

Economics For Managers Farnham Solutions

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for one semester mba managerial economics courses economics for managers presents the fundamental ideas of microeconomics and macroeconomics and integrates them from a managerial decision making perspective in a framework that

can be used in a single semester course to be competitive in today's business environment managers must understand how economic forces affect their business and the factors that must be considered when making business decisions this is the only book that provides business students and mbas with a thorough and applied understanding of both micro and macroeconomic concepts in a way non economics majors can understand the third edition retains all the same core concepts and straightforward material on micro and macroeconomics while incorporating new case material and real world examples that relate to today's managerial student

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the concept contractual management offers a holistic approach to managerial decision making based on contracts or business processes that are related to contracts it explains management from the point of view of the contract just as it interprets the contract from the point of view of management thus the approach highlights the great inherent potential of contracts for managing companies transactions and business relationships the book addresses students as well as practitioners and gives insights into the usage of contracts to manage companies or relationships it covers contract handling from preliminary deliberations to negotiations implementation and all the way to the evaluation of the contract within the company furthermore it provides competencies to design and implement a contract and to organize the relevant processes the content in part 1 the book explains the theoretical foundations of contractual management in part 2 the application of the approach is illustrated through case studies which cover various sectors industries company sizes contract types and management situations theory

part contractual management a holistic approach to a diverse issue case study part 11 case studies arranged according to specific contract related topics information and communication change enterprise networks conflict accounting and financing legal compliance societal steering the editors professor dr ralph schuhmann after holding a senior management position in industry ralph schuhmann now teaches business law at ernst abbe hochschule in jena germany he is the scientific director of the contractual management institute at srh hochschule berlin and has published various articles on contract law and contract management professor dr bert eichhorn before his appointment as professor for international law and business law at srh hochschule berlin bert eichhorn worked as a legal consultant at the eu parliament and as a lawyer he has published numerous articles in national and international scientific journals in the area of contract management and international law he is the managing director of the contractual management institute at srh hochschule berlin

in recent years organizations of all kinds have learned that project working once considered significant only for engineering and construction companies can help to ensure that the intended benefits of business change will be realized in full and on time this development means that more people than ever before need to understand the basic process language and purpose of project working that awareness is important not only for those actually engaged in project work in all sectors of industry and commerce but also for senior managers project sponsors and the other stakeholders the fourth edition of essentials of project management is the junior complement to dennis lock s comprehensive successful and encyclopaedic textbook project management now in its tenth edition essentials provides a concise straightforward account of the principles and techniques of project management designed to meet the needs of the business manager or student using examples and illustrations the author introduces the key project management procedures and explains clearly how and when to use them the essentials of project management remains the ideal first text for anyone new to project working or students studying project management as part of a wider business qualification or degree

growing global imperatives to address sustainability concerns have boosted the importance and prominence of green construction projects worldwide however project managers may lack the specialist knowledge and or technical skills to overcome the unique challenges to successfully deliver suitably sustainable green projects this book aims to address this shortfall by unearthing refining and synergising the hitherto scattered gems of experiential and theoretical knowledge into a unified body of knowledge for green construction project management comprising both conceptual principles as well as practical case studies this book for the first time assembles structures and consolidates a comprehensive body of knowledge for green construction project management that addresses the unique aspects of this critical domain it will fulfil a now critical

need equipping industry practitioners researchers and students with the core project management knowledge and skills needed to successfully deliver green construction projects it is a must read for anyone who seeks to develop core green construction project management knowledge and skills and those intending to move into green construction project management

shortlisted in the management and leadership textbook category at cmi management book of the year awards 2017 are you undertaking or thinking of doing a doctor of business administration dba or other professional doctorate pd in business and management or perhaps you re supervising and delivering one of these programmes this is your complete and practical guide to succeeding on this course a guide to professional doctorates in business and management has been written by a team of experts with experience of the challenges faced in both studying for and supervising professional doctorates in business and management inside they address the key issues faced in particular how these courses differ from a traditional phd and the different skills and approach needed for success chapters explore the nature and importance of pds as leading change in the professional world of practice and how they need to differ from traditional forms of doctorate such as phds the guide also offers practical guidance on researching in this particular mode and through writing and publishing a thesis making a valuable contribution to professional knowledge

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dennis lock s masterly exposition of the principles and practice of project management has been pre eminent in its field for 45 years and was among the first books to treat project management as a holistic subject but project management has been kept completely up to date by regular and sensitive revisions to ensure that it remains fresh and totally relevant project management explains the entire project management process in great detail demonstrating techniques from simple charts to detailed computer applications everything is reinforced with clear diagrams and case examples many new for this edition the author has expanded discussion of topics such as supply chain management and the project management office pmo and there are new chapters about implementing change management projects and the role of senior managers in supporting projects obsolescent or less frequently used methods have been stripped out but readers of the hardback tutor s edition will find that this deleted material lives on as new chapters on the accompanying downloadable resources which have been thoroughly

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