

Hult International Business School

The chronicle of a ten-year partnership between MIT and Singapore's Education Ministry that shows cross-border collaboration in higher education in action. In this book, Dara Fisher chronicles the decade-long collaboration between MIT and Singapore's Education Ministry to establish the Singapore University of Technology and Design (SUTD). Fisher shows how what began as an effort by MIT to export its vision and practices to Singapore became an exercise in adaptation by actors on the ground. As cross-border higher education partnerships become more widespread, Fisher's account of one such collaboration in theory and practice is especially timely.

Most workplace problems are caused by over-exposure to real/imagined threat. This activates the 'threat brain'. When combined with our 'drive brain', we fall into destructive loops of compulsive behaviour. This book explains the Trimotive Brain and shows how to identify these emotions and regulate them by being more aware of unconscious motivation.

What does a truly global manager today need to know to lead responsibly? How does he or she develop the core management competencies needed? Globally Responsible Leadership: Managing According to the UN Global Compact uses the UN Global Compact and its Ten Principles as an overarching framework for understanding the issues facing business managers today. Drawing on the knowledge of contributors from different parts of the world, the book shows readers the intersection between business and the major global issues of our time-human rights, labor, the environment, anti-corruption and bribery-and most critically, how to address these issues in the day-to-day running of their operations.

"This book is meant to stimulate awareness and discussion around topics of sustainability and innovation."--P. 113.

Big Data for Managers

Education Crossing Borders

How Sleeping Better Can Transform Your Career

Managing According to the UN Global Compact

Risky Strategy

The International Student's Guide to Finding a Job in the United States

A Critical Review and Change Agenda for the Future

Reveals how the era of virtual technology and a more liberal attitude in classical academic institutions heralds the arrival of a better kind of business school.

How to master the art of narrative leadership Telling the Story shows how leaders affect our understanding of what is possible and desirable through the stories they tell. It opens a door into the world of narrative leadership: what stories are and how they work; when to tell a story and how to tell one well; and how the language and metaphors we use influence our actions and change how we think about the world. • Explains how narrative leadership shapes and defines what's possible on an organizational level • Written by a renowned consultant on the art of narrative leadership • Challenges leaders to consider how narrative can influence and help create the kind of society they envision

Market-defining since it was introduced, International Business: Competing in the Global Marketplace by Charles W. L. Hill, sets the standard, and is the proven choice for International Business. Hill draws upon his experience to deliver a complete solution, and has partnered with G. Tomas M. Hult from Michigan State University to continue to deliver a program that is: Integrated—Integrated Progression of Topics with Results-Driven Technology Practical—Focused on Practical Applications of Concepts Relevant—Timely, Comprehensive Coverage of Theory

Peterson's Graduate Programs in Business, Education, Health, Information Studies, Law & Social Work 2012 contains a wealth of info on accredited institutions offering graduate degrees in these fields. Up-to-date info, collected through Peterson's Annual Survey of Graduate and Professional Institutions, provides valuable data on degree offerings, professional accreditation, jointly offered degrees, part-time & evening/weekend programs, postbaccalaureate distance degrees, faculty, students, requirements, expenses, financial support, faculty research, and unit head and application contact information. There are helpful links to in-depth descriptions about a specific graduate program or department, faculty members and their research, and more. Also find valuable articles on financial assistance, the graduate admissions process, advice for international and minority students, and facts about accreditation, with a current list of accrediting agencies.

The Handbook of Mergers and Acquisitions

Peterson's Graduate Programs in Business, Education, Health, Information Studies, Law & Social Work 2012

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Graduate Programs in Business, Education, Information Studies, Law & Social Work 2015 (Grad 6)

Second Shift: The Inside Story of the Keep GM Movement

Competitive Edge: A Guide to Business Programs 2013

How Singapore and MIT Created a New University

Entrepreneurship and innovation play a vital role in fostering sustainable development. Advances in technology and communications have both transformed the process of business as well as strengthened the role of entrepreneurship in developed and developing countries. This important book is the first to provide the fundamental concepts and applications for faculty and students in this field, and also serves as a professional reference for practicing entrepreneurs and policymakers. Each chapter provides a clear guide to the conceptual and practical elements that characterize entrepreneurship and the process of new venture formation, including functional strategies in key areas such as marketing, information technology, human resources management, and accounting and finance. Questions and exercises are presented throughout in order to encourage discussion and problem-solving. A quick summary of the important concepts and definitions are also provided. Keeping practicality as the book's core aim, all chapters include a long case study to set the scene and then draw upon shorter cases from both developing and developed countries to reinforce key learning objectives and the real-world application of the book's core concepts.

Peterson's Competitive Edge: A Guide to Graduate Business Programs 2013 is a user-friendly guide to hundreds of graduate business programs in the United States, Canada, and abroad. Readers will find easy-to-read narrative descriptions that focus on the essential information that defines each business school or program, with photos offering a look at the faces of students, faculty, and important campus locales. Quick Facts offer indispensable data on costs and financial aid information, application deadlines, valuable contact information, and more. Also includes enlightening articles on today's MBA degree, admissions and application advice, new business programs, and more.

Artificial intelligence will radically change our lives--just not in the ways you might think. You've been made to believe that AI will take your job. The truth is AI will deeply change the nature of work itself and lead to the creation of jobs that don't exist yet. Sensational media reports speculate about the "rise of the machines" but fail to see that there's no real intelligence in AI. It is not an all-seeing master, but rather a functional tool that must combine with the intelligence we possess to be effective. With The AI Republic, Terence Tse, Mark Esposito, and Danny Goh have not written a book for coders, but for everyone curious about a future shaped by AI. They demystify this life-changing technology and explain how we can build a shared space where humans and intelligent automation work together, whether you're a business executive who wants to implement it, a government leader responsible for policy creation, or a parent who wants to prepare your children to grow up with AI as a companion.

Ever notice that all watch ads show 10:10 as the time? Or that all fast-food restaurants use red or yellow in their logos? Or that certain stores are always having a sale? You may not be aware of these details, yet they've been influencing you all along. Every time you purchase, swipe, or click, marketers are able to more accurately predict your behavior. These days, brands know more about you than you know about yourself. Blindsight is here to change that. With eye-opening science, engaging stories, and fascinating real-world examples, neuroscientist Matt Johnson and marketer Prince Ghuman dive deep into the surprising relationship between brains and brands. In Blindsight, they showcase how marketing taps every aspect of our mental lives, covering the neuroscience of pain and pleasure, emotion and logic, fear and safety, attention and addiction, and much more. We like to think of ourselves as independent actors in control of our decisions, but the truth is far more complicated. Blindsight will give you the ability to see the unseeable when it comes to marketing, so that you can consume on your own terms. On the surface, you will learn how the brain works and how brands design for it. But peel back a layer, and you'll find a sharper image of your psychology, reflected in your consumer behavior. This book will change the way you view not just branding, but yourself, too.

The AI Republic

The Business School Buzz Book

Rigorous Methods to Help Executives Make Strategic Choices Confidently

Blindsight

How to Triple the Size of Your Business and Build a Superstar Team

The Handbook of Contemporary Marketing

Loose-leaf: International Business with ConnectPlus

This book provides 16 case histories from universities which have been successful in facing up to the challenges of the 21st Century. The initiatives described here vary enormously as do the institutions and countries from where they come, and this gives the reader an idea of the wide range of issues which require addressing. The book has contributions from Brazil, Bulgaria, Canada, Finland, Netherlands, Norway, Sweden, Switzerland, the UK and the USA.

Surefire Strategies for Getting Into the Top MBA Programs Now with new and expanded information on international MBA programs, comprehensive rankings of the leading schools, and new interviews with admissions officers, How to Get Into the Top MBA Programs provides a complete overview of what the top schools look for. This book features a step-by-step guide to the entire application process with in-depth advice from more than thirty admissions directors. It shows you how to: ? Develop your optimal marketing strategy ? Assess and upgrade your credentials ? Choose the programs that are right for you ? Write quality essays for maximum impact ? Choose and manage your recommenders ? Ace your interviews Prepare for business school and get the most out of your program once you go.

□ Binder Ready Loose-Leaf Text (0077437608) - This full featured text is provided as an option to the price sensitive student. It is a full 4 color text that is three whole punched and made available at a discount to students. Also available in a package with Connect Plus (0077437527).

LEVERAGE YOUR SUPPLY CHAIN FOR MAXIMUM PROFIT Do you have a global supply chain strategy designed for the long run? About 90 percent of global demand is not fully met by local supply, and global supply chains will soon account for 25 percent of multinational firms' performance--meanwhile, supply chains need to become 43 percent more global in the next decade just to maintain a firm's competitive edge. Written by three of today's leading experts on the subject--each from Michigan State University, the uncontested world leader of supply chain management--Global Supply Chain Management gives you the know-how and tools to dramatically boost supply chain efficiency by making it a core element of your overall corporate strategy. Global Supply Chain Management takes you step by step through the process of creating and managing a global supply chain strategy and aligning it with the conditions of your industry. Learn everything you need to know about developing a core strategy plus strategies for each of the critical supply chain functions: LOGISTICS--Integrate logistics strategy and tactical activities PURCHASING--Manage the transition to purchasing globally OPERATIONS--Systematically design, direct, and control processes MARKET CHANNELS--Effectively connect your supply chain to customers With in-depth case studies and data showing how American Express, AB InBev, Dell, FedEx, Daimler, Microsoft, Nestlé, Nokia, and several other prominent companies have applied global supply chain strategy to increase profits and growth, Global Supply Chain Management helps you take action to drive similar success in your company. If you're serious about competing today--and in the future--you must integrate and leverage strategic supply chain management into your overall corporate strategy. Global Supply Chain Management provides everything you need to build a strategy designed for the long run. PRAISE FOR GLOBAL SUPPLY CHAIN MANAGEMENT "This book does a superb job of using a total value perspective and integrating business functions into a strategic framework for global supply chain management that can be leveraged for success." -- Leif Johansson, Chairman of the Board of Directors of AstraZeneca, Ericsson, European Round Table of Industrialists, and the International Advisory Board of the Nobel Foundation "Written by a superb team of world-leading authors on global supply chain management, this book provides a great framework for companies to leverage global supply chain functions and processes, measurements, and tools to achieve sustained strategic advantage in the global marketplace." -- Michael Lawton, Chief Financial Officer (CFO) and Executive Vice President of Finance of Domino's Pizza, Inc. "In our company, we have come to recognize the strategic importance of building and maintaining a global supply chain. This book does an excellent job of identifying a framework for considering the implications of an integrated model for global supply chain management. It's clear that the authors have tremendous experience, and they have shared their insights in an innovative and integrative way." -- John Shull, Vice President and Global Procurement Officer of Steelcase Inc. "Global supply chains are critically important to companies in delivering products and services that satisfy customers. Hult, Closs, and Frayer provide an excellent model for how to drive the strategic and operational dimensions of global supply chain management to maximize end-customer value." -- Claes Fornell, Chairman of the Board of Directors of CFI Group Worldwide and ForeSee, and founder of the American Customer Satisfaction Index (ACSI)

The Legacy: How the World's Leading Entrepreneurs, Thought Leaders, & Cultural Icons Achieve Success

How to Ensure Young Talent Will Thrive with Your Organization

The Business School of the Future

GMAT Reading Comprehension

International Business

The Business of Sleep

Opportunities and Challenges

Business schools around the world have grown and prospered in the last few decades, but what does the future hold for business schools? This book explores the potential future disruption of the business school tradition by considering funding, value chains, strategic groups, value orientation, innovation and business models.

Scale at Speed shows you how to double your company's revenue in two years. It is a must-read for anyone who wants to safely and rapidly accelerate the growth of their business. It's a proven framework built on solid research and deep experience to deliver fast growth. Discover how to bypass many of the mistakes that can delay or fatally undermine success, and how to make being a founder and a leader fun again. Growing a business is easy once you've done it several times and learned from your inevitable mistakes. You will learn how to identify and motivate A-players without tedious trial and error. You can get an exceptional price when you sell. Whether you have ten staff or a thousand, Scale at Speed will make your business feel like a rocket on rails once again.

Scale at Speed provides tools that cut straight to the most effective way of doing things as your company grows. Practical advice is given on how to: - Transform your company so it's scalable - Build enthusiastic support for your vision - Identify the most critical improvements - Hire and motivate superstars - Become a market leader while reducing marketing costs - Double or triple your revenue And much more. Written in a clear, honest and engaging style by an industry-leading serial entrepreneur and chairman, Scale at Speed delivers a practical formula for rapid, surefooted growth.

Think and Grow Rich: The Legacy is the essential modern companion to the bestselling self-help book of all time, Napoleon Hill's 1937 classic, Think and Grow Rich. This book is fully endorsed by the Napoleon Hill Foundation and released in conjunction with the major motion picture, Think and Grow Rich: The Legacy. Readers will be inspired through unflinching accounts of some of today's most successful entrepreneurs, thought leaders, and cultural icons who rose above the unlikely and in some cases, most tragic of circumstances to find personal fulfillment and make their mark on the world. Potential is not predicated on age, race, finances, education, or any other perceived misfortune. It is the consistent application of a proven formula that turns simple thoughts into massive action, elevating ordinary people to extraordinary success. Featuring the against-the-odds stories of: Former pro athlete and media mogul Rob Dyrdek Venture capitalist and television personality Barbara Corcoran Self-help guru and international speaker Bob Proctor NFL Pro Football Hall of Fame quarterback Warren Moon Property mogul and bestselling author Grant Cardone Also Featuring: Janine Shepherd, Jim Stovall, Sharon Lechter, Satish Verma, Lewis Howes, Noel Whittaker, Derek Mills, Joel Brown, James Hill, John Lee Dumas, Brandon T. Adams, Tim Storey, David Meltzer, John Shin, Lionel Sosa, Errol Abramson, Blaine Bartlett, Dennis Kimbro, Sandy Gallagher, Don Green Stop settling for whatever comes your way, and start living a life of purpose and fulfillment. Everything you need to create a truly rich life is already in your possession.

An essential guide to contemporary marketing that demonstrates, via case studies, the move towards marketing techniques that better reflect consumer needs. Designed for both undergraduate and postgraduate students, as well as those in executive education and general business, The Handbook of Contemporary Marketing covers a wide range of themes in contemporary marketing, including: · Consumer behaviour; · The latest marketing research; · Services marketing; · Brand management; · Global marketing; and · Ethics in marketing. Each chapter includes case studies to illustrate and contextualize the themes covered, from companies as diverse as Amazon, McLaren, Unilever, UBS and Virgin Money. "Contemporary marketing" is the term used to cover the move from more traditional marketing techniques to those that more reflect consumer needs. It refers to strategies that, when implemented, offer greater support for their client base, with a product range that varies depending on what the target market desires, rather than what the company wants them to have. The channels used to underpin these strategies are also radically different--for example, the increasing use of social media versus print advertising. The Handbook of Contemporary Marketing moves away from the theory-based content widely available and instead focuses on a more practical and comprehensive approach, which the author has developed through more than 13 years of teaching at degree level.

The Human Moment

Power Ties

Scale at Speed

Competing in the Global Marketplace

Rethinking the Business Models of Business Schools

Next Generation Leadership

The (Mostly) Hidden Ways Marketing Reshapes Our Brains

The book bridges hitherto separate disciplines engaged in research in mergers and acquisitions (M&A) to integrate strategic, financial, socio-cultural, and sectorial approaches to the field. It examines the management processes involved, as well as valuations and post-acquisition performance, and considers international and sectorial dimensions.

"'International Business' addresses the strategic, structural and functional implications of international business in firms around the world."--Source inconue.

Employers who refuse to adapt to the expectations of younger generations are losing out on top talent, as they leave for positions at companies with more modern practices. Learn what companies need to do to fit into the new normal in the workplace. Generation Y sees the world differently than any other generation in modern memory. And nowhere is this more evident than in the workplace. The astronomical shifts that this generation has seen in the economy, technology, and the world have changed what they want from life and work--which is not a 9-5 existence for forty-plus years, leading to a typical retirement at sixty-five. What

older generations call a poor work ethic from a spoiled generation, Gen Y sees as a different way of doing things. Companies that don't get on board risk losing the diverse, young talent that is critical for them to be able to compete. Companies that take the time to listen realize that what Gen Y is asking for isn't that crazy; in fact, it's better in many ways. A demand for work-life balance isn't a cry for fewer work hours--it's a cry to be able to work from outside the office beyond a rigid 9-5 schedule (which can lead, ironically, to Gen Y employees working even more hours than you expected). Leaving a job after a couple years isn't an inability to commit--it's a need to learn more, expand their experience, and develop their career at a faster pace, something that is helpful to companies that hire those individuals, including your own. Elevating nontraditional benefits over financial benefits is a step toward creating an emotional connection to the company where employees spend the majority of their time and invest significant mental and emotional efforts. The need to work for a company with a purpose is a reflection of the power that social media has had on the social consciousness. This book will explore what's behind these shifts in the character of the emerging workforce. It shows that, as Gen Y assumes managerial positions, the nature of leadership and business will change over the next few decades in irrevocable and profound ways.

While a number of world leaders may have claimed to be able to make do with five hours of sleep per night, for many people that little amount of sleep can – even in the short term – have serious and damaging side-effects. Major disasters have occurred as a result of poor sleep, from the destruction of the Challenger space shuttle to nuclear meltdowns such as Chernobyl and Three Mile Island, but more prevalent effects can include health disorders, the rise of depression and poor memory retention. For businesses and their employees, the impact can be incredibly detrimental – from the negative impact on decision-making and communication skills, to the stifling of creativity and innovation. The Business of Sleep delivers a serious business message: a lack of sleep will have an effect on your work and career. But the good news is that there are positive steps that can be taken. Drawing on both seminal and cutting-edge research, alongside interviews with notable CEOs and business influencers, sleep specialist Vicki Culpin offers an accessible guide to how sleep works, the consequences of poor sleep and the practical ways of mitigating against, and reducing the impact of, compromised sleep in organisational environments.

Creating Value
 International Business: Competing in the Global Marketplace
 Building the Nexus Between Humans and Intelligent Automation
 The Heart and Soul of Successful Leadership
 How to Get Into the Top MBA Programs, 5th Edition
 Entrepreneurship, Innovation and Sustainable Growth
 Global Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage
 The Handbook of Experiential Learning In International Business is a one-stop source for international managers, business educators and trainers who seek to either select and use an existing experiential learning project, or develop new projects and exercises of this kind.

To thrive in a world where networks of companies increasingly compete with other networks, managers can no longer focus solely on excellence in planning and execution. In The Spider's Strategy, top business consultant Amit S. Mukherjee provides the tools you need to sense and respond to unexpected events. He shows why and how managers in your company must apply four powerful "Design Principles" today: Change everyday work practices by embedding "sense and response" within your normal plan-and-execute processes. Promote collaboration across partner companies by establishing practical mechanisms that make "win-win" a basis for action not an empty slogan. Ensure that work really teaches by assuring the culture, processes, and organizational structure to improve your company's ability to learn. Implement those key technological capabilities that allow the network to function seamlessly. The heart of this book includes proven implementation advice based on conversations with successful innovators at HP, Nokia, and beyond. Mukherjee offers new insight into everything from work practices to culture and corporate organization and shows how to overcome even the most stubborn obstacles to effective collaboration amongst partners.

"Return Driven Strategy is a framework that helps leaders to better analyze, understand, and employ the activities that have been shown to produce superior returns and wealth creation" -- P. [4] of cover.

What is risk? Is it a real danger or just an opportunity in disguise? Can it be out-manoeuvred or is it something to be embraced and worked with? When companies are developing their business strategies, risk may be mentioned in passing (and even then, frequently misunderstood) but is rarely seen as a key component of the strategic decision-making process. This can lead to unforeseen complications - strategy is all about making decisions that concern an uncertain future and so risk should play a significant role in that process. The handling or understanding of risk is often delegated to specialists and much of what is written about risk is, due to its complexity, inaccessible to the majority of senior managers. Risky Strategy aims to make the consideration of risk more accessible and understandable and, in doing so, develop a common language and understanding for recognising and handling it. Based on research carried out by Ashridge Business School, as well as case studies of the strategic decision-making process in action, Jamie MacAlister takes the subject out of the textbooks and brings it engagingly to life. Drawing on lessons from Apple to Procter & Gamble, from Napoleon to Nelson, from Roger Federer to Sir Alex Ferguson, and from Pythagorus to Sir Isaac Newton, Risky Strategy provides a new and dynamic perspective on risk, demonstrating how and when to take the right risk, and knowing how to recognise the common risks that can derail even the most well-planned projects.

Telling the Story
 Creating Networks to Avert Crisis, Create Change, and Really Get Ahead
 Mind Time: How Ten Mindful Minutes Can Enhance Your Work, Health and Happiness
 Understanding Risk to Improve Strategic Decisions
 Beyond Threat
 Excellence in University Leadership and Management Case Histories
 Think and Grow Rich

Peterson's Graduate Programs in Business, Education, Information Studies, Law & Social Work 2014 contains comprehensive profiles of more than 11,000 graduate programs in disciplines such as, accounting & finance, business administration & management, education, human resources, international business, law, library & information studies, marketing, social work, transportation management, of Graduate and Professional Institutions, provides valuable data on degree offerings, professional accreditation, jointly offered degrees, part-time & evening/weekend programs, postbaccalaureate distance degrees, faculty, students, requirements, expenses, financial support, faculty research, and unit head and application contact information. There are helpful links to in-depth descriptions about research, and more. Also find valuable articles on financial assistance, the graduate admissions process, advice for international and minority students, and facts about accreditation, with a current list of accrediting agencies.

Fad-Free Strategy provides a ground-breaking approach to making better business strategy decisions: more efficient, open to out-of-the-box opportunities and evidence-based. Most strategy books focus on Grand Strategy, the process that leads to high-level recommendations or, more accurately, hypotheses about where and how to compete. While this book briefly covers critical Grand Strategy adaptation and possible rejection of those hypotheses. Operational Strategy is based on an in-depth understanding of customer preferences and anticipating the choices they make. Those choices rather than managers' ambitions determine whether a strategy will generate the aspired financial results. The book explains, by means of detailed real-world cases across industries, how to generate value into new markets, either as an innovator or as a latecomer? How to defend one's position against aggressive new entrants? Or how to sustain margins when price is the only thing customers seem to care about? This remarkable book contains expert advice from accomplished strategic advisors and thought leaders Daniel Deneffe and Herman Vantrappen. Fad Free Strategy will be a useful tool for those who are tired of fads with strategy fads and simplistic solutions based on cherry-picked, anecdotal evidence from today's hero companies. It will also appeal to economics faculty members teaching graduate courses in business strategy who are looking for an economics-based strategy textbook that is both rigorous and comprehensive. The book's core ideas have been taught successfully in continuing and executive education School.

Graduate Programs in Business, Education, Information Studies, Law & Social Work 2015 contains helpful facts and figures on more than 11,000 graduate programs. The comprehensive directory includes more than 1,850 institutions and their programs in all of the relevant disciplines such as accounting and finance, business management, education, law, library and information sciences, marketing and management, and more. Figures on accreditation, degree requirements, application deadlines, contact information, financial support, faculty, and student body profiles. Two-page in-depth descriptions, written by featured institutions, offer complete details on specific graduate program, school, or department as well as information on faculty research. Comprehensive directories list programs in this volume, as well as other related programs. In this updated guide, Vault publishes the entire surveys of current students and alumni at more than 100 top business schools. Each 4- to 5-page entry is composed almost entirely of insider comments from students and alumni. Each school profile features surveys of about 10 students or alumni. These narratives provide applicants with detailed and balanced perspectives and insider information on each school guides.

Global Business Today
 The Spider's Strategy
 Fad-Free Strategy
 The Positive Power of Compassion in the Workplace
 Say what Needs to be Said and Hear what Needs to be Heard
 Globally Responsible Leadership
 The Palgrave Handbook of Experiential Learning in International Business

Organizations are becoming increasingly dehumanized. The move toward an AI-driven world of work means intense competition for a finite number of 'human' resources, where the pressure to perform can incite an "I'm fine" response when a colleague asks, "How are you?". Opportunities to connect authentically with or care for one other at a basic human level are diminishing, and we only know our colleagues superficially. This book argues that human connections are formed by showing vulnerability and sharing stories of suffering. Creating a culture of workplace compassion is an organizational imperative in the 21st century where suffering is hidden, stress-related absence is growing and career burnout is a recognized phenomenon. The Human Moment suggests that by encouraging cultures of compassion, organizations can help to build healthier workplace environments.

In today's fast growing digital world, the web, mobile, social networks and other digital platforms are producing enormous amounts of data that hold intelligence and valuable information. Correctly used it has the power to create sustainable value in different forms for businesses. The commonly used term for this data is Big Data, which includes structured, unstructured and hybrid structured data. However, Big Data is of limited value unless insightful information can be extracted from the sources of data. The solution is Big Data analytics, and how managers and executives can capture value from this vast resource of information and insights. This book develops a simple framework and a non-technical approach to help the reader understand, digest and analyze data, and produce meaningful analytics to make informed decisions. It will support value creation within businesses, from customer care to product innovation, from sales and marketing to operational performance. The authors provide multiple case studies on global industries and business units, chapter summaries and discussion questions for the reader to consider and explore. Big Data for Managers also presents small cases and challenges for the reader to work on - making this a thorough and practical guide for students and managers.

This in-depth guide takes the mystery out of complex reading passages by providing a toolkit of sketching techniques that aim to build comprehension, speed, and accuracy. Learn to identify the underlying structure of reading passages and develop methods to tackle the toughest comprehension questions.

The dynamic, collaborative management model that saved a U.S. manufacturing city When car-making giant General Motors decided to close its plant in Lansing, Michigan, in 1996, one person—the city's newly elected mayor—stood up and said "no." Initially, it was the cry of a man in the wilderness. Not once in its century-long history had GM reversed a decision to close a plant. But Mayor David Hollister quietly went to work building the Lansing Works! Keep GM! movement and succeeded in defying all the odds. Lansing remains GM's Oldsmobile headquarters. Hollister's collaborative problem-solving approach—the Second Shift model—succeeded in bringing together state and regional politicians, economic developers, private sector firms, labor unions, educators, and residents of the region. Powerful, persuasive, and well-organized, this coalition implemented a strategic, six-dimensional framework to achieve the seemingly impossible: • Identifying: Name the challenge and its impact • Partnering: Develop meaningful relationships • Building: Construct your strategy as you go • Solving: Engage in constant problem solving • Celebrating: Mark successful milestones • Persevering: Adapt and endure The Lansing Works! Keep GM! movement was a victory of people over bureaucracy, of a can-do attitude over cynicism—a story rarely told in today's complex, technological, and often dehumanizing world of large business and out-of-control government. And the best part was that, in the end, both sides came away winners. It's proof positive that when the public and private sectors work together as equal partners, amazing things can happen. One of the great business sagas of modern times, Second Shift provides a proven, practical design for problem solving that anyone can apply in any business, large or small.

Driven
 Companies Innovating to Create a More Sustainable World
 Speak Up
 Business Strategy, Human Actions, and the Creation of Wealth
 Graduate Programs in Business, Education, Information Studies, Law & Social Work 2014 (Grad 6)

Studying in America is a powerful first step towards making employment in the U.S. a reality. But each year, thousands of international students are surprised to discover that it takes more than an American degree to get a job in the United States.In this revealing book, Dan Beaudry, former head of campus recruiting at Monster.com, and former Associate Director of Corporate Recruiting at the Boston University School of Management, shares the potent job search system he's used to help many international students find U.S. employment. What you'll discover in these pages will surprise and empower you.