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encompasses two new chapters—Strategic Cost Management and Business Ethics—A Strategic Financial Management Instrument. The book, being an augmented version of the previous edition,

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speculation, financing and investment. These inter-related operations give rise to foreign exchange exposure and affect the overall financial performance of multinational firms. The book aims to provide an integrated treatment of multinational financial operations,

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whilst taking into account some real world complexities such as bid/offer spreads, transaction costs, capital rationing, and market imperfections. The book presents high-quality research papers presented at the 1st AUE International research conference,

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AUEIRC 2017, organized by the American University in the Emirates, Dubai, held on November 15th-16th, 2017. The book is broadly divided into three sections: Creative Business and Social Innovation, Creative Industries and Social Innovation, Education and

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Social Innovation. The areas covered under these sections are credit risk assessment and vector machine-based data analytics, entry mode choice for MNE, risk exposure, liquidity and bank performance, modern and traditional asset allocation models, bitcoin price

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quality of life, effective drivers of
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*The Wine Value Chain in
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Marketing and Communication in the Contemporary Chinese Wine Market presents information on China and its role as a relevant player in the international wine industry, both as supplier and consumer. The book

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supply and demand changes, their impacts on Western wine supply chains, and new market opportunities. The book contributes the latest research findings to increase the understanding of the context of wine

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consumption in China and the most suitable marketing and communication approaches. The book aims to provide academics with the most adequate methodological tools to study a novice market, with both conceptual

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and empirical chapters included. The book covers a range of topics, including the behavior of Chinese consumers and their attitudes towards wine, the cultural context of wine in China, the characteristics

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that are in-line with the characteristics of this market Draw conclusions relevant to other emerging markets, detailing why China is different from other such markets

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defined through the convergence of (a) the cumulative evolution and revolution of the intellect (cognition as data, information, concepts, knowledge, and wisdom), (b) labor, and (c) politics which seek to control the

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environment, society, and the world, applying culture and infrastructure as tools. Whereas researchers reveal the myriad of dimensions of the social order and its historiography, this book provides a synthesis of the

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relations, which is limited to information (and its informing systems) and civilization within the context of historiosophie (history with judgment). The method presented in this book—the architectural approach

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to the dynamics of civilizational development—is a new layer over the quantitative history based on statistical data. In an architectural synthesis of civilization, we seek a “big picture” of “civilization waves”

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in order to develop some criteria-oriented views of the world and its future predictability. To understand the crises and conflicts of civilization which are driven by technology in recent centuries, such a synthesis as

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well as optimism for human proactive adaptation, survival, and, development must be undertaken. This approach to civilizational development should allow humans to eventually "reinvent the future"

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in a continuous manner. We, in due course, should be able to predict the "rate of change" and provide "civilization bridging solutions" based on original thinking. It is important to remind ourselves that information is as

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old as our world (about 15 billion years) because plants and trees and, in general, non-human nature produces all sorts of information, for example, the changing colors of plants and trees, which is associated with

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the different seasons. When the first living organisms appeared on our planet, they had ability to inform as well by changing forms, colors, signals and, so one. The first signs of life on our planet came into being about

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3.85 billion years ago. Therefore, organism-based life on the Earth actually came to be over a period of just 130 million years.

Hominids diverged from apes some 10-6 million years ago (instinct-driven info-

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communication, i.e., behavior less controlled by cognition), and the first humans (bipeds with large brains who could use tools and sound-driven information) took form around 6-2.5 million years ago in

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Southeast Africa. Homo
symbolicus, who could skillfully
use language, appeared about
60,000 years ago. The origin of
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systems applied by humans, who
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have been fast evolving due to cycles of deregulations and regulations of financial markets, product innovations, and technological advancements. As capital markets of the world are becoming more integrated, a solid

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understanding of international finance has become essential for astute corporate decision making. Reflecting the growing importance of international finance as a discipline, we have seen a sharp increase in the demand for experts

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findet sich bereits seit**

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längerem der Vorwurf, dass die Kapitalwertmethode nicht in der Lage sei, den ökonomischen Wert von Investitionsmöglichkeiten richtig zu erfassen.

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sie den Wert

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Bezeichnung Realoptionen
etabliert. Während in den USA
bereits eine breit gefächerte
Literatur zu diesen The-
menkomplex entstanden ist,**

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**sind im deutschsprachigen
Raum hierzu bisher nur
wenige Stellungnahmen zu
finden. Um jedoch den Wert
von Investitionen für die
Zukunft zu bestimmen, reichen
die traditionellen Methoden**

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**der Unternehmens- und
Investitionsbewertung nicht
aus, denn sie berücksichtigen
nicht die entstehenden
Möglichkeiten und
Flexibilitäten. So werden
riskante oder**

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außergewöhnliche

Investitionsmöglichkeiten von den traditionellen Investitionsrechnungsverfahren als nicht lukrativ eingestuft, obwohl sie ein enormes Marktpotential besitzen. Solche

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**Investitionsmöglichkeiten
können mit dem Ansatz der
Realoptionen genauer und
unter strategischen Aspekten
auch besser beurteilt werden.
Es wurde seitens der
Investoren der Wert einer**

solchen zukunfts- und risikobezogenen Bewertung erkannt. Aus diesem Grund wird der Ansatz der Realoptionen immer häufiger zur Bewertung eingesetzt. In Rahmen dieser Arbeit wird die

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**Motivation, die hinter dem
Realloptionsansatzes steht,
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environment in which the
multinational firm and its**

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companies must reconsider how
they view inventory and make

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Inventory as a contributor to
customer value creation, rather
than a liability The book also
examines why energy and the
environment are to be
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decisions, the non-classical application of inventory management in fields such as healthcare and disaster relief, and non-classical approaches to measuring the performance of inventory such as information

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