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projecting a global interdisciplinary vision this insightful book develops a peer to peer learning methodology to facilitate reconciling religion and human rights both in multilateral contexts and at the national level written by leading human rights practitioners the book illuminates the tension zones between religion and rights exploring

how the faith elements in both disciplines can create synergies for protecting equal human dignity

published in association with the bordeaux college of business this groundbreaking book applies business pedagogy s powerful learning tool to the unique challenges of wine business management within are thirteen cases drawn from the examples of real business success and calamity by an international group of respected wine business scholars

this volumes has multidisciplinary indian case studies from different areas of managment like finance human resource management marketing and strategic operations management

what creates corporate reputations and how should organizations respond corporate reputation is a growing research field in disciplines as diverse as communication management marketing industrial and organizational psychology and sociology as a formal area of academic study it is relatively young with roots in the 1980s and the emergence of specialized reputation rankings for industries products services and performance dimensions and for regions such rankings resulted in competition between organizations and the alignment of organizational activities to qualify and improve standings in the rankings in addition today s changing stakeholder expectations the growth of advocacy demand for more disclosures and greater transparency and globalized mediatized environments create new challenges pitfalls and opportunities for organizations successfully engaging dealing with and working through reputational challenges requires an understanding of options and tools for organizational decision making and stakeholder engagement for the first time the vast and important field of corporate reputation is explored in the format of an encyclopedic reference the sage encyclopedia of corporate reputation comprehensively overviews concepts and techniques for identifying building measuring monitoring evaluating maintaining valuing living up to and or changing corporate reputations key features include 300 signed entries are organized in a to z fashion in 2 volumes available in a choice of electronic or print formats entries conclude with cross references and further readings to guide students to in depth resources although organized a to z a thematic reader s guide in the front matter groups related entries by broad areas a chronology provides historical perspective on the development of corporate reputation as a discrete field of study a resource guide in the back matter lists classic books key journals associations websites and selected degree programs of relevance to corporate reputation a general bibliography will be accompanied by visual maps noting the relationships between the various disciplines touching upon corporate reputation studies the work concludes with a comprehensive index which in the electronic version combines with the reader s guide and cross references to provide thorough search and browse capabilities

are you about to begin your dissertation or a research project but don't know what topic to choose are you unsure of what research methods to use and how they should be applied to your project are you worried about how to write up your research project then this is the book for you a balanced coverage of qualitative and quantitative methods means that no matter what approach you choose to use for your project there are examples and case studies to help guide you through the process student research boxes provide an insight into situations and research decisions that students have encountered in real life projects they contain hints tips and sometimes questions to help you think through your own project a running case study charts the progression of two student research projects one qualitative and one quantitative and shows how the content of each chapter can be used to develop their projects thought provoking questions are included in order to help you consider the issues and decisions involved which you can then apply to your own project deeper insight boxes delve further into particular research issues offering you a detailed description to increase your understanding of these areas whilst real life examples put research methods into context by showing you how they have been applied in real world situations the online learning centre contains a vast amount of extra resources to help you create a superior project six statistical chapters are available to help you prepare test and analyse your hypotheses and data extra cases appendices and dataset exercises help you to take your study further check out the research skills centre for free chapters of study skills books examples of good and bad proposals and templates for questionnaires and surveys all of this and more can be found at mcgraw hill co uk textbooks blumberg

covering all the key issues of effective teaching of business and management this guide includes chapters from a wide range of contributors in the field and takes a broad and international perspective

the complete guide for how to design and conduct theory testing and other case studies case study methodology in business research sets out structures and guidelines that assist students and researchers from a wide range of disciplines to develop their case study research in a consistent and rigorous manner it clarifies the differences between practice oriented and theory oriented research and within the latter category between theory testing and theory building it describes in detail how to design and conduct different types of case study research providing students and researchers with everything they need for their project the main aims are to present a broad spectrum of types of case study research including practice oriented case studies theory building case studies and theory testing case studies in one consistent methodological framework emphasize and clearly illustrate that the case study is the preferred research strategy for testing deterministic propositions such as those expressing a necessary condition case by case and that the survey is the preferred

research strategy for testing probabilistic propositions stress the role of replication in all theory testing research irrespective of which research strategy is chosen for a specific test give more weight to the importance of theory testing relative to theory building case study methodology in business research is a clear concise and comprehensive text for case study methodology templates are supplied for case study protocol and how to report a case study a modular textbook primarily aimed at serving research methodology courses for final year undergraduate students and graduate students in business administration and management which is also useful as a handbook for researchers written by jan dul professor of technology and human factors rsm erasmus university rotterdam and tony hak associate professor of research methodology rsm erasmus university rotterdam in collaboration with other authors from rsm erasmus university

bachelor thesis from the year 2010 in the subject business economics offline marketing and online marketing grade 1 3 otto beisheim school of management vallendar language english abstract the aim of this thesis is to come up with a typology of marketing flop areas therefore i will present 90 marketing failures and analyze them in regard to the obvious and less obvious reasons for the failure 1 furthermore the case studies will be categorized according to the marketing function in which the mistake occurred i will then present characteristics common to the cases in each category to ease the accessibility of the text references will only appear in the tables integrated into the section in the second part of this thesis three cases will be analyzed in depth concerning how the decisions causing the marketing mistake were made therefore i will provide a summary of the decision in question as well as of its objectives and consequences to then retrace the different steps that lead to the wrong decision for each of these cases i will also outline how the failure could have been prevented finally i will shortly summarize the most important results of my research i will also mention which limitations i encountered while preparing this thesis and suggest further questions that in my mind are relevant to research in the field of marketing flops

it has been decades since many business schools outside india adopted the case study methodology for teaching almost all branches of management studies this trend has been seen in india too where top management institutes have implemented the case study based methodology as an important pedagogical tool in business education the major issue in india however is a severe shortage of indian case studies through which business schools can provide industry insights to students this volume fills that gap it has twenty indian cases related to different aspects of business management the cases cover some of the prominent disciplines of management like marketing finance human resource management strategy management operations management accounting and mergers and acquisitions these cases best serve the purpose of adoption of case methodology in classroom teaching or

online lecture sessions for the faculty and students of business management

this work is a collection of case studies illustrating real world techniques implementation and strategies on corporate restructuring they examine the numerous companies and trillions of dollars involved in corporate restructuring since the 1980s

the 46 original case studies featured in this book demonstrate that in many business sectors local people and foreigners are responding to the challenges of achieving business success while competing with integrity cases are divided into eight sub topics discussing internet and social media issues labor issues corporate social responsibility product and food safety chinese suppliers and production environmental issues corporate governance as well as business and society in china each case is followed by a discussion section with questions to prompt reflection this book is a valuable resource for students of international business and management as well as entrepreneurs and business managers working and doing business in china

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