time focused on substance, stages and organizations. New stages and changing use plans impact an individual's normal every day presence and social affiliations alter how work is done, and influence learning and metropolitan action. Changing progressed media use plans and their impacts on society are immediate aftereffects of the fourth mechanical bombshell. The World Economic Forum is centered on helping relationships in both the private and public territories to investigate through this historic change. The Shaping the Future Implications of Digital Media for Society project is one of the various exercises from the Forum to quicken multi-stakeholder joint exertion in keeping an eye on a segment of the repercussions on society of this fourth present-day uprising. Even more unequivocally, the endeavor looks at one of the MEI business' parts in this distress. Progressed Media staff are obligated for "arranging, creating and organizing multimedia, plans, design, smart media, action, just as mechanized film projects. " "Multi-media specialists and artists work chiefly in the film and video undertakings, advancing, and PC structures plan organizations. They draw by hand and use PCs to make the plan of pictures that structure the vivified pictures or embellishments found in films, TV projects, and PC games. Some draw storyboards for TV promotions, films, and stimulated features. Various multi-media craftsmen model things in three estimations by PC and work with programmers to make those photos move." "The improvement of the Internet and the augmentation of the World Wide Web (the graphical section of the Internet) have delivered a grouping of occupations related to the plan, headway, and upkeep of Web regions and their laborers. For example, site administrators are obligated for all specialized pieces of a Web site page, including execution issues like the speed of access, and for attesting the substance of the site. Web specialists or Web engineers, furthermore called Web originators, are liable for regular site creation and plan." Table of Contents BRAND MANAGEMENT 1 DIGITAL MEDIA: PARADIGM CHANGES IN HUMAN BEHAVIOUR 27 DIGITAL MEDIA: UNDERSTANDING ITS EFFECT IN BRAND POSITIONING 59 DIGITAL MARKETING PLAN 117 GROWING YOUR BRAND WITH CONTENT 139 BRAND MANAGEMENT IN CURRENT DIGITAL AGE 175 INTEGRATING DIGITAL MARKETING TO ESTABLISH BRAND 201 STRATEGY AND PLANNING FOR BRAND MANAGEMENT 229 SETTING THE FUTURE OF DIGITAL AND SOCIAL MEDIA MARKETING 261 CONCLUSION 305

A one-page tool to reinvent yourself and your career The global bestseller Business Model Generationintroduced a unique visual way to summarize and creativelybrainstorm any business or product idea on a single sheet of paper.Business Model You uses the same powerful one-page tool toteach readers how to draw "personal business models," which revealnew ways their skills can be adapted to the changing needs of themarketplace to reveal new, more satisfying, career and lifeopportunities. Produced by the same team that created BusinessModel Generation, this book is based on the Business ModelCanvas methodology, which has quickly emerged as the world'sleading business model description and innovation technique. This book shows readers how to: Understand business model thinking and diagram their currentpersonal business model Understand the value of their skills in the marketplace anddefine their purpose Articulate a vision for change Create a new personal business model harmonized with thatvision, and most important, test and implement the new model When you implement the one-page tool from Business ModelYou, you create a game-changing business model for your lifeand career.

The third edition of International Communication examines the profound changes that have taken place, and are continuing to take place at an astonishing speed, in international media and communication. Building on the success of previous editions, this book maps out the expansion of media and telecommunications corporations within the macro-economic context of liberalisation, deregulation and privatisation. It then goes on to explore the impact of such growth on audiences in different cultural contexts and from regional, national and international perspectives. Each chapter contains engaging case studies which exemplify the main concepts and arguments.

Compiles top research from the world's leading experts on many topics related to electronic commerce. Covers topics including mobile commerce, virtual enterprises, business-to-business applications, Web services, and enterprise methodologies.

The official CAIA Level 1 curriculum book Alternative Investments: CAIA Level I, 3rd Edition is the curriculum book for the Chartered Alternative Investment Analyst (CAIA) Level I professional examination. Covering the fundamentals of the alternative investment space, this book helps you build a foundation in alternative investment markets. You'll look closely at the different types of hedge fund strategies and the range of statistics used to define investment performance as you gain a deep familiarity with alternative investment terms and develop the computational ability to solve investment problems. From strategy characteristics to portfolio management strategies, this book contains the core material you will need to succeed on the CAIA Level I exam. This updated third edition tracks to the latest version of the exam, and is accompanied by the following ancillaries: a workbook, study guide, learning objectives, and an ethics handbook. Most investment analyst education programs focus primarily on the traditional asset classes, pushing alternative investments to the sidelines. The CAIA designation was developed in response to the tremendous growth of alternative investing, and is the industry's premier educational standard. This book is your official study companion, bringing you fully up to speed on everything you need to know (with the exception of the ethics material covered in a separate handbook). Understand the complexities of each alternative asset class Learn the quantitative techniques professionals use every day Dig into the unique aspects of alternative investments Master the core material covered by the CAIA Level I exam More than 300 financial institutions and hedge funds have committed key executives to the CAIA exam, and this rapidly growing trend speaks to the designation's rising status as a must-have credential for anyone in the alternative investment sphere. Increase your chances of success by getting your information straight from the source in CAIA Level I.