Alfred Rappaport

Applied Marketing Daniel Padgett, Andrew Loos, 2019-04-02 Applied Marketing is a concise product that provides the very latest examples of marketing techniques and campaigns from today, s business world without compromising on traditional theories of marketing. Marketing is about decision making and professors want material that will help students develop their critical thinking skills so they can think like a marketer and see that marketing is everywhere around them. Who better to develop such a product than a practitioner, Andrew Loos of Attack Marketing, and an academic, Daniel Padgett of Auburn University. Together these authors provide insights into what employers need, know the latest tools used by companies today and can help students smoothly move from the classroom to their careers. Applied Marketing connects traditional marketing with customerperspective marketing, thus teaching students the value of allowing customers to feel more connected to the product, brand and company.

Logistics Harald Gleissner, J. Christian Femerling, 2014-02-11 Logistics is the ideal book for Bachelor students of logistics, providing a solid foundation as well as a practical guide. In modular and clear form, it explains key concepts, principles, and practices of logistics. Learning objectives as well as several case studies are integrated into each chapter. It features chapters on Principles of Logistics; Logistics Systems; Transport Systems and Logistics Services; Warehousing, Handling and Picking Systems; Inventory, Stock and Provisioning Management; Logistics Network Planning; IT in Logistics; and Logistics Controlling. In addition, the second fully updated German edition has been extended by the chapters Logistics Infrastructure and Investment and Financing in Logistics. "This book offers, in a very clear and concise manner, access to fundamental management topics of modern logistics. Well-chosen case studies serve to illustrate best practice solutions." Professor Peter Klaus, member of Logistics Hall of Fame "This new textbook facilitates a comprehensive and easy-to-grasp insight into the complex subject area of logistics. The authors have succeeded in presenting a good mix of theoretical foundation and practical application. Due to its clear structure and extensive range of topics, this book is highly suitable not only for students, but also for practitioners." Bernhard Simon, Managing Director, DACHSER GmbH & Co. KG

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Creating Shareholder Value Alfred Rappaport,1986 Begins with dramatic proof of the shortcomings of accounting numbers as earnings per share, return on investment, and return on equity, and explains to develop value-creating business strategies and how to ...

Introduction to Tourism Transport Sven Gross, Louisa Klemmer, 2014-08-26 Transport is an inherent part of tourism; whether as a functional means of transportation, such as between origin and destination or within the destination; or as a key element of the holiday experience itself, as in cruising or traveling along scenic or historic routes. This book provides the necessary background information to gain a comprehensive understanding of transportation markets, with each of the three modes of transportation – air, ground and marine – explored in detail. Each section includes definitions, the historical development of the market and international institutional frameworks, with case studies, learning objectives and study questions incorporated to facilitate an active learning process.

Creating Shareholder Value Alfred Rappaport, 1999-10-13 The ultimate test of corporate strategy, the only reliable measure, is whether it creates economic value for shareholders. Now, in this substantially revised and updated edition of his 1986 business classic, Creating Shareholder Value, Alfred Rappaport provides managers and investors with the practical tools needed to generate superior returns. After a decade of downsizings frequently blamed on shareholder value decision making, this book presents a new and indepth assessment of the rationale for shareholder value. Further, Rappaport presents provocative new insights on shareholder value applications to: (1) business planning, (2) performance evaluation, (3) executive compensation, (4) mergers and acquisitions, (5) interpreting stock market signals, and (6) organizational implementation. Readers will be particularly interested in Rappaport's answers to three management performance evaluation questions: (1) What is the most appropriate measure of performance? (2) What is the most appropriate target level of performance? and (3) How should rewards be linked to performance? The recent acquisition of Duracell International by Gillette is analyzed in detail, enabling the reader to understand the critical information needed when assessing the risks and rewards of a merger from both sides of the negotiating table. The shareholder value approach presented here has been widely embraced by publicly traded as well as privately held companies worldwide. Brilliant and incisive, this is the one book that should be required reading for managers and investors who want to stay on the cutting edge of success in a highly competitive global economy.

New Online Retailing Gerrit Heinemann, Christoph Schwarzl, 2010-11-01 The authors describe in detail what makes today's online retailing different and provide 8 central success factors for the new generation of Internet sales. Based on internationally recognized best practices, it becomes obvious what makes online retailers successful. The authors pull together

"lessons learned" from the last 10 years, and give readers a tour of the future of online selling.

Commerce Reports ,1919

International GAAP 2019 Ernst & Young LLP, 2019-01-14 International GAAP® 2019 is a comprehensive guide to interpreting and implementing International Financial Reporting Standards (IFRS), setting IFRS in a relevant business context and providing insights into how complex practical issues should be resolved in the real world of global financial reporting. This book is an essential tool for anyone applying, auditing, interpreting, regulating, studying or teaching IFRS. Written by EYs financial reporting professionals from around the world, this three-volume guide to reporting under IFRS provides a global perspective on the application of IFRS. Complex technical accounting issues are explained clearly and IFRS is set in a practical context with numerous worked examples and hundreds of illustrations from the published financial reports of major listed companies from around the world. The 2019 edition of International GAAP® has been fully revised and updated in order to: • Continue to investigate the many implementation issues arising as entities adopt IFRS 9 (Financial Instruments) and IFRS 15 (Revenue from Contracts with Customers). • Explore the complex implementation issues arising as entities adopt, in 2019, IFRS 16 (Leases). • Include an updated chapter on the new insurance contracts standard IFRS 17 (Insurance Contracts), which reflects the recent discussions of the IASB's Transition Resource Group on implementation issues raised, proposed narrow-scope amendments to IFRS 17 intended by the IASB, and also explores other matters arising as users prepare for the adoption of this standard. • Include an amended chapter on the revised Conceptual Framework, which was published in March 2018. The changes to the Conceptual Framework may affect the application of IFRS in situations where no standard applies to a particular transaction or event. • Address amended standards and new interpretations issued since the preparation of the 2018

edition. • Explain the many other initiatives that are currently being discussed by the IASB and by the IFRS Interpretations Committee and the potential consequential changes to accounting requirements. • Provide insight on the many issues relating to the practical application of IFRS, based on the extensive experience of the book's authors in dealing with current issues.

Challenges in Change ,1996

Personal Recollections of Werner Von Siemens Werner von Siemens, 1893

Competition in the Railway Industry José A. Gómez-Ibáñez, Ginés de Rus, 2006-01-01 Numerous countries have attempted to improve the performance of their railways by introducing more competition, but there is fierce debate and no consensus on how this is best achieved. This book reveals how railways were an obvious target for reform because they were often losing traffic and money, and because the government was typically deeply involved as either owner or regulator.

The Bishop's Man Linden MacIntyre,2011-10-11 Father Duncan MacAskill has spent most of his priesthood as the Exorcist—an enforcer employed by his bishop to discipline wayward priests and suppress potential scandal. He knows all of the devious ways that lonely priests persuade themselves that their needs trump their vows, but he's about to be sorely tested himself. While sequestered by his bishop in a small rural parish to avoid an impending public controversy, Duncan must confront the consequences of past cover-ups and the suppression of his own human needs. Pushed to the breaking point by loneliness, tragedy, and sudden self-knowledge, Duncan discovers how hidden obsessions and guilty secrets either find their way to the light of understanding or poison any chance we have for love and spiritual peace.

<u>Leading Open Innovation</u> Anne Sigismund Huff, Kathrin M. Moslein, Ralf Reichwald, 2013-01-25 Learning from broad experience with open innovation: how it works, who contributes to

it, and arenas for innovation from manufacturing to education. In today's competitive globalized market, firms are increasingly reaching beyond conventional internal methods of research and development to use ideas developed through processes of open innovation (OI). Organizations including Siemens, Nokia, Wikipedia, Hyve, and innosabi may launch elaborate OI initiatives, actively seeking partners to help them innovate in specific areas. Individuals affiliated by common interests rather than institutional ties use OI to develop new products, services, and solutions to meet unmet needs. This volume describes the ways that OI expands the space for innovation, describing a range of OI practices, participants, and trends. The contributors come from practice and academe, and reflect international, cross-sector, and transdisciplinary perspectives. They report on a variety of OI initiatives, offer theoretical frameworks, and consider new arenas for OI from manufacturing to education. Contributors Nizar Abdelkafi, John Bessant, Yves Doz, Johann Füller, Lynda Gratton, Rudolf Gröger, Julia Hautz, Anne Sigismund Huff, Katja Hutter, Christoph Ihl, Thomas Lackner, Karim R. Lakhani, Kathrin M. Möslein, Anne-Katrin Neyer, Frank Piller, Ralf Reichwald, Mitchell M. Tseng, Catharina van Delden, Eric von Hippel, Bettina von Stamm, Andrei Villarroel, Nancy Wünderlich

European Retail Research Thomas Foscht, Dirk Morschett, Thomas Rudolph, Peter Schnedlitz, Hanna Schramm-Klein, Bernhard Swoboda, 2015-05-08 The aim of EUROPEAN RETAIL RESEARCH is to publish interesting manuscripts of high quality and innovativeness with a focus on retail researchers, retail lecturers, retail students and retail executives. As it has always been, retail executives are part of the target group and the knowledge transfer between retail research and retail management remains a part of the publication's concept. EUROPEAN RETAIL RESEARCH welcomes manuscripts on original theoretical or conceptual contributions as well as empirical research – based either on large-scale empirical data or on the case-study method. Following the state of the art in

retail research, articles on any major issues that concern the general field of retailing and distribution are welcome.

The Media for Democracy Monitor Josef Trappel, Hannu Nieminen, Lars Nord, 2011-01-01

Companies in the 1990s Gary Slapper,1995 The law and practice of companies is undergoing great change in the 1990s. The obligations and rights of those who both manage and work for companies have been altered by statute, common law and European Law. This text examines the legal framework of many of the most important aspects of the modern company and should be of interest to most people professionally or occupationally connected to companies: lawyers with corporate clients, lawyers with trade union clients, academics with an interest in the law relating to companies, employment and business, company secretaries, directors and trade unions.

Something's Cooking J'Something,2017-11-05 Portugal born Joao Da Fonseca, a.k.a. J'Something, is known to millions of fans for his award winning hits as the lead singer and song writer of South African band Mi Casa. His spicy authentic Portuguese heritage and hearty homegrown South African food has become his trademark. This book provides a fascinating insight into the musician and soul foodie's guarded private life with never released before recipes from his restaurant and national hit television program, Something's Cooking.

Flexible Ridesharing Volker Handke, Helga Jonuschat, 2012-12-14 Individual mobility is one of the most important needs of modern society and an important link between private, public and economic life. In contrast, transport also entails severe environmental and social burdens, foiling current efforts for sustainable development. As the main source of CO2 emissions, transport is a prominent driver for climate change, and individual car traffic is responsible for nearly a third of the total energy consumption. However, we have to consider that many commuters feel indeed very dependent on their car. Here, ridesharing

promises to contribute to environmental protection, while still offering individual mobility. Although ridesharing options have been discussed since many years, internet and smartphones provide completeley new opportunities to find ridesharing partners today. Thus, this book deals with current efforts on implementing flexible internet- and phone-based ridesharing services. With a main focus on the users' perspective, their demands and acceptance limits, we aim to explore success factors for non-profit, but also commercial ridesharing concepts.

Entrepreneurship in Cities Colin Mason, Darja Reuschke, Stephen Syrett, Maarten van Ham, 2015-12-18 Entrepreneurship in Cities focuses on the neglected role of the home and the residential neighbourhood context for entrepreneurship and businesses within cities. The overall objective of the book is to develop a new interdisciplinary perspective that links entrepreneurship research with neighbourhood and urban studies. A key contribution is to show that entrepreneurship in cities is more than agglomeration economies and high-tech clusters. This is the first book to connect entrepreneurship with neighbourhoods and homes, recognising that business activity in the city is not confined to central business districts, high streets and industrial estates but is also found in residential neighbourhoods. It highlights the importance of homebased businesses for the economy of cities. These often overlooked types of businesses and workers significantly contribute to the 'buzz' that makes cities favourable places to live and work.

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