STRATEGIC THRUSTS MBA 30

HENRY MINTZBERG, BRUCE W. AHLSTRAND, BRUCE AHLSTRAND, JOSEPH LAMPEL

- EME 30 DAY MBA IN MARKETING COLIN BARROW, 2016-01-03 THE 30 DAY MBA IN MARKETING PROVIDES A COMPLETE MARKETING 'COURSE' SPANNING TWELVE DISCIPLINARY AREAS, AND INCLUDING HOT TOPICS SUCH AS: BUYER BEHAVIOUR, MARKETING STRATEGY, PROMOTION AND ADVERTISING, PRICING, MANAGING THE MARKETING ORGANIZATION AND MARKETING AND THE LAW. EACH CHAPTER INCLUDES AT LEAST ONE PRACTICAL REAL LIFE EXAMPLE TO ILLUSTRATE HOW MARKETING CONCEPTS APPLY TO BUSINESS DECISION MAKING. LEARN WHAT THEY TEACH YOU ON PROFESSIONAL MARKETING COURSES AND AT THE WORLD'S TOP BUSINESS SCHOOLS AND WHY IT MATTERS TO YOU; ELIMINATE GAPS IN YOUR MARKETING KNOWLEDGE AND TAKE PART IN BUSINESS DECISION MAKING ON AN EQUAL FOOTING WITH MBA GRADUATES OR YOUR COMPANY MARKETING DIRECTOR. THE 30 DAY MBA IN MARKETING INCLUDES DETAILED INFORMATION ON HOW TO FIND AND ANALYSE MARKET DATA ON ANY BUSINESS OR MARKET ANYWHERE AND ONLINE RESOURCES THAT ENABLE YOU TO TEST YOUR OWN KNOWLEDGE. IT ALSO PROVIDES AN INVALUABLE GUIDE TO FINDING FURTHER INFORMATION AND FREE RESOURCES ON EACH TOPIC COVERED. ONLINE SUPPORTING RESOURCES FOR THIS BOOK INCLUDE A BONUS CHAPTER ON BUSINESS COMMUNICATION, SELF-TEST QUESTION AND ANSWERS AND APPENDICES.
- EME 30 DAY MBA COLIN BARROW, 2011-08-03 DRAWING ON THE TWELVE CORE DISCIPLINES OF BUSINESS, INCLUDING BUSINESS LAW, ECONOMICS, MARKETING AND FINANCE, THIS SECOND EDITION OF THE HUGELY SUCCESSFUL THE 30 DAY MBA SHOWS YOU TO USE KEY BUSINESS CONCEPTS AND TOOLS TO ASSESS BUSINESS DECISIONS AND IMPLEMENT STRATEGY. YOU WILL BE ABLE TO CREATE YOUR OWN MANAGEMENT INFORMATION RESOURCE CENTRE, GIVING YOU ACCESS TO BUSINESS INFORMATION ON MARKETS AND COMPETITORS, RESEARCH DATA AND CASE STUDIES, AS WELL AS HUNDREDS OF FREE BUSINESS TOOLS TO HELP YOU CARRY OUT ANALYSES. IMPORTANTLY IT WILL EQUIP YOU WITH THE KNOWLEDGE AND CONFIDENCE TO TAKE PART IN STRATEGIC DECISIONS ALONGSIDE MBA GRADUATES. NOW INCLUDING A THOROUGH EXPLANATION OF THE 'BREAKEVEN' ANALYSIS THE TOOL FOR MAKING COST, VOLUME, PRICING AND PROFIT DECISIONS AND CASE STUDIES DETAILING ECONOMICALLY RESILIENT BRANDS WITH PARTICULAR FOCUS ON DEVELOPING COUNTRIES, THE 30 DAY MBA, SECOND EDITION PLACES MBA SKILLS WITHIN REACH OF ALL PROFESSIONALS AND STUDENTS.
- ENTREPRENEURSHIP AND SOCIAL RESPONSIBILITY, THE 30 DAY MBA IN INTERNATIONAL BUSINESS PROVIDES A COMPREHENSIVE INSIGHT INTO THIS FASCINATING SECTOR. IT IS DIFFICULT TO UNDERSTAND THE COMPLEXITIES AND NUANCES OF INTERNATIONAL BUSINESS WITHOUT COMPREHENSIVE AND EXPERT TEACHINGS ON ITS MANY SECTORS. THIS BOOK DEMYSTIFIES THE COMPLEXITIES OF THIS GROWING INDUSTRY, AS IT DRAWS UPON THE INSIGHTS FROM THE MBA COURSES FROM THE TOP BUSINESS SCHOOLS. THESE TEACHINGS ARE SUPPORTED BY FASCINATING CASE STUDIES FROM SOME OF THE WORLD'S LEADING ORGANIZATIONS. WITH ITS COMPREHENSIVE INSIGHTS AND ACCESSIBLE GUIDANCE, THE 30 DAY MBA IN INTERNATIONAL BUSINESS IS ESSENTIAL READING WHETHER YOU ARE A PROFESSIONAL LOOKING TO ACCELERATE YOUR CAREER OR A STUDENT INTERESTED IN EXPANDING YOUR KNOWLEDGE. ABOUT THE 30 DAY MBA SERIES... MBAS ARE EXPENSIVE, DEMANDING AND TIME-CONSUMING. COVERING MARKETING, FINANCE AND INTERNATIONAL BUSINESS, THIS INTERNATIONALLY BESTSELLING SERIES OFFERS YOU THE SAME WORLD-CLASS INSIGHTS AND GUIDANCE WITHOUT THE COSTLY INVESTMENT.
- ☑ MBA CAROLINA MACHADO, J. PAULO DAVIM, 2016-02-02 THIS BOOK FOCUSES ON THE RELEVANT SUBJECTS IN THE
 CURRICULUM OF AN MBA PROGRAM. COVERING MANY DIFFERENT FIELDS WITHIN BUSINESS, THIS BOOK IS IDEAL FOR READERS WHO
 WANT TO PREPARE FOR A MASTER OF BUSINESS ADMINISTRATION DEGREE. IT PROVIDES DISCUSSIONS AND EXCHANGES OF
 INFORMATION ON PRINCIPLES, STRATEGIES, MODELS, TECHNIQUES, METHODOLOGIES AND APPLICATIONS IN THE BUSINESS AREA.
- Social Contract with Business as the Basis for a Postmodern MBA in a World of Inclusive Globalisation
 Jopie Coetzee, 2009 In A Social Contract with Business as the Basis for a Postmodern MBA in a World of
 Inclusive Globalisation, Jopie Coetzee places the MBA qualification on the centre stage of the 21st century's
 Global Challenges facing humanity. He makes three substantial and original contributions to the field of
 Business Leadership. Firstly, he introduces a new research methodology, termed critical metasynthesis.
 Secondly, he presents a new model, termed The Social Contract with Business as the raison d'etre for
 Postmodern business. Thirdly, he develops a new educational context, a new vocabulary, as well as guidelines
 for a new canon of knowledge for business education and curriculum design for the Postmodern MBA.
- ELIS, 2013-06-19 CRISES AND SCANDALS IN THE WORLD OF INTERNATIONAL MANAGEMENT HAVE BROUGHT A NEW SPOTLIGHT ONTO HOW THE SUBJECT IS TAUGHT, STUDIED AND UNDERSTOOD. THERE HAS BEEN A PLETHORA OF LITERATURE ON INTERNATIONAL MANAGEMENT, BUT A LACK OF FOCUS ON HOW INTERNATIONAL MANAGEMENT EDUCATION (IME) CAN BE SHAPED TO RESPOND TO EXISTING AND FUTURE GLOBAL BUSINESS CHALLENGES. THE ROUTLEDGE COMPANION TO INTERNATIONAL MANAGEMENT EDUCATION GATHERS TOGETHER CONTRIBUTORS FROM ACADEMIA, INDUSTRY AND UNIVERSITY ADMINISTRATION INVOLVED IN IME, TO: INTRODUCE THE DOMAIN OF IME; DESCRIBE THE EMERGING STATE IN NEW GEOGRAPHICAL AREAS; DISCUSS THE MAJOR ISSUES AND DEBATES REVOLVING AROUND IME; EXPLORE THE LINKAGE OF TECHNOLOGY AND INTERNATIONAL MANAGEMENT, AND SHED LIGHT ON THE FUTURE OF IME. THE DIVERSE BACKGROUND OF THE CONTRIBUTORS PROVIDES A GLOBAL PERSPECTIVE THAT CHALLENGES THE DOMINANT ANGLO-AMERICAN VIEW, WITH UP-TO-DATE SPECIFIC INSIGHTS ORIGINATING FROM THEIR INDIGENOUS VIEW POINTS, WHICH HAS OFTEN BEEN NEGLECTED AND INADEQUATELY COVERED. THE VOLUME ANSWERS IMPORTANT QUESTIONS, SUCH AS: DO WE NEED A VISION IN IME? WHAT IS THE CURRENT STATE OF IME? HOW HAS IME GROWN IN EMERGING MARKET SEGMENTS? WHAT ROLES DOES TECHNOLOGY PLAY IN ITS RECENT DEVELOPMENT? THE VOLUME PROVIDES

THOUGHT-PROVOKING READING FOR EDUCATORS, ADMINISTRATORS, POLICY MAKERS, HUMAN RESOURCES PROFESSIONALS AND RESEARCHERS. IT WILL ALSO GIVE FUTURE INTERNATIONAL MANAGEMENT STUDENTS A GLIMPSE OF IME FROM A GLOBAL INSIDEOUT PERSPECTIVE.

- Managers Not MBAs Henry Mintzberg, 2005 A professor of management studies at McGill University discusses the role of MBA programs in shaping, or failing to shape, good managers, offering advice on how to improve academic business education.
- ETRATEGY IS DESTINY ROBERT A. BURGELMAN, 2020-03-24 HOW DID A PIONEERING COMPANY IN THE SEMICONDUCTOR INDUSTRY NOT ONLY SURVIVE BUT THRIVE IN THE FACE OF THE EXPLOSIVE CHANGE AND UPHEAVALS THAT FORCED IT TO TRANSFORM ITSELF TWICE IN THE COURSE OF ITS THIRTY-YEAR HISTORY? THE ANSWER LIES IN THE QUALITY OF ITS STRATEGY-MAKING PROCESS, CONTENDS LEADING STRATEGIC MANAGEMENT SCHOLAR ROBERT A. BURGELMAN IN THIS EXTRAORDINARY BOOK BASED ON AN EXHAUSTIVE TWELVE-YEAR STUDY HE CONDUCTED INSIDE INTEL CORPORATION. AT ONCE A HISTORY OF STRATEGY-MAKING AT INTEL AS WELL AS A STRATEGY-MAKING FIELD MANUAL THAT ANY HIGH-TECHNOLOGY MANAGER WILL NEED TO CONSULT FREQUENTLY, STRATEGY IS DESTINY TRULY DESCRIBES STRATEGY-IN-ACTION AS THE WAY OF LIFE OF SENIOR EXECUTIVES IN THE CORPORATION OF THE FUTURE.
- ETRATEGIC LEADERSHIP IN THE BUSINESS SCHOOL FERNANDO FRAGUEIRO, HOWARD THOMAS, 2011-03-31 BUSINESS SCHOOLS HAVE COME UNDER FIRE IN RECENT YEARS WITH CRITICISMS CENTRING ON THEIR ACADEMIC RIGOUR AND THE RELEVANCE OF BUSINESS EDUCATION TO THE 'REAL' WORLD OF MANAGEMENT. ALONGSIDE THIS ONGOING DEBATE, INCREASING INTERNATIONAL COMPETITION AND MEDIA RANKINGS HAVE LED TO A FIERCE STRUGGLE BETWEEN BUSINESS SCHOOLS FOR POSITIONING AND DIFFERENTIATION. THESE ARE AMONG THE CHALLENGES THAT ARE FACED BY THE DEAN OF THE MODERN-DAY BUSINESS SCHOOL. IN THIS BOOK, FERNANDO FRAGUEIRO AND HOWARD THOMAS SHOW HOW DEANS OF BUSINESS SCHOOLS CAN MEET SUCH CHALLENGES IN TERMS OF STRATEGIC DIRECTION SETTING AND THE EXECUTION OF THEIR LEADERSHIP ROLE. DRAWING ON THEIR INVALUABLE EXPERIENCE AS DEANS OF HIGHLY SUCCESSFUL BUSINESS SCHOOLS, THEY PRESENT A SERIES OF CASE STUDIES TO SHOW HOW LEADERS OF FIVE LEADING BUSINESS SCHOOLS (IMD, LBS, INSEAD, IAE AND WARWICK) HAVE BUILT EFFECTIVE STRATEGIES IN THE CONTEXT OF INTERNAL AND EXTERNAL POLITICAL PRESSURES.
- The International Finance Corporation's MBA Survey Azam Chaudhry, 2003 Graduate education in business administration was developed in the U.S. around the turn of the twentieth century. MBA and similar graduate-level business programs took hold more slowly in other countries, but the number of such programs expanded more rapidly from the 1960s onward. In an effort to determine what firms from these countries require from business school graduates, the IFC used its extensive contacts with these firms to conduct a survey of the quality of business education in these countries. The survey results imply that the strengths and weaknesses of developing and transition country MBAs seem to overlap with those of MBAs from the U.S.: managers in the U.S. and in the developing countries find that the technical and analytical skills of MBAs are well developed while the practical training/skills and communication/language skills of MBAs are significantly lacking. On the whole, only the African and Middle Eastern firms were significantly dissatisfied with the quality of local MBA graduates. The survey results show that MBAs worldwide are not fully satisfying the needs of firms. Each of the other regions of the world has its own particular weaknesses, while at the same time some common weaknesses (such as work experience and communication skills) stand out. These results show that a cookiecutter approach to training MBAs cannot work. Rather, MBA programs have to be tailored to suit the needs of the local business community while also teaching common business fundamentals.
- EME OXFORD HANDBOOK OF STRATEGY DAVID O. FAULKNER, ANDREW CAMPBELL, 2006-04-06 PRESENTS AN ANALYSIS OF HOW THINKING ON STRATEGY HAS EVOLVED AND WHAT ARE THE LIKELY DEVELOPMENTS. THIS WORK INCLUDES CHAPTERS ON SIX KEY AREAS: APPROACHES TO STRATEGY, STRATEGIC ANALYSIS AND FORMULATION, CORPORATE STRATEGY; INTERNATIONAL STRATEGY; STRATEGIES OF ORGANIZATIONAL CHANGE; AND STRATEGIC FLEXIBILITY AND UNCERTAINTY.
- PENTAL MANAGEMENT, 1985
- Executive MBA (EMBA) City of London College of Economics 10 months 100% online / self-paced City of London College of Economics, Overview An EMBA (or Master of Business Administration in General Management) is a degree that will prepare you for management positions. Content Strategy Organisational Behaviour Operations Management Negotiations Marketing Leadership Financial Accounting Economics Decision Models Data Analysis Corporate Finance Duration 10 months Assessment The assessment will take place on the basis of one assignment at the end of the course. Tell us when youfeel ready to take the exam and we'll send you the assign-ment questions. Study material The study material will be provided in separate files by email / download link.
- EXECUTIVE MBA IN IT CITY OF LONDON COLLEGE OF ECONOMICS 12 MONTHS 100% ONLINE / SELF-PACED CITY OF LONDON COLLEGE OF ECONOMICS, OVERVIEW AN MBA IN INFORMATION TECHNOLOGY (OR A MASTER OF BUSINESS ADMINISTRATION IN INFORMATION TECHNOLOGY) IS A DEGREE THAT WILL PREPARE YOU TO BE A LEADER IN THE IT INDUSTRY. CONTENT MANAGING PROJECTS AND IT INFORMATION SYSTEMS AND INFORMATION TECHNOLOGY IT MANAGER'S HANDBOOK BUSINESS PROCESS MANAGEMENT HUMAN RESOURCE MANAGEMENT PRINCIPLES OF MARKETING THE LEADERSHIP JUST WHAT DOES AN IT MANAGER DO? THE STRATEGIC VALUE OF THE IT DEPARTMENT DEVELOPING AN IT STRATEGY STARTING YOUR NEW JOB THE FIRST 100 DAYS ETC. MANAGING OPERATIONS CUT-OVER INTO

OPERATIONS - AGILE-SCRUM PROJECT MANAGEMENT - IT PORTFOLIO MANAGEMENT - THE IT ORGANIZATION ETC. - INTRODUCTION TO PROJECT MANAGEMENT - THE PROJECT MANAGEMENT AND INFORMATION TECHNOLOGY CONTEXT - THE PROJECT MANAGEMENT PROJECT SCOPE MANAGEMENT - PROJECT TIME MANAGEMENT - PROJECT COST MANAGEMENT - PROJECT QUALITY MANAGEMENT - PROJECT HUMAN RESOURCE MANAGEMENT - PROJECT COMMUNICATIONS MANAGEMENT - PROJECT RISK MANAGEMENT - PROJECT PROCUREMENT MANAGEMENT - PROJECT STAKEHOLDER MANAGEMENT - 50 MODELS FOR STRATEGIC THINKING - ENGLISH VOCABULARY FOR COMPUTERS AND INFORMATION TECHNOLOGY DURATION 12 MONTHS ASSESSMENT THE ASSESSMENT WILL TAKE PLACE ON THE BASIS OF ONE ASSIGNMENT AT THE END OF THE COURSE. TELL US WHEN YOU FEEL READY TO TAKE THE EXAM AND WE'LL SEND YOU THE ASSIGNMENT QUESTIONS. STUDY MATERIAL THE STUDY MATERIAL WILL BE PROVIDED IN SEPARATE FILES BY EMAIL / DOWNLOAD LINK.

- MASTER CLASS IN BRAND PLANNING JUDIE LANNON, MERRY BASKIN, 2007-12-10 IN 1988, ON STEPHEN KING'S RETIREMENT JWT PUBLISHED 'THE KING PAPERS' A SMALL COLLECTION OF STEPHEN KING'S PUBLISHED WRITINGS SPANNING 1967-1985. THEY REMAIN TIMELESSLY POTENTIALLY VALUABLE BUT ARE AN ALMOST UNEXPLOITED GOLD MINE. THIS BOOK IS COMPRISED OF A SELECTION OF 20-25 OF STEPHEN KING'S MOST IMPORTANT ARTICLES, EACH ONE INTRODUCED BY A KNOWN AND RESPECTED PRACTITIONER WHO, IN TURN, DESCRIBES THE RELEVANCE OF THE PARTICULAR ORIGINAL IDEA TO THE COMMUNICATIONS ENVIRONMENT OF TODAY. THE WORTH OF THIS MATERIAL IS THAT, ALTHOUGH THE CONTEXT IN WHICH THE ORIGINAL PAPERS WERE WRITTEN IS DIFFERENT, THE PRINCIPLES THEMSELVES ARE APPROPRIATE TO MARKETING COMMUNICATIONS IN TODAY'S MORE COMPLEX MEDIA ENVIRONMENT. THE BOOK WILL SERVE AS A VALUABLE REFERENCE BOOK FOR TODAY'S PRACTITIONERS, AS WELL AS A UNIQUE SOURCE OF SOPHISTICATED, CONTEMPORARY THINKING.
- THE MARKETING OF ACADEMIC, NATIONAL AND PUBLIC LIBRARIES WORLDWIDE DAVID BAKER, PATRICK LO, 2024-01-30 THE MARKETING OF ACADEMIC, NATIONAL AND PUBLIC LIBRARIES WORLDWIDE: MARKETING, BRANDING, COMMUNITY ENGAGEMENT ENABLES READERS TO LEARN ABOUT THE MOST UP-TO-DATE TRENDS, AS WELL AS HANDS-ON PRACTICES AND MARKETING TACTICS TAKEN DIRECTLY FROM 48 HIGHLY SEASONED MARKETING AND COMMUNITY ENGAGEMENT LIBRARIANS AROUND THE WORLD, NAMELY IN AFRICA, AUSTRALIA, CANADA, CROATIA, GERMANY, HONG KONG, LATVIA AND QATAR. VIA A SERIES OF IN-DEPTH AND SEMI-STRUCTURED INTERVIEWS, THIS BOOK PROVIDES INSIGHTS INTO SUCCESSFUL MARKETING STRATEGIES LIBRARIANS CAN USE TO ENCOURAGE DONORS AND PATRONS TO UNDERSTAND THAT THEIR LIBRARIES ARE A GREAT CHOICE FOR FULFILLING INFORMATION NEEDS, RECREATIONAL INTERESTS, INTELLECTUAL PURSUITS, AND MORE. WRITTEN WITH A STRONG BELIEF THAT LIBRARY MARKETING AND BRANDING PLAY A VITAL PART IN KEEPING EXISTING LIBRARY END-USERS AND POTENTIAL USERS INFORMED AND EDUCATED PRESENTS THE VERY FIRST BOOK OF ITS KIND TO EXAMINE VARIOUS FACTORS AFFECTING SUCCESSFUL MARKETING CAMPAIGNS AND LONG-TERM BRAND BUILDING FOR LIBRARIES THROUGH A SYSTEMATIC REVIEW OF CASE STUDIES AROUND THE WORLD SERVES AS A PRIMARY GUIDE FOR LIBRARY PROFESSIONALS TO BUILD THEIR OWN BRANDS VIA EFFECTIVE MARKETING CAMPAIGNS, AS WELL AS LONG-LASTING RELATIONSHIPS WITH THEIR COMMUNITIES
- TRATEGY SAFARI HENRY MINTZBERG, BRUCE W. AHLSTRAND, BRUCE AHLSTRAND, JOSEPH LAMPEL, 2005-06-06 THIS INDISPENSABLE GUIDE FOR THE CREATIVE MANAGER TAKES READERS ON A POWERFUL, COMPREHENSIVE, AND ILLUMINATING TOUR THROUGH THE FIELDS OF STRATEGIC MANAGEMENT. THE RESULT IS A BRILLIANT, PENETRATING PRIMER ON BUSINESS STRATEGY THAT IS, AT THE SAME TIME, IMMENSELY READABLE AND FUN.
- THE DANGEROUS BOOK FOR CEOS PADRAIG BERRY, 2018-10-10 THERE ARE NO MAGIC BULLETS IN EFFECTIVELY RUNNING AN ORGANISATION. THERE ARE APPROACHES THOUGH, THAT IF FOCUSED ON CONSISTENTLY OVER TIME, DO LEAD TO A GREATER chance of success. This book is about those - the ones that a CEO has to be really good at to be 80% sure of SUCCESS. OR, THE ONES THAT IF YOU DON'T PAY ATTENTION TO THEM, ARE 80% SURE TO LEAD TO FAILURE. THIS IS A PRACTICAL GUIDE FOR CEOS IN TWO PARTS, THINGS TO KNOW AND THINGS TO DO, ON HOW TO BUILD SUPERIOR ORGANISATIONAL PERFORMANCE THROUGH INDIVIDUAL ACTIONS AND BEHAVIOURS, STARTING WITH YOU. IT IS ABOUT CREATING THE CONDITIONS FOR PEOPLE IN YOUR ORGANISATION TO DO THE RIGHT THINGS AND PROSPER, BY DEVELOPING AND ALIGNING INDIVIDUAL, TEAM AND ORGANISATIONAL CLARITY, STRATEGY AND ACTION. IT IS ABOUT BUILDING INDIVIDUAL SELF AWARENESS, SO AS TO LEAD THROUGH CHARACTER, NOT POSITION. DENTIFYING AND BUILDING ON STRENGTHS. DEVELOPING PERSONAL PLANS AND SUCCESS CYCLES. DENTIFYING WHERE YOU, YOUR TEAM AND YOUR ORGANISATION ADD REAL VALUE. INSPIRING YOUR TEAM AND BUILDING ORGANISATIONAL PASSION, VISION AND TRUST TO PRODUCE EXTRAORDINARY RESULTS FROM ORDINARY PEOPLE. CREATING THE ENVIRONMENT WHERE EVERYONE CAN DO THEIR BEST. DEVELOPING A BACK FROM THE FUTURE STRATEGY AND PLANS THAT HELP THE ORGANISATION IDENTIFY AND FOCUS ON WHAT IS IMPORTANT. LEARNING HOW TO SHARE THE POWER AND RESPONSIBILITY OF LEADERSHIP AND BUILDING LEADERSHIP CAPACITY IN YOUR ORGANISATION THROUGH EFFECTIVE TALENT MANAGEMENT, BENCH STRENGTH, ACCOUNTABILITY AND THE ABILITY TO FACE UP TO CHALLENGES AND MAKE TOUGH DECISIONS. 2 CORPORATE DNA ARNOLD KRANSDORFF, 2017-05-15 FOR MORE THAN HALF A CENTURY THE DEVELOPED WORLD HAS BEEN CHASING PRODUCTIVITY. IT'S FINANCED OUR WEALTH BUT THAT PART OF OUTPUT ON WHICH OUR CONTINUED PROSPERITY DEPENDS - PRODUCTIVITY GROWTH - IS PETERING OUT. THE TRADITIONAL SCAPEGOAT HAS BEEN THE DEARTH OF WORKER SKILLS. BUT THE WORKER SKILLS BASE HAS NEVER BEEN HIGHER! THE OTHER EXPLANATION IS THAT IT IS MANAGERS WHO ARE NOT GIVING FULL VALUE TO THEIR EMPLOYERS. THE WAY THEY'RE MAKING DECISIONS IS CONFERRING VIRTUALLY NO UPSIDE POTENTIAL, WHICH MEANS THEY'RE LEAVING US WIDE OPEN FOR EXPERIENCE-POOR COMPETITORS TO STEP INTO OUR EXPERIENCE-RICH SHOES. EXACTLY AS JAPAN DID IN THE 1960S AND THE SO-CALLED BRICK COUNTRIES - BRAZIL, RUSSIA, INDIA, CHINA

(ESPECIALLY CHINA) AND KOREA - ARE THREATENING NOW. IF CREEPING UNCOMPETITIVENESS IS NOT TO OVERTAKE US, FROM

WHERE ARE THE NEXT ROUND OF PRODUCTIVITY GAINS TO COME FROM? DENTIFYING SOME GAPING HOLES IN THE WAY MANAGERS ARE TAUGHT TO MANAGE, THIS BOOK OUTLINES BOTH THE SIZE OF THE PROBLEM AND A SOLUTION. BUSINESSES AND OTHER ORGANIZATIONS, THE AUTHOR SAYS, HAVE TO SUBSTANTIALLY RAISE THE QUALITY OF THEIR DECISION-MAKING. FOR THIS TO HAPPEN, THEY NEED TO BE MUCH BETTER EXPERIENTIAL LEARNERS. AND FOR EXPERIENTIAL LEARNING TO TAKE PLACE, COMPANIES AND OTHER INSTITUTIONS HAVE TO BETTER MANAGE THEIR CORPORATE DNA, THE INSTITUTION-SPECIFIC EXPERIENCES OTHERWISE KNOWN AS ORGANIZATIONAL MEMORY. OM, WHICH CHARACTERIZES ANY ORGANIZATION'S ABILITY TO PERFORM, IS THE SINGLE BIGGEST INFLUENCE ON DECISION-MAKING EXCELLENCE. IT IS A FACTOR OF PRODUCTION THAT HAS ALREADY BEEN PAID FOR AT GREAT EXPENSE, YET IS READILY DISCARDED IN THE BACKWASH OF THE BIGGEST CHANGE IN WORKPLACE PRACTICE FOR MORE THAN A CENTURY - THE ACTIVELY-ENCOURAGED FLEXIBLE LABOUR MARKET. CORPORATE DNA EXPLAINS WHY THIS KEY COMPONENT OF INTELLECTUAL CAPITAL SHOULD BE BETTER MANAGED, CAN BE BETTER MANAGED AND, PARTICULARLY, HOW IT CAN BE USED TO HELP ORGANIZATIONS REDUCE THE PANDEMIC OF REPEATED MISTAKES, REI

MEDIA MANAGEMENT AND LIVE EXPERIENCE ALEX CONNOCK, 2024-04-03 GLOBAL AND AUTHORITATIVE, THIS TEXTBOOK MAPS MODERN, LIVE EXPERIENCE MEDIA, THE CATEGORIES THAT THRIVE ON REAL-TIME ENGAGEMENT AND HUMAN CONNECTION — EVEN IN THE AGE OF SYNTHETIC CONTENT, AI AND THE METAVERSE. SPORTS AND SPORTS BETTING, FESTIVALS, COMEDY, CONCERTS, TOURS AND THEME PARKS ARE COVERED — PLUS THEATRE, TRADE EVENTS, CONVENTIONS, MUSEUMS AND GALLERIES, AND IMMERSIVE MEDIA. LIVE MEDIA EVENTS INCLUDED ARE BURNING MAN, GLASTONBURY, THE INDIAN PREMIER LEAGUE, THE ENGLISH PREMIER LEAGUE, OLYMPICS, NBA AND BUNDESLIGA — PLUS SELL-OUT TAYLOR SWIFT TOURS, THE WORLD CUP, SUPER BOWL, RYDER CUP AND FORMULA ONE. BUSINESS MODELS IN THIS MEDIA CATEGORY START WITH TICKETING AND ADVERTISING — NOW AMPLIFIED WITH ECOMMERCE, AFFILIATE MARKETING, SUBSCRIPTION AND GAMBLING TRANSACTIONS. DEEP DIVES ASK: WHY IS SAUDI ARABIA INVESTING BILLIONS INTO GOLF AND FOOTBALL? WHY IS STANDUP COMEDY BIG IN NIGERIA? HOW ARE BROADWAY AND THE WEST END EVOLVING? WHAT DO IMMERSIVE TECHNOLOGIES LIKE ABBA VOYAGE AND THE MSG SPHERE OFFER FOR THE FUTURE? WITH CLASS QUESTIONS, A QUIZ, SUMMARIES AND SLIDES FOR EACH CHAPTER, THIS IS A GUIDE AND COURSE STRUCTURE FOR ANYONE AT UNIVERSITY LEVEL OR IN INDUSTRY STUDYING THE MEDIA, MUSIC, ENTERTAINMENT, EVENTS, EXHIBITIONS, SPORTS, SOCIAL MEDIA OR GAMBLING INDUSTRIES.

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