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international management a stakeholder approach applies a practical engaging and real time approach to the evolving
topics related to international management in thirteen chapters the authors discuss the complexities managers must
address when making decisions in a global marketplace including the complexity of globalization the external global
environment ethics and social responsibility culture communication entry strategies global strategies management decision
making motivation leadership and organizational change and human resources

in the rapidly evolving landscape of modern business artificial intelligence ai has emerged as a transformative force
redefining how organizations operate compete and thrive the advent of ai has introduced unprecedented opportunities and
challenges compelling business leaders to navigate a complex intersection of technology and strategy this book provides
readers with the tools and perspectives necessary to harness the power of ai responsibly ethically and effectively ultimately
driving strategic business success it is an indispensable and comprehensive resource for anyone seeking to understand the
strategic implications of ai its role in shaping the future of business and how to leverage ai for strategic advantage key
features designed with alternating strategy and technology focused chapters that are tightly interwoven the text provides a
clear integrated framework that links ai technologies directly to core strategic business decisions and operational actions

cutting edge case studies and examples illustrating how organizations across sectors are deploying ai to gain a competitive edge companies discussed include amongst others netflix amazon spotify ocado the adecco group 9altitudes natwest group and altereos pedagogical tools such as learning objectives real world examples and applications of ai and in depth discussions of technical aspects of ai support comprehension critical thinking and classroom discussion digital support via mcgraw hill s connect platform offering data driven simulations videos case studies and a wide bank of test questions for enhanced learning and engagement dr jonas debrulle is an associate professor at i□seg school of management in france and the faculty of economics and business at ku leuven in belgium previously he was director of programs at i□seg overseeing undergraduate and postgraduate programs he currently teaches international strategic management technology entrepreneurship and the impact of ai on business development dr lo□c pl□ is a professor of strategic management and director of teaching and learning at ieseg school of management he has a ph d in management sciences from university paris dauphine psl he created i□seg center for educational and technological innovation ceti in 2009 promoting the use of technology to benefit teaching and learning dr elliroma gardiner is an organisational psychologist and associate professor at qut business school in australia with over 18 years of experience teaching and researching across australia asia and europe she has held academic positions at the london school of economics i□seg school of management and griffith university

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discover how to apply engineering thinking and data analytics to business operations this comprehensive textbook shows readers how to develop their engineering thinking and analytics to support making strategic and tactical decisions in managing and control of operations systems and supply chains the book is created in a modular fashion so that sections

and chapters can stand alone and be used within operations courses across the spectrum operations engineering and management concepts analytics and principles for improvement is based on the author s successful classes in both business and engineering the book presents concepts and principles of operations management with a strong emphasis on analytics and a sharp focus on improving operations you will explore both the engineering approach to operations e g analytics and engineering thinking and the classic management approach focuses on teaching and developing strong problem solving analytics skills each section is designed to stand alone and can be used in a wide variety of courses written by an operations management and engineering expert

the 8th edition of entrepreneurship by robert hisrich michael peters and dean shepherd has been designed to clearly instruct students on the process of formulating planning and implementing a new venture students are exposed to detailed descriptions of how to embark on a new venture in a logical manner comprehensive cases at the end of the text have been hand picked by the authors to go hand in hand with chapter concepts the superb author team of hisrich peters and shepherd draw from their distinct backgrounds to create a book that addresses the dynamics of today s entrepreneurial challenges from bob hisrich s expertise in global entrepreneurship to mike peter s background as a both a real life entrepreneur and academic to dean shepherd s current research on cognition and entrepreneurial mindset this book balances the crucial line between modern theory and practice

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