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most business schools use case studies in their courses however these are typically based on past cases and assigned to students to solve this book describes a new approach for teaching with case studies which was developed and applied successfully at tum school of management in this approach student teams

write and solve their own case study on a topic concerning current and future businesses a case can thus be on their own startup or a strategic decision of existing companies during the course the students receive intensive coaching while selecting and developing the case topic by the course advisors as well as feedback by industry experts and executives for whom the case is actually a burning question the authors present 17 cases covering strategic questions for startups and technology companies such as deutsche post bmw ryanair lufthansa stadtwerke münchen fiemann adidas siemens caribou biosciences eon airbus unicredit and ubs

how do you decide on the best course of action for your company to take advantage of new opportunities by building a business case this book provides a framework for building a business case you ll learn how to clearly define the opportunity you ll want to address in your business case identify and analyze a range of alternatives recommend one option and assess its risks create a high level implementation plan for your proposed alternative communicate your case to key stakeholders

engineering management meeting the global challenges prepares engineers to fulfill their managerial responsibilities acquire useful business perspectives and take on the much needed leadership roles to meet the challenges in the new millennium value addition customer focus and business perspectives are emphasized throughout also underlined are discussions of leadership attributes steps to acquire these attributes the areas engineering managers are expected to add value the web based tools which can be aggressively applied to develop and sustain competitive advantages the opportunities offered by market expansion into global regions and the preparations required for engineering managers to become global leaders the book is organized into three major sections functions of engineering management business fundamentals for engineering managers and engineering management in the new millennium this second edition refocuses on the new strategy for science technology engineering and math stem professionals and managers to meet the global challenges through the creation of strategic differentiation and operational excellence major revisions include a new chapter on creativity and innovation a new chapter on operational excellence and combination of the chapters on financial accounting and financial management the design strategy for this second edition strives for achieving the t shaped competencies with both broad based perspectives and in depth analytical skills such a background is viewed as essential for stem professionals and managers to exert a strong leadership role in the dynamic and challenging marketplace the material in this book will surely help engineering managers play key leadership

roles in their organizations by optimally applying their combined strengths in engineering and management

the handbook of latin america in the world explains how the latin american countries have both reacted and contributed to changing international dynamics over the last 30 years it provides a comprehensive picture of latin america s global engagement by looking at specific processes and issues that link governments and other actors social and economic within the region and beyond leading scholars offer an up to date state of the field theoretically and empirically thus avoiding a narrow descriptive approach the handbook includes a section on theoretical approaches that analyze latin america s place in the international political and economic system and its foreign policy making other sections focus on the main countries actors and issues in latin america s international relations in so doing the book sheds light on the complexity of the international relations of selected countries and on their efforts to act multilaterally the routledge handbook of latin america in the world is a must have reference for academics researchers and students in the fields of latin american politics international relations and area specialists of all regions of the world

if you ve enrolled in an executive education or mba program you ve probably encountered a powerful learning tool the business case this text presents a potent approach for analysing discussing and writing about cases

in today s world only the smartest survive the competitive landscape is littered with graves of well known firms whose revenues profits and stock prices rose for decades until they suddenly imploded in fast changing business environments firms must adapt their strategies and innovate to remain at the top but many successful firms fail to do so instead they succumb to inertia hesitate or stick blindly to their old strategies until it is too late the ability to adapt to change is a measure of intelligence so why do firms demonstrate such low strategic iq what causes inertia and why is it so deadly how can leaders help their firms to act more intelligently this book identifies the key sources of inertia strategic structural and huma and provides practical advice on how they can be overcome to create smarter corporations it is both a wake up call for successful firms and a lifeline for firms struggling to succeed to successful firms beware you may already be dead to struggling firms have hope it is possible to pass powerful competitors by raising your strategic structural and human iq praise for strategic iq hard hitting and stimulating wells thesis carries a robust message that should make business leaders the world over sit up and think archie norman chairman of itv uk wells makes a compelling case for dramatic change ron sargent ceo of staples usa

the guide all mbas and exec ed students need if you re enrolled in an mba or executive education program you ve probably encountered a powerful learning tool the business case but if you re like many people you may find interpreting and writing about cases mystifying and time consuming in the case study handbook revised edition william ellet presents a potent new approach for efficiently analyzing discussing and writing about cases early chapters show how to classify cases according to the analytical task they require making a decision performing an evaluation or diagnosing a problem and quickly establish a base of knowledge about a case strategies and templates in addition to several sample harvard business school cases help you apply the author s framework later in the book ellet shows how to write persuasive case analytical essays based on the process laid out earlier examples of effective writing further reinforce the methods the book also includes a chapter on how to talk about cases more effectively in class any current or prospective mba or executive education student needs this guide

the business case for acting sustainably is becoming increasingly compelling reducing our global footprint to sustainable levels is the defining issue of our times and it is one that can only be addressed with the active participation of the private sector however persuading well established organizations to act in new ways is never easy this book is designed to support business leaders and organizational scholars who are grappling with this challenge by pulling together leading edge insights from some of the world s best researchers as to how organizational change in general and sustainable change in particular can be most effectively managed the book begins by laying out the economic case for change while subsequent chapters describe how leaders at firms such as du pont ibm and cemex have transformed their organizations exploring issues such as the role of the senior team and the ways in which firms shift their identities build innovative cultures and processes and begin to change the world around them business leaders will find the book a source of both powerful examples and immediately actionable ideas while scholars will be deeply intrigued by the insights that emerge from the cross cutting exploration of one of the toughest challenges our society has ever faced

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after all the hard work on your application you re finally in to business school now what the acceptance letter is just the beginning of your mba experience even before classes start you ll face all kinds of new challenges financing your degree readjusting to homework schmoozing recruiters now you can turn to this book

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this collection examines the forces both internal and external that lead corporations to behave efficiently and to create wealth the author argues that control is vested in shareholders to maximise corporate value risking the hostile takeovers which led to the economic boom of the 1990s

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