



International business is undergoing continuous transformation as multinational firms and comparative management evolve in the changing global economy. To succeed in this challenging environment, firms need a well-developed capability for sound strategic decisions. This comprehensive work provides an applied and integrated strategic framework for developing capabilities that lead to global success. It is designed to help readers achieve three essential objectives. First, it provides intellectual and practical guidelines for readers to execute goals and strategies in analyzing the readiness of a firm to do business abroad. In addition to core issues, each chapter presents frameworks, analytical tools, action-oriented items, and a real-world case - all designed to provide insights on the challenges imposed by globalization and technology on managers operating in a global context. A primary learning objective is to enable readers to understand and evaluate the major issues in strategy formulation and implementation in a global context. Third, it provides an accessible framework that will help guide readers in making strategic decisions that are sound and effective. It offers steps in analyzing the readiness of a firm to do business abroad. In addition to core issues, each chapter presents frameworks, analytical tools, action-oriented items, and a real-world case - all designed to provide insights on the challenges imposed by globalization and technology on managers operating in a global context.

"A tactical primer for any business embarking on the critical work of actively building community."—Seth Godin, Author, This Is Marketing "This book perfectly marries the psychology of communities, with the hard-earned secrets of someone who's done the real work over many years. David Spinks is the master of this craft."—Nir Eyal, bestselling author of Hooked and Indistractable The rise of the internet has brought with it an inexorable, almost shockingly persistent drive toward community. From the first social networks to the GameStop trading revolution, industries. Businesses need to harness that power. As business community expert David Spinks shows in The Business of Belonging: How to Make Community your Competitive Advantage, the successful brands of tomorrow will be those that create authentic connection, giving customers a sense of real belonging and unlocking unprecedented scale as a result. In his career of over 10 years in the business of building community, Spinks has learned what a winning community strategy looks like. From the fundamental concepts—including how community drives metrics are—to high-level community design and practical engagement techniques, The Business of Belonging is an epic journey into the world of community building. This book is for decision makers who want to better understand the value and opportunity of community, and for community professionals who want to level up their strategy. Featuring a foreword by Startup Grind and Bevy cofounder Derek Andersen, it will give you a step-by-step model for strategically planning, creating, facilitating, and measuring communities that drive business growth. Attract loyal customers, brand evangelists, and leaders—that's the goal for today's connected businesses, and this book is the map to getting there.

BRAND NEW FOR 2019: A fully revised and updated edition of the quintessential guide to learning to negotiate effectively in every part of your life "A must read for everyone seeking to master negotiation. This newly updated classic just got even better."—Robert Cialdini, bestselling author of Influence and Pre-Suasion As director of the world-renowned Wharton Executive Negotiation Workshop, Professor G. Richard Shell has taught thousands of business leaders, lawyers, administrators, and other professionals how to survive and thrive in the sometimes rough and tumble world of negotiation. In this internationally acclaimed book, he brings to life his systematic, step-by-step approach, built around negotiating effectively as who you are, not who you think you need to be. Shell combines lively stories about world-class negotiators from J. P. Morgan to Mahatma Gandhi with proven bargaining advice based on the latest research into negotiation and neuroscience. This updated edition includes: This updated edition includes: - An easy-to-take "Negotiation IQ:" test that reveals your unique strengths as a negotiator - A brand new chapter on reliable moves at an impasse - Insights on how to succeed when you negotiate online - Research on how gender and cultural differences can derail negotiations, and advice for putting relationships back on track

The Sales Advantage

Connected Strategy

A Step-by-step Guide to a High IELTS Writing Score

The Mental Toughness Advantage

Competitive Advantage

How Great Organizations Build Ultimate Competitive Advantage

Ten Easy Steps to a Powerful Vocabulary

Most of us have an intuitive sense of superior branding. We prefer to purchase brands we find distinctive—that deliver on some important, relevant dimension better than other brands. These brands have typically achieved positional advantage. Yet few professionals have had the formal training that goes beyond marketing theory to bridge the "theory-doing gap"—understanding the specific techniques and strategies that can be used to create brands that attain positional advantage, creating, building, and executing effective brand strategies. Kimberly A. Whittler identifies essential marketing strategy techniques and moves through the major stages of positioning a brand to achieve in-market advantage. Introducing seven tools—from strategic positioning concepts to strategy mapping to influencer maps—Whittler provides templates, frameworks, and step-by-step processes to build and manage growth brands that achieve positional advantage. This book presents that achieve positional advantage. Brimming with insights for students and professionals alike, Positioning for Advantage helps aspiring C-level leaders understand not only what superior branding looks like but also how to make it come to life.

The Myth of Fair Value (and How to Take Advantage of It)

How to Get It, Keep It, and Sell More Than Ever

The Integrity Advantage

A Guide for the Implementation of Cycle Costing in the Federal Supply Service, General Services Administration

How to Build a Product That Sells Itself

The Innovator's Advantage

The Advantage