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The ability to harness Information Communication Technologies (ICTs) is increasingly at the heart of national competitiveness and sustainable development. As countries seek a way out of the present period of economic contraction, they are trying to weave ICT into their development strategies, in the same way enterprises have learned to use ICT to

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transform their business models and strategies. This integration offers a new path to development that is responsive to the challenges of our times. In Seeking Transformation Through Information Technology, Nagy Hanna and Peter Knight provide a framework for assessing the opportunities, challenges, and prospects for "e-transformation." Featuring contributions from country experts, the editors and authors provide in-depth case studies of ICT deployment in Brazil, China, Canada,

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and Sri Lanka, and assesses the progress of such efforts. The result is an essential resource for academic researchers, policy analysts, policymakers, and industry leaders interested in the role of ICT in national development, innovation, and economic growth. This book bridges the research and practice of global talent management. It opens important theoretical and practical avenues to understand the concept internationally while focusing on developing and emerging

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countries. Chapters derive from various geographic regions and embrace cross-national, comparative, and interdisciplinary perspectives. An open and inclusive approach is used in assessing the challenges of global talent management, strategies to overcome these challenges, and in charting opportunities for future talent management. These three dimensions are crucial to academic researchers and business practitioners for envisioning a positive future role of talent

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management in businesses
and societies. ?

This book explores how
companies combine
technological innovation
and competitive actions
that create new
opportunities for business
growth in the
international market. The
complexity of designing
today's technology
platforms requires
profound knowledge in
multiple areas. Technology
development and
commercialization as an
ongoing competitive
process involves enabling
and inhibiting mechanisms,

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which govern the speed and acceleration of technological innovation.

To compete more effectively, potential competitors are using coopetition and pooling their resources for shared gain in areas where they do not compete directly.

Thus, a thorough examination of the current paradigms, theories, and frameworks is needed to increase our understanding of the technology-innovation-competitiveness linkages of business growth. This book brings together recent

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developments and methodological contributions within technological innovation, international competitiveness, and business growth that bridge the existing gaps and simultaneously advances the debate on this research topic. 'Competitiveness and Growth in Brazilian Cities' addresses the question of what cities can do to improve economic performance and create jobs. The topic is explored through a review of theories and policy

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options for city competitiveness, preliminary benchmarking of Brazilian cities, and case studies of two urban areas in Northeast Brazil the Cariri region, Ceara and S o Lu s, Maranh o. The book concludes that to be competitive, cities need to reduce the cost of doing business by improving their services and infrastructure and by reducing bureaucracies. But for a middle-income country such as Brazil, which needs to be economically competitive in a globalized

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environment, this is not sufficient. Cities also need to add value to local businesses. A crucial part of their strategy should be to create and sustain an environment that stimulates local firms to innovate and learn from each other, to nurture the creation of synergies generated by the interconnected economic clusters in the city, and to provide incentives for all local players to continuously upgrade their level of competitiveness. With regard to local policy actions, this book

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highlights the cluster approach to competitiveness, with its focus on facilitating private-sector collaborations for collective efficiency.

'Competitiveness and Growth in Brazilian Cities' provides many examples of actions that may be undertaken at the local level, emphasizing the critical importance for cities to pursue a unique strategy based on their comparative and competitive advantages.

Changing Paradigms?

Small Business in Brazil

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Coca-Cola's Marketing
Challenges in Brazil
Talent Management in
Emerging Market Firms
Local Policies and Actions
for Innovation
Strategies for Information
Technology and
Intellectual Capital:
Challenges and
Opportunities
Argentina, Brazil, and
Mexico in the Global
Economy

**Small Business in
Brazil Competitive Global
Challenges
Arguing that economic policies
in Argentina, Brazil, and Mexico
favor markets over institutions**

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and the international economy over the domestic - to the detriment of the workforce in those countries - Meeting the Employment Challenge presents extensive evidence in support of placing employment concerns at the center of economic and social policies. The authors discuss the challenges the three countries face in creating employment, as well as the evolution of the labor market since 1990 in terms of the quantity and quality of jobs. They then explore the impact of five policy areas on employment creation: macroeconomic policy, trade liberalization, foreign direct investment, labor market

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regulations and policies, and social dialogue. Their concluding recommendations offer concrete steps for balancing market forces and policy intervention in the interest of employment growth in a sound economy. This book addresses the most crucial challenges facing managers of MNCs as they operate across different institutional frameworks and complex cultural contexts. What is the optimal balance between local responsiveness and global integration? How can a common culture be developed in the face of profound cultural differences? How can knowledge be transferred across the MNC?

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What employment policies are legitimate in a world of differing standards?

The global market is constantly evolving and it has become essential for organizations to employ new methods of appealing to customers in order to stay abreast on current trends within the world economy. The Handbook of Research on Driving Competitive Advantage through Sustainable, Lean, and Disruptive Innovation features theoretical development and empirical research in social media platforms, internet usage, big data analytics, and smart computing, as well as other areas of organizational

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innovation. Highlighting implementation challenges facing innovative processes, this publication is a critical reference source for researchers, students, professionals, managers, and decision makers interested in novel strategies being employed by organizations in an effort to improve their standings on the global market.

The New Politics of Strategic Resources

Brazil Country Program

Evaluation, FY2004-11

Innovation in Brazil

Hi-Tech for Industrial

Development

The Sustainability Frontier

Rising to the Challenge

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Competitive Global Challenges

The COVID-19 pandemic has caused severe human suffering and triggered a deep recession in Brazil. Economic policies reacted in a timely and decisive manner to the crisis, supporting millions of Brazilians. But a strong and inclusive recovery from the recession will require long-lasting improvements in economic policies. Improving fiscal outcomes remains one of Brazil's principal challenges given a high debt burden, to which the pandemic has added significantly. Public spending will need to become more efficient, including by building on past progress in the fight against corruption and economic crimes. Social protection can be strengthened through a better focus on the most effective policies and benefits, which could allow significant reductions in inequality and poverty. Stronger growth will hinge

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on raising productivity, which has been virtually stagnant for decades. This requires addressing underlying policy challenges, including reducing regulatory burdens, reforming taxes, strengthening judicial efficiency and fostering a stronger integration into the global economy.

Raising productivity implies reallocations and structural changes in the economy, which should be accompanied by well-designed training and education policies.

Training with a strong focus on local skill demand can help workers master the transition and seize new opportunities to move into better jobs. SPECIAL

*FEATURES: BOOSTING
PRODUCTIVITY; SKILLS POLICIES TO
FACILITATE STRUCTURAL
ADJUSTMENT*

In the current global scenario, business dynamics suffered deep transformations as a result of new patterns in wealth

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accumulation around the world. In this context, profit-seeking strategies have stimulated the re-organization of companies with the objective of creating global competitive advantages. In the Brazilian scenario, the vulnerability of small businesses has been put into question. Indeed, small businesses have specific competitive features that restrict the level and continuity of its activities, such as lack of capital and technical knowledge. Considering this background, this book is guided to answer the following research questions: 1. Why do some micro and small businesses succeed in improving their performance while others do not? 2. What are the critical success factors that facilitate the increase in productivity, assets and employment? 3. How does the micro and small business' growth unfold? There is undoubtedly the need to open up the discussion of some neglected aspects

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that will certainly broaden analytical perspectives, in both economic and social dimensions. The aim of this book is to apprehend the challenges of small business dynamics in order to rethink policies that could favor strong bridges between entrepreneurs, government and financial institutions toward economic growth and social inclusion. Chapter 1 refers to the global background where challenges and policies in the micro and small business sector are considered, including countries such as India, China, Russia and South Africa. Chapter 2 presents the recent evolution of the Brazilian entrepreneur and the performance of micro and small business in order to focus the outcomes of the global financial crisis and the current entrepreneurial concerns, taking into account the manufacturing, commerce and services sectors. Chapter 3 highlights a

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discussion on the concept of small business sustainability in order to analyze the factors that have affected the resilience of micro and small firms in the recent Brazilian trajectory. Chapter 4 presents the financial challenges to micro and small firms in the context of financialization. Chapter 5 deepens the understanding on challenges of micro and small firms, including management trends, labor qualification, innovation and exports, besides networking and clustering. Finally, the conclusion presents a prospective analysis on the Brazilian micro and small business sector in the near future and proposes a set of measures for enhancing a policy agenda toward small business sustainability. This case presents the challenges the Coca-Cola Company faced in Brazil. Not only was Coke up against its nemesis, Pepsi, it also had to compete with hundreds of

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local brands, many of which did not pay taxes. These local brands were generically called tubaínas. The case provides background information on the history of Coke in Brazil, trends in the Brazilian soft drink market, and on competition by Pepsi and the many local soft drink firms. In addition, Coke's strategies for competing are outlined. The student is asked to analyze the information presented in the case and to make recommendations to Coke on how to better compete in Brazil. This is a review of Brazilian grand strategy under President Luiz In?cio Lula da Silva. During Lula's nearly 8 years in office, he has pursued a multi-tiered grand strategy aimed at hastening the transition from unipolarity to a multipolar order in which international rules, norms, and institutions are more favorable to Brazilian interests. Lula has done so by emphasizing three diplomatic strategies:

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soft-balancing, coalition-building, and seeking to position Brazil as the leader of a more united South America. This strategy has successfully raised Brazil's profile and increased its diplomatic flexibility, but it has also exposed the country to four potent strategic dilemmas that could complicate or undermine its ascent. These touch on issues ranging from anemic macroeconomic performance to rising tensions in Brazil's relationship with the USA. The efficacy of Brazilian grand strategy?and its implications?will be contingent on how Lula's successors address these dilemmas.

*Increasing Crisis Resilience, Agility and Innovation in Turbulent Times
Building Network Capabilities in Turbulent Competitive Environments
2000 Information Resources Management Association International Conference,
Anchorage, Alaska, USA, May 21-24,*

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*Africa's Agricultural Renaissance
Seeking Transformation Through
Information Technology*

*U.S. Innovation Policy for the Global
Economy*

*Lessons from the Brazilian Experience in
Electronics and Automation*

Brazil, Russia, India, and China (BRIC) are among the largest and fastest-growing economies in the world. The enormous size of the customer base in these emerging markets is the strategic concern of global business firms. Successful market performance in these markets requires sound understanding of dynamic environmental factors and timely investme Recently, there have been public concerns about the impact of emerging market multinationals. The expansion of China's multinationals to Europe and the Belt and Road Initiative is a prominent example that

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has kindled hope but also started to increase awareness of the long-term implications. Based on a systematic analysis of internationalization theories, the role of foreign direct investment and multinational companies combined with in-depth empirical research using case studies in Turkey, Russia, Latin America, Asia and Europe, this timely edited volume addresses opportunities and concerns related to this new trend. It also provides new insights that are highly relevant for scholars, policy makers, regional business agencies and students, as well as the public at large. By focusing on the (potential) impact of the expansion of emerging market multinationals on Europe and by including a long-term perspective, the book offers a fresh perspective on a highly controversial issue.

The International Finance Corporation, the private arm of the World Bank, has

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announced 2006 as the year of emerging markets. The fast growth rate of developing economies, market potential and extension of advantages to innovation, over and above labor-co

This book addresses the paradox between preponderance of hunger in a continent that is well endowed with fertile agricultural land, plenty of fresh water and a vibrant labor force. As some statistics show, close to 60% of arable land in the world is located in Africa which also has several rivers flowing in all seasons and plenty of underground water. The bulk of its labor force thrives on agriculture, yet the continent's largest import item is food. 23 of 36 the most malnourished countries also belong in Africa. This has caused significant needless human suffering. This book goes beyond providing the traditional framework of supplying policy recommendations to delivering an applied,

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innovative framework upon which policymakers, the private sector and international institutions can take clear and deliberate action to stimulate Africa's agricultural sector, thus responding to the 2030 Agenda for Sustainable Development.

Brazil, Russia, India and China (BRICs)
From Paradox to Powerhouse
Technology Appropriation and Technology Transfer in the Brazilian Mining Sector
Global Talent Management

Strategic Management: Concepts and Cases: Competitiveness and Globalization
Energy and Food Security Challenges in the 21st Century

This volume analyzes trade agreements in Latin America since the mid-1980s, and provides a theoretical framework that highlights

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the political-economic tradeoffs entailed in different trade strategies formulated and pursued by different countries in the region. It contains detailed, empirically grounded studies of Argentina, Brazil, Chile, Mexico, and the Mercosur block as a whole. This book is a timely guide for Small and Medium Enterprise (SME) researchers, policy makers and strategists. SMEs are the most important sources of job creation and local development especially in knowledge-based economies. As turbulence in the globalized economies expands SMEs will have to learn to sustain competitiveness by developing their 'dynamic capabilities'. Based on the findings of a 4-year European and Latin

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American research project, this book provides a theoretical framework, practical instruments and cases on how SMEs in diverse economic, social and cultural contexts can develop crisis resilience, increase agility, innovate and thus successfully compete in turbulent times.

Taking an interdisciplinary approach, Vai lo Lo and Mary Hiscock, together with scholars and researchers from around the world, investigate the rise of the BRICS and assess the extent of their further development and influence from the perspectives of Since 2008, energy and food markets—those most fundamental to human existence—have remained in turmoil. Resource scarcity has had a much bigger global impact in recent

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years than has been predicted, with ongoing volatility a sign that the world is only part-way through navigating a treacherous transition in the way it uses resources. Scarcity, and perceptions of scarcity, increase political risks, while geopolitical turmoil exacerbates shortages and complicates the search for solutions. The New Politics of Strategic Resources examines the political dimensions of strategic resource challenges at the domestic and international levels. For better or worse, energy and food markets are shaped by perceptions of national interest and do not behave as traditional market goods. So while markets are an essential part of any response to tighter resource supplies,

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governments also will play a key role. David Steven, Emily O'Brien, Bruce Jones, and their colleagues discuss what those roles are and what they should be. The architecture for coordinating multilateral responses to these dynamics has fallen short, raising questions about the effective international management of these issues. Politics impede here too, as the major powers must negotiate political and security trade-offs to cooperate on the design of more robust international regimes and mechanisms for resource security and the provision of global public goods. This timely volume includes chapters on major powers (United States, India, China) and key suppliers (Russia, Saudi Arabia). The

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contributors also address thematic topics, such as the interaction between oil and state fragility; the changing political dynamics of climate change; and the politics of resource subsidies.

Strategy and Competitiveness in Latin American Markets

Business Success Stories from the BRICs

Global Strategy and Local Challenges
Destination Marketing

An international perspective

Industrial Policies in a Changing World

Global Strategy and Management

"This book presents efficient ways for executives to understand the impact of IT on the intellectual capital of their firms, and searches for

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a new mandate for management that takes into consideration the pervasive role of IT on competitive boundaries. It provides a synopsis of the history, origin, taxonomies, ontologies, measurement models, and dynamics of intellectual capital"--Provided by publisher.

America's position as the source of much of the world's global innovation has been the foundation of its economic vitality and military power in the post-war. No longer is U.S. pre-

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eminence assured as a place to turn laboratory discoveries into new commercial products, companies, industries, and high-paying jobs. As the pillars of the U.S. innovation system erode through wavering financial and policy support, the rest of the world is racing to improve its capacity to generate new technologies and products, attract and grow existing industries, and build positions in the high technology industries of tomorrow. Rising to the Challenge: U.S. Innovation

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Policy for Global Economy emphasizes the importance of sustaining global leadership in the commercialization of innovation which is vital to America's security, its role as a world power, and the welfare of its people. The second decade of the 21st century is witnessing the rise of a global competition that is based on innovative advantage. To this end, both advanced as well as emerging nations are developing and pursuing policies and programs that are in many cases less

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constrained by ideological limitations on the role of government and the concept of free market economics. The rapid transformation of the global innovation landscape presents tremendous challenges as well as important opportunities for the United States. This report argues that far more vigorous attention be paid to capturing the outputs of innovation - the commercial products, the industries, and particularly high-quality jobs to restore full employment. America's economic and

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national security future depends on our succeeding in this endeavor.

Over 2004-11, the World Bank Group program in Brazil aimed to support to government in achieving greater equity, sustainability, and competitiveness. IEG judges the outcome of the Bank Group program as moderately satisfactory, with some important variability across themes.

Perspectives on Global Development (PGD) is OECD's annual publication on emerging development issues. The 2013 edition

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focuses on productive
growth strategies.

Challenges and Strategies

Brazil - São Paulo

Challenges, Strategies, and
Opportunities

Coffee Consumption and

Industry Strategies in Brazil

Evaluation of the World Bank

Group Program

Mobilizing the People of God

International Journal of

Finance and Policy Analysis

This paper focuses on the

competitive dynamics,

strategic challenges,

technological needs and

institutional innovation-

promoting arrangements in

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Brazil's mining sector in order to identify the ways in which mining firms and mining equipment, technology and services suppliers (METS) handle innovation appropriation and technology transfer in the country. As the main sample consisted of resident and non-resident companies, the key technological areas of mining-related patenting in Brazil and the main patent stakeholders have been identified. The analysis of technology transfer among firms and to other mining industry

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stakeholders, mainly universities, drew on import contracts and highlighted the role played by foreign METS. A case study of Vale S.A., Brazil's largest mining enterprise, has been included, with emphasis on Vale's strategies to mitigate external challenges and to meet technological needs through innovation. Using a combination of thorough research and practical examples, Strategy and Competitiveness in Latin American Markets explains

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how the concept of the sustainability frontier that the book develops resolves the long-running debate on whether sustainability requires trade-offs or not.

Through an analysis of selected topics, this study aims to offer inputs for a successful recovery strategy for the city and the metropolitan region of Sao Paulo (MSRP) in Brazil. The study first presents an analysis of the underlying factors of the economic transition in the MRSP, highlighting the factors behind the recent

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performance of the MRSP in terms of job creation and growth. Then, four inputs that would lead to a 'recovery strategy' for the MRSP are discussed in detail: The key area in the recovery strategy is 'Improving Fiscal Performance and Creditworthiness.' This is discussed in Chapter 2 and it provides an assessment of the current fiscal situation, revising the fiscal scenario, and the links between economic performance and fiscal spending. A second area of focus within the recovery

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strategy is 'Improving Competitiveness and the Investment Climate.' Chapter 3 assesses this issue along with the business environment in the MRSP, using both direct surveys and econometric models. A third area of focus under the MRSP recovery strategy is 'Improving Institutional Partnerships.' Chapter 4 explains this issue as confusing institutional framework; overlapping responsibilities, the lack of coordination across government levels, and

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little interaction with the private sector have hampered the MRSP's ability to react to economic and fiscal shocks. Finally, 'Improving Service Delivery' is the fourth focus area within the MRSP recovery strategy and is covered in chapter 5. The challenges of service delivery are illustrated in this chapter through careful examination of housing policies and programs in the Municipality of Sao Paulo. An original contribution to our understanding of a

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phenomenon that is reshaping the world, this title thoroughly discusses the transformation of the energy security policy arena brought on by two dramatic developments - the increased potential availability of energy in many parts of the world on the supply side, and on the demand side increasing concerns over the harmful effects on the environment brought on by the use of fossil fuels. An in depth discussion specifically focuses on what energy security means to different countries, and

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examines which of those countries appear to be managing their energy/climate transitions successfully and which are having a more difficult time adapting to the new environment. Part 1 introduces the topic, covering the main themes and provides an overview of the chapters Part 2 provides a framework for policy evaluation, considering the evolving factors affecting energy security and the energy/climate policy trilemma Parts 3 to 6 discuss energy transitions

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in the carbon producing countries (Saudi Arabia, Canada, Iran, Russia, Mexico), in intermediate carbon/producing/consuming countries (China, United States, UK, Brazil, Argentina, South Africa), in carbon consuming countries (Germany, Japan, South Korea, Israel, India, Spain) and finally in carbon reduction countries (France, Denmark, Switzerland) Part 7 looks at attempts at regional/international cooperation Part 8 considers the prospects for the future, examining

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technological breakthroughs. This title builds on the theme of unfolding energy transformations driven by, but increasingly constrained by climate/environmental considerations. It is ideal for researchers and students in the areas of environmental politics and policy, climate change, and energy and climate security, as well as for academics and professionals.

Local Content Policies in
Resource-rich Countries
BRIC Economies

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Strategic Management:
Competitiveness and
Globalisation
Religion and Brazilian
Democracy
Handbook of Transitions to
Energy and Climate
Security
Opportunities and
Challenges (Brazil,
Russia, India and China)
Competitiveness and Growth
in Brazilian Cities

***With an emphasis on global
advantage, the text offers a
comprehensive examination of
regional and international issues to
provide a complete, accurate and
up-to-date explanation of the
strategic management process.
New coverage on environmental***

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concerns and emerging technologies as well as examples and cases from Australia, New Zealand and Asia-Pacific serve to engage students while updated international content demonstrates how strategic management is used in the global economy. The text takes a 'resource-based' approach, which requires the examining of a firm's unique bundling of its internal resources. This text is appropriate for upper-level undergrad, usually third year; post grad in Masters courses. As the 21st century begins, we are faced with opportunities and challenges of available technology as well as pressured to create strategic and tactical plans for future technology. Worldwide, IT professionals are sharing and

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trading concepts and ideas for effective IT management, and this co-operation is what leads to solid IT management practices. This volume is a collection of papers that present IT management perspectives from professionals around the world. The papers seek to offer new ideas, refine old ones, and pose interesting scenarios to help the reader develop company-sensitive management strategies. This paper focuses on the competitive dynamics, strategic challenges, technological needs and institutional innovation-promoting arrangements in Brazil's mining sector in order to identify the ways in which mining firms and mining equipment, technology and services suppliers (METS) handle innovation appropriation and

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technology transfer in the country. As the main sample consisted of resident and non-resident companies, the key technological areas of mining-related patenting in Brazil and the main patent stakeholders have been identified. The analysis of technology transfer among firms and to other mining industry stakeholders, mainly universities, drew on import contracts and highlighted the role played by foreign METS. A case study of Vale S.A., Brazil's largest mining enterprise, has been included, with emphasis on Vale's strategies to mitigate external challenges and to meet technological needs through innovation.

Evangelical and Catholic groups are transforming Brazilian politics. This

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book asks why, and what the consequences are for democracy.

Perspectives on Global

Development 2013 Industrial

Policies in a Changing World

The Strategic Dynamics of Latin

American Trade

Advancing Development in the 21st Century

Inputs for a Sustainable

Competitive City Strategy, Volume

2. Background Report

Challenges and Opportunities

The Tubáinas War

Challenges of Information

Technology Management in the 21st Century

Since the early 2000s, state-

led and innovation-focused

strategies have characterized

the approach to development

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pursued in countries around the world, such as China, India, and South Korea. Brazil, the largest and most industrialized economy in Latin America, demonstrates both the opportunities and challenges of this approach. Over the course of nearly 20 years, the Brazilian government enacted various policies and programs designed to strengthen the country's capacity to innovate. It increased spending on science and technology, encouraged greater collaboration between industry and universities, and

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fostered the creation of new institutions whose primary aim was to facilitate greater private research and development (R&D) spending. In this book, the editors unite a diverse array of empirical contributions around a few key themes, including public policies, institutions and innovation ecosystems, and firms and industries, that collectively make the case for a new, forward-looking innovation agenda aimed at addressing persistent challenges and exploiting emerging opportunities in Brazil. Its conclusions offer

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valuable lessons for other developing and emerging economies seeking to accelerate innovation and growth in the modern age. With its interdisciplinary and wide-ranging contribution to the study of innovation, as well as attention to broader policy implications, this book will appeal to scholars and professionals alike.

This book advances the current literature on destination marketing by using innovative up-to-date case studies from a wide geographical representation. The contributors examine new

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methods and marketing approaches used within the field through a combination of theoretical and practical approaches. With discussions of topics including image, branding, attractions and competitiveness, the chapters in this volume offer new insight into contemporary developments such as medical tourism, Islamic tourism and film-induced tourism. Presenting detailed findings and a range of methodologies, ranging from surveys to travel writings and ethnography, this book will be of interest to students, scholars and

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***practitioners in the fields of
tourism and marketing.***

***This book analyses the role of
local content (LC) policy in the
economic development of five
resource-rich countries:
Brazil, Kazakhstan, Norway,
Russia and the UK. The
authors situate LC policy
within a framework of
sustainability in the form of
industrial diversification and
innovation-led growth, and
examine how effective LC
policies are in facilitating
sectoral and economy-wide
catching up. Structured in five
chapters, the book begins with
an introduction and then***

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presents an overview of LC definitions and situates LC policies within a framework of economic development. The third chapter compares specific examples of LC development and highlights variations in practice as well as learning across case countries. The fourth chapter focuses on macro-economic, micro-economic and institutional challenges conditioning LC development and the ability of LC policies to assist innovation-led growth. The authors conclude by examining what the future holds for LC policies and their

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role in promoting economic growth and addressing the wider social, political and economic challenges in resource-rich countries. The economic power of Brazil, Russia, India and China (BRICs) is rapidly increasing, changing the landscape of global economics and politics. Top scholars of international business address in this vital volume the markets, strategy implications, challenges and possibilities of this new economic reality. As these four nations acquire greater economic clout, the opportunities for other

countries increase. The contributors describe the favorable circumstances these evolving economies could provide for the US and other countries, such as expanded markets and services, higher returns on investments, and new partners in building a more peaceful and prosperous world. In contrast, they also discuss risks to traditional industries and possible challenges to positions on human rights and intellectual property protections, environmental standards, free markets and democratic governments. The volume

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emphasizes the need for companies to adopt strategies to stay ahead in the changing business environment. Governments must also design and implement new policies geared toward mutually beneficial relationships with BRICs. This enlightening study will be of great interest to students and scholars of international business. Executives of large companies will find it of great practical use when planning their organization s future strategies.

Handbook of Research on Driving Competitive

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***Advantage through
Sustainable, Lean, and
Disruptive Innovation
A Volume in the Consumer
Science and Strategic
Marketing Series
Meeting the Employment
Challenge
Emerging Market
Multinationals and Europe
Emerging Economies and the
Transformation of
International Business
Dilemmas of Brazilian Grand
Strategy
The Rise of the BRICS in the
Global Political Economy
Coffee Consumption and
Industry Strategies in***

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Brazil, the latest release in the Consumer Science and Strategic Marketing series, provides an overview of the coffee sector, focusing on marketing strategies, consumer behavior, and strategies for transforming coffee consumption, production and retailing.

The book presents the importance of an academician-practitioner perspective to bridge the gap between scholars and managers, and between business schools and the entrepreneurial world.

Appropriate for researchers in the fields of food retail and producing, food marketing, consumer behavior, consumer science,

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agribusiness marketing and strategy, food industry strategy, undergraduate and post-graduate students studying marketing, consumer behavior, strategy, agribusiness marketing and strategy, practitioners in the food industry, marketing managers, and marketing and strategy consultants, this book is a must-read for those contributing to the coffee industry. Presents strategies for transforming coffee consumption, production and retailing Addresses market outlook, factors and trends Outlines coffee industry strategies through business cases that highlight innovative

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