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Indian Business Case Studies Volume I Case Studies for Corporate Finance Case Studies of Co-operation Between Labor and Management How Companies Succeed in Social Business Company Law Project Management Case Studies International Business Case Studies for the Multicultural Marketplace Management Practices in Asia Indian Business Case Studies Volume II Case Study Methodology in Business Research Doing Good Business In China: Case Studies In International Business Ethics In Company Case Studies in Business Ethics Entrepreneurship in the Asia-Pacific: Case Studies 50 Short Case Studies in Business Management Case Studies in Marketing Case Studies in Performance Management The Lakeside Company Case Studies in Export Organisation Indian Business Case Studies Volume VIII Sandeep Pachpande Harold Bierman Rutgers University. Institute of Management and Labor Relations Shawn Santos Desmond Painter Harold Kerzner Robert T. Moran Christiane Prange V P Pawar Jan Dul Stephan Rothlin John Allison Al Gini Jing Wang M Dileep Kumar Linda Berman Tony C. Adkins John Trussel Andrew Duguid Srilatha Palekar Indian Business Case Studies Volume I Case Studies for Corporate Finance Case Studies of Co-operation Between Labor and Management How Companies Succeed in Social Business Company Law Project Management Case Studies International Business Case Studies for the Multicultural Marketplace Management Practices in Asia Indian Business Case Studies Volume II Case Study Methodology in Business Research Doing Good Business In China: Case Studies In International Business Ethics In Company Case Studies in Business Ethics Entrepreneurship in the Asia-Pacific: Case Studies 50 Short Case Studies in Business Management Case Studies in Marketing Case Studies in Performance Management The Lakeside Company Case Studies in Export Organisation Indian Business Case Studies Volume VIII *Sandeep Pachpande Harold Bierman Rutgers University. Institute of Management and Labor Relations Shawn Santos Desmond Painter Harold Kerzner Robert T. Moran Christiane Prange V P Pawar Jan Dul Stephan Rothlin John Allison Al Gini Jing Wang M Dileep Kumar Linda Berman Tony C. Adkins John Trussel Andrew Duguid Srilatha Palekar*

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

case studies for corporate finance from a anheuser to z zyps provides a distinctive collection of 51 real business cases dealing with corporate finance issues over the period of 19852014 written by harold bierman world renowned author in the field of corporate finance the book spans over different areas of finance which range from capital structures to leveraged buy outs to restructuring while the primary focus of the case studies is the economy of the united states other parts of the world are also represented notable to this comprehensive case studies book are questions to which unique solutions are offered in the latter section of the book all of which aim to provide the reader with simulated experience of real business situations involving corporate financial decision making case studies covered include that of time warner 19891991 the walt disney company 1995 exxonmobil 1998 mitsubishi s zero coupon convertible bond 2000 and apple 2014

discover how the world s most successful social business leaders are making social media work for their enterprises reflecting the pioneering experience of executives at pioneering companies ranging from adobe to xerox this guide offers a unique unprecedented insider s view of what it takes to succeed with social business dozens of battle tested corporate practitioners have shared their intimate first hand experiences in developing launching and managing social media initiatives to improve customer care marketing product development and other key business functions each chapter written by a different social media thought leader reveals their most intense struggles biggest wins and hardest won lessons in social business these case studies illuminate the differences between social media for social s sake and practical use cases that drive real business value how companies succeed in social business delivers specific strategies detailed tactics true best practices and actionable answers to these and other crucial questions about both strategy and tactics how have other companies been successful and where have they failed how do i champion social business initiatives to executives how do i measure roi and build a business case how do i attract and deepen both internal and external participation how do i integrate social media with my existing technologies and processes how do i organize internally for maximum effectiveness and efficiency how will social media impact my people and our culture how can i optimize our content management processes and systems what s lurking

around the corner how can i prepare for the future of social business this is an indispensable resource for all leaders and practitioners in support and marketing especially those involved with it pr corporate communications sales or product development applicable to many industries it will be especially valuable to b2b companies and those whose offerings have a significant technological component

a set of twenty problems in company law the loose leaf case study pages are licensed for bona fide lecturers to photocopy for assignment and seminar use full lecturers notes are provided showing how the cases can be fully updated in practical activity based study

the 1 project management case studies book now featuring new cases from disney the olympics airbus boeing and more after on the job experience case studies are the most important part of every project manager s training this fifth edition of project management case studies features more than one hundred case studies that detail projects at high profile companies around the world these cases offer you a unique opportunity to experience first hand project management in action within a variety of contexts and up against some of the most challenging conditions any project manager will likely face new to this edition are case studies focusing on agile and scrum methodologies contains 100 plus case studies from companies that illustrate both successful and not so successful project management represents an array of industries including medical and pharmaceutical aerospace entertainment sports manufacturing finance telecommunications and more features 18 new case studies including high profile cases from disney the olympics boeing 787 dreamliner and airbus 380 follows and supports preparation for the project management professional pmp certification exam experienced pms project managers in training and students alike will find this book to be an indispensable resource whether used as a standalone or combined with the bestselling project management a systems approach to planning scheduling and controlling 12th edition pmi capm pmbok pmp and project management professional are registered marks of the project management institute inc

this comprehensive guide presents specific real life examples of the strategies and tactics used by some of the world s most successful international businesses and organizations to excel in the global marketplace divided into six major sections this important book features more than 30 case studies that span critical issues of international business globalization negotiation marketing product service quality joint

ventures and strategic alliances and culturally diverse workforces each case study focuses on a particular company region or management style to clearly illustrate proven techniques for capitalizing on the cultural diversity of people products and markets with contributions from more than two dozen business executives and professors spanning the globe from japan to germany china to mexico this casebook provides a broad spectrum of current and future approaches to achieving international and cross cultural business success

asia is a continent of contradictions and boundaries it offers exciting business opportunities but is also characterized by unpredictability and conflict while flexibility and creativity are in the dna of many startups in china major players like xiaomi and alibaba have also emerged as global giants challenging established global competitors the authors of this book show that these companies are crossing various boundaries between cultures mindsets and perspectives at the same time western companies entering asian markets face challenges that are very different from those on their home turf this book addresses the needs of current and future managers doing business in asia who need to understand the individual social and business challenges that can arise from crossing boundaries the respective case studies provide essential insights on how several asian companies have made impressive strides towards becoming established players how the revival of local brands and growing pride in local products has become a major challenge for global competition how the need to actively practice corporate social responsibility in asian markets is currently challenging many companies and how the need for individual and team coaching among the members of management to support a company s development has grown tremendously calling for new solutions

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

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

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

no further information has been provided for this title

this book is dedicated to the analysis of the entrepreneurship in successful companies by presenting and comparing a series of case studies in the asia pacific where many new companies have been growing successfully in the 21th century in total 5 cases in the manufacturing industry 4 cases in the services industry and 3 cases related to new business and social innovation are chosen from the mainland of china taiwan japan australia malaysia and vietnam each case provides insight into the entrepreneur s aspiration the processes of personal and business developments the factors of success and the inspirations drawn from the analysis these cases are analyzed and compared from the viewpoints of entrepreneur s motivation ability of foreseeing changes and opportunities in the future business environment core resources and innovation knowledge management and culture for the company determination and ethos these are critical factors in value creation for customers and the society especially in the future business environment finally commonalities and uniquenesses in entrepreneurship relevant to industry sectors and social economic cultural contexts are clarified and a typical entrepreneurship model in the asia pacific is proposed

praise for case studies in performance management with this book tony adkins has made an important contribution to the body of knowledge of managerial accounting from the foreword by gary cokins lead strategist business performance management solutions group with sas institute and internationally recognized expert in advanced cost management and performance improvement systems if you want to achieve direction traction and speed in business case studies in performance management a guide from the experts is a must read jam packed with golden nuggets you can put to work immediately jason jennings bestselling author of think big act small less is more and it s not the big that eat the small it s the fast that eat the slow tony has the insight found only from actual implementations of abc pm using this as lens he has brought the collective experience of experts into focus mohan nair author of essentials of balanced scorecard and activity based information systems tony adkins has lived the life of a true abc pm road warrior his collection of case studies reaches beyond the theory to capture the harsh reality of what it takes to successfully implement performance management a must read for anyone wise enough to learn from those

who have gone before chris m pieper ceo formrouter inc former founder and ceo of abc technologies everyone who reads this book will gain a solid appreciation of the substance and value of performance management in varied industry settings and applications dr peter b b turney president and chief executive officer of cost technology inc and author of common cents if you re looking for a way to dramatically improve your company s performance and get back its competitive edge case studies in performance management a guide from the experts will show you how other businesses driven to remain competitive by changes in their industries learned to work smarter using abc pm in today s tough business environment noteworthy commentary from experts in the field including ashok vadgama and alan stratton helps you understand abc pm and how to execute its sound strategies in your own business

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

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