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Logan Better Than Ever

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Than Ever*

***In this book, the world's
foremost experts on pricing
integrate theoretical rigor and
practical application to***

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***present a comprehensive
resource that covers all areas
of the field. This volume
brings together quantitative
and qualitative approaches
and highlights the most
current innovations in theory***

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and practice. Going beyond the traditional constraints of “price theory” and “price policy,” the authors coined the term “price management” to represent a holistic approach to pricing strategy and tactical

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implementation. They remind us that the Ancient Romans used one word, pretium, to mean both price and value. This is the fundamental philosophy that drives successful price management

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where producer and customer meet. Featuring dozens of examples and case studies drawn from their extensive research, consulting, and teaching around the world, Simon and Fassnacht cover all

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aspects of pricing following the price management process with its four phases: strategy, analysis, decision, and implementation. Thereby, the authors take into account the nuances across industry

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sectors, including consumer goods, industrial products, services, and trade/distribution. In particular, they address the implications of technological advancements, such as the

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Internet and new measurement and sensor technologies that have led to a wealth of price management innovations, such as flat rates, freemium, pay-per-use, or pay-what-you-want. They also address the

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emergence of new price metrics, Big Data applications, two-sided price systems, negative prices, and the sharing economy, as well as emerging payment systems such as bitcoin. The result is a

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“bible” for leaders who recognize that price is not only a means to drive profit in the short term, but a tool to generate sustained growth in shareholder value over the longer term, and a primer for

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researchers, instructors, and students alike. Praise for Price Management “This book is truly state of the art and the most comprehensive work in price management.” - Prof. Philip Kotler, Kellogg School

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***of Management, Northwestern
University “This very
important book builds an
outstanding bridge between
science and practice.” -***

***Kasper Rorsted, CEO, Adidas
“This book provides practical***

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guidelines on value creation, communication and management, which is an imperative for businesses to survive in the coming era of uncertainty.” - Dr. Chang-Gyu Hwang, Chairman and CEO,

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***KT Corporation (Korea
Telecom)***

***By analysing the rationales for
sustainability strategies, this
book addresses a timely
question for managers,
academics and MBAs: 'when***

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***does it pay to be green?
Based on solid theoretical
foundations and empirical
research, it clarifies the
elements involved in the
formation and evaluation of
sustainability strategies in***

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firms.

Responsible Innovation. For some, this expression is only an oxymoron or, worse, a means of masking with a sheet of virtue economic practices that would otherwise appear

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selfish and self-interested. For others, theorists and actors of innovation, this expression represents a formidable lever of action and a rich conceptual source from which to draw new ways of innovating. The

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articulation between different levels of norms – economic and ethical, to which we can add the legal dimension – is not new, and is the subject of an in-depth reflection, decades old, around the idea of

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***Corporate Social
Responsibility (CSR). By
taking up some debates on
CSR, most of which are
foreign to the current authors
of responsible innovation, this
book examines the various***

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justifications that CSR brings in order to convince economic players, subject to powerful market forces, of their responsible commitment. But these are not enough. The book also explores the

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***specific contribution of the
concept of responsible
innovation to coping with the
technological, social and
political breakthroughs
generated by innovation, and
is based on philosophical***

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resources such as the ethics of virtue and the ethics of “care”.

Ideally, scientific theory and scientific measurement should develop in tandem, but in recent years this has not been

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the case in economics. There used to be a time when leading economists, or their students, established or led statistical offices and took care that the measurements were consistent with the

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theory (and vice versa). Not anymore. Macroeconomic theorists and macroeconomic statisticians do not even speak the same language any longer. They do use the same words, such as

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'consumption', 'investments' or 'unemployment' but the meanings can often be different. This book maps the differences between macroeconomic theory and measurement and explores

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them in some detail while also tracking their intellectual, historical and, in some cases, ideological origins. It also explores the possible policy implications. In doing so, the book draws on two separate

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strands of literature which are seldom used in unison: macro-statistical manuals and theoretical macro-papers. By doing so, the book contributes to the effort to bridge the gap between them without

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compromising on the idea that a meaningful science of economics should, in the end, be based upon individual people and households and their social and cultural embedding instead of a

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'representative consumer', or Robinson Crusoe figure. This work is essential reading for students, economists, statisticians, and professionals.

Case Studies of Corporate

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Firms

***What customers really want
and how to respond***

***Focus On: 100 Most Popular
Sedans***

Torque

Finance Week

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The Balkans

Written by eminent scholars who are well known within their fields across Europe, this book explores changes in the international economic environment, their impacts on the strategy of firms and the spatial

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consequences of these changes in strategy. The economic environment in which major companies operate is subject to rapid and important changes. Such changes have their impact on the strategy of major and even smaller companies and changes

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in these firm's strategies often have important implications for the location choice of their activities, be it production, outsourcing, R&D or administrative activities. Addressing these issues in a clear yet rigorous manner, this book is an excellent

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resource for students and researchers working and studying in the areas of international business, corporations, business strategy, economic geography and business geography. This book introduces new inventory models to support decision-making

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when cost of externalities are jointly considered along with costs of logistics. Internalization of cost of externalities gives rise to new logistics costs estimates and functions which managers, researchers, lecturers and students should refer in facing with

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logistics issues. This book focuses on freight transports of industrial production systems. Logistics play a key role for industries since it reveals a critical function designed and managed to pursue economic goals. A large amount of literature is available

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providing models, which can be used to minimize logistic costs. However, these models usually neglect externalities. New Models for Sustainable Logistics: Internalization of External Costs in Inventory Management is comprised of three

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chapters. Chapter 1 provides a taxonomy of external costs figures as well as data set enabling the reader to perform reliable estimates of freight transport external costs. To this purpose, a full scale case study is developed. Chapter 2 describes a new

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sustainable inventory management model whose cost functions include externalities. The classical 'Economic Order Quantity' model is re-formulated and the new concept of Sustainable Order Quantity (SOQ) is defined. Finally, in Chapter 3 the

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SOQ model is formulated for different inventory management applications referred to both deterministic and stochastic production environments. Numerical examples are also provided.

Over one million Americans are

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employed in manufacturing motor vehicles, equipment and parts. But the industry has changed dramatically since the U.S. "Big Three" motor vehicle corporations (General Motors, Ford and Chrysler) produced the overwhelming majority of cars and

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light trucks sold in the United States, and directly employed many people themselves. By 2003, most passenger cars sold in the U.S. market were either imported or manufactured by foreign-based producers at new North American plants (so-called

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"transplant" facilities). The Big Three now dominate only in light trucks, and are also now being challenged there by the foreign brands. The Big Three have shed about 600,000 U.S. jobs since 1980, while about one-quarter of Americans employed in

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automotive manufacturing (nearly 300,000) work for the foreign-owned companies. It is clear that the U.S. automotive industry has undergone many drastic changes that have had a net adverse effect on American interests. This book examines the

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causes of these changes. Congressional acts, increasingly stringent emission laws, the effects of NAFTA, labour unions and globalisation are all within the scope of this book.

The definitive text on globalization,

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this book provides an accessible, jargon-free analysis of how the world economy works and its effects on people and places. Peter Dicken synthesizes the latest ideas and empirical data to blaze a clear path through the thicket of globalization

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processes and debates. The book highlights the dynamic interactions among transnational corporations, nations, and other key players, and their role in shaping the uneven contours of development. Mapping the changing centers of gravity of the

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global economy, Dicken presents in-depth case studies of six major industries. Now in full color throughout, the text features 228 figures. Companion websites for students and instructors offer extensive supplemental resources,

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including author videos, applied case studies with questions, lecture notes with PowerPoint slides, discipline-specific suggested further reading for each chapter, and interactive flashcards. ÿ ÿ New to This Edition:
*Every chapter thoroughly revised

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and updated. *All 228 figures (now in color) are new or redesigned.

*Addresses the ongoing fallout from the recent global financial crisis.

*Discussions of timely topics: tax avoidance and corporate social responsibility; global problems of

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unemployment, poverty, and inequality; environmental degradation; the Eurozone crisis; and more. *Enhanced online resources for instructors and students.

The Second Automobile Revolution
120 Pages with 20 Lines You Can Use

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As a Journal Or a Notebook . 8. 25 by
6 Inches

The Report: Romania 2008

A new era of Value Selling

The Economist

Confessions of the Pricing Man

Adopted internationally by

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business schools, MBA programmes and marketing practitioners alike, The New Strategic Brand Management is simply the reference source for senior strategists, positioning professionals and

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postgraduate students. Over the years it has not only established a reputation as one of the leading works on brand strategy but also has become synonymous with the topic itself. The new

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edition builds on this impressive reputation and keeps the book at the forefront of strategic brand thinking. Revealing and explaining the latest techniques used by

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companies worldwide, author Jean-Noël Kapferer covers all the leading issues faced by the brand strategist today, supported by an array of international case studies. With both gravitas and

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intelligent insight, the book reveals new thinking on a wealth of topics including: brand architecture and diversity strategies; market adaptation approaches; positioning in the private

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label and store brand environment, and much, much more. Whether you work for an international company seeking to leverage maximum financial value for your brand, or

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whether you are looking for practical guidance on brand management itself, Kapferer's market-leading book is the one you should be reading to develop the most robust and watertight

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approach for your company. Companies now operate in an environment in which the consumer is more powerful than ever, and this manual for change demonstrates how managers and

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entrepreneurs can make this new-found consumer power work for them. Proposing to close the gap between what customers want and what companies promise, this argues that impersonal

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environments must change to foster interaction and that consumers must be allowed deeper insight into the process by which companies create goods and services for them. Why limit

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involvement to new product testing, the book asks, when the target demographic could be on the invite list for the next board meeting? Other tools, methods, and inspirations for listening to

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and understanding the customer are included, as well as examples of how other companies have managed to take advantage of the consumer revolution by using marketing

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innovations that once seemed radical. Forward-thinking executives and managers can benefit from this unique perspective on a key issue for companies who have not yet tapped the well

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of consumer power. The rapid takeoff of the continent-sized national economies and the increasing expense of extraction have led to strong tensions in petrol prices and

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a race towards alternative driving systems. This book analyses the emergence of a second automobile revolution through the trajectories of automobile firms since the nineties.

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The volume includes selected and reviewed papers from the European Automotive Congress held in Bucharest, Romania, in November 2015. Authors are experts from research,

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industry and universities coming from 14 countries worldwide. The papers are covering the latest developments in fuel economy and environment, automotive safety and

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comfort, automotive
reliability and maintenance,
new materials and
technologies, traffic and road
transport systems, advanced
engineering methods and
tools, as well as advanced

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powertrains and hybrid and electric drives.

Going and Being

International for Medium-sized Companies

Frameworks for Integrating Capabilities around the

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World

A Tailor in Auschwitz

Global Shift, Seventh Edition

Trajectories of the World

Carmakers in the 21st

Century

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*Transylvania, literally
the 'land beyond the
forest', is a wooded,
intensely romantic region
steeped in myths and
legends. A rural paradise,
Bram Stoker called it 'one*

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of the wildest and least known parts of Europe' and created the immortal Dracula from its reputation. The Bradt guide details the many attractions of this warm

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*and hospitable region ?
considered by many as the
most beautiful in Eastern
Europe. It covers popular
tourist options such as
staying in a Transylvanian
castle, hiking trails,*

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*bear tracking, horse-cart
driving plus Dracula,
wildlife, cultural and
historical tours.*

*Price Management Strategy,
Analysis, Decision,
Implementation Springer*

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This book examines the dramatic increase in automotive assembly plants in the former Socialist Central European (CE) nations of Czechia, East Germany, Hungary, Poland,

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*and Slovakia from 1989
onwards. Enticed by
relatively lower-wage
labour and significant
government incentives, the
world's largest automakers
have launched more than 20*

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passenger car assembly complexes in CE nations, with production accelerating dramatically since 2001. As a result, the annual passenger car production in Western

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Europe declined by more than 20% between 2001 and 2015, and alternatively in the CEE it increased by nearly 170% during this period. Drawing on case studies of 25 current and

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*former foreign-run
assembly plants, the
author presents a rare
historical account of
automotive foreign
assembly plants in the CE
following this dramatic*

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geographic shift. This book will expand the knowledge of policy-makers in Europe in relation to their pursuits of FDI and will be of great interest to scholars and students

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of business, economic history, political science, and development. Can one car transform a nation? The Ford Model T did do so a century ago when it replaced the

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*horse, brought about a
revolution in agriculture,
became a stimulus to
urbanization that
eventually changed the
landscape of America.
Though the Maruti 800, the*

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Tata Indica, the Hyundai Santro and the Maruti Alto, became engines of growth for India, these cars neither drove away the cow nor changed the way Indians travelled.

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Tata's Nano was expected to change all that and become the ultimate people's car, capturing the imagination of the middle class across nations and cultures. In

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spite of its petite dimensions, the Nano was meant to stand tall. Yet it did not. What caused it to fail and fall from grace despite being lauded as the 'right product at

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the right time' and 'the most significant new car since the Ford Model T was introduced 100 years ago'? But is it really all over or is there still hope for India's 'little wonder'?

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What will the people's cars of tomorrow be like? A Million Cars for a Billion People delves into the questions, concerns and doubts, as well as the many misconceptions and

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myths, that have gathered momentum over the years about India's automotive history and the industry's mission to create a true 'people's car'. The very first cars that came to

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India; the early beginnings of the industry; the nascent history of the automobile across nations like Germany, France, US, the UK, Italy, Japan and South

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Korea, is narrated with authority and charm, from the viewpoint of the quest for the ultimate people's car.

Internalization of External Costs in

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*Inventory Management
Mapping the Changing
Contours of the World
Economy
Autocar
Sustainability Strategies
Towards a new order in the*

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*global automotive
industry: How Asian
companies catch up to
their western peers
Marketing*

Singapore's best
homegrown car magazine,

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with an editorial dream team driving it. We fuel the need for speed!

The key to bridging your global innovation gap In today's global economy, it would be short-

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sighted to rely solely
on local resources for
new-product innovations.
Instead, knowledge and
activity critical to
innovation most likely
lie outside your

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company's home territories—sometimes far outside. And this distance makes it harder than ever to obtain and integrate these resources, eating away

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at your competitive edge. How to tackle this challenge? In *Managing Global Innovation*, INSEAD's Yves L. Doz and Keeley Wilson show you how to build and

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leverage a global
innovation network.
Drawing on extensive
research and real-life
company examples, they
walk you through a set
of practical frameworks

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for acquiring and
integrating innovation-
critical knowledge from
multiple sources. You'll
learn to optimize your
innovation footprint,
improve communication

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and receptivity, and enhance collaboration in order to succeed on a global scale. Based on in-depth research within more than three dozen corporations—including

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Citibank, Essilor, GE,
GlaxoSmithKline, HP
Labs, HP Singapore,
Nokia, Novartis,
Shiseido, Siemens,
Snecma, Synopsys, and
Xerox—this book bridges

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theory and practice.

Managing Global

Innovation gives you the
tools to harness

critical expertise from
around the globe—and
channel it into your

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innovation programs.
An excellent companion
volume to the successful
A History of Eastern
Europe, this is a
country-by-country
treatment of the

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contemporary history of
each of the Balkan
states: Albania,
Bulgaria, Romania,
Croatia, Serbia, Bosnia
and Herzegovina,
Macedonia, Montenegro

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and Kosova. With a distinctive conceptual framework for explaining divergent patterns of historical change, the book shifts the emphasis away from traditional

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cultural explanations
and concentrates on the
pervasive influence of
strongly entrenched
vertical power-
structures and power-
relations. Focusing on

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political and economic
continuities and changes
since the 1980s, The
Balkans includes brief
overviews of the history
of each state prior to
the 1980s to provide the

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background to enable all students of Eastern European history to make sense of the more recent developments.

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Conference. With only three finalists being selected each year, many excellent submissions do not receive the recognition they deserve. To rectify

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this, the 2018 ISPIM
Dissertation Award cast
its spotlight beyond the
top three dissertations
and onto a much greater
number of entries.

Compiling the top 28

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submissions received this year, 'New Waves in Innovation Management Research' is organized into six thematic sections that cover areas such as

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investments,
collaboration, and
creativity. Presenting a
broad range of case
studies and data from
across global, this
edited volume

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illustrates the breadth of research potential in the coming wave of innovation management. This book will be of interest to students, researchers and

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professional managers,
alike, who are
interested in or
actively involved in the
latest research on
innovation management.
When Does it Pay to be

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Green?

Strategy, Analysis,
Decision, Implementation
Developing International
Strategies
International Business
Geography

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The PDMA Handbook of New
Product Development
Media Translation

**The world's foremost expert on pricing
strategy shows how this mysterious
process works and how to maximize
value through pricing to company and**

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customer. In all walks of life, we constantly make decisions about whether something is worth our money or our time, or try to convince others to part with their money or their time. Price is the place where value and money meet. From the global release of the latest electronic gadget to the

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bewildering gyrations of oil futures to markdowns at the bargain store, price is the most powerful and pervasive economic force in our day-to-day lives and one of the least understood. The recipe for successful pricing often sounds like an exotic cocktail, with equal parts psychology, economics,

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strategy, tools and incentives stirred up together, usually with just enough math to sour the taste. That leads managers to water down the drink with hunches and rules of thumb, or leave out the parts with which they don't feel comfortable. While this makes for a sweeter drink, it often lacks the punch

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to have an impact on the customer or on the business. It doesn't have to be that way, though, as Hermann Simon illustrates through dozens of stories collected over four decades in the trenches and behind the scenes. A world-renowned speaker on pricing and a trusted advisor to Fortune 500

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executives, Simon's lifelong journey has taken him from rural farmers' markets, to a distinguished academic career, to a long second career as an entrepreneur and management consultant to companies large and small throughout the world. Along the way, he has learned from Nobel Prize winners and

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leading management gurus, and helped countless managers and executives use pricing as a way to create new markets, grow their businesses and gain a sustained competitive advantage. He also learned some tough personal lessons about value, how people perceive it, and how people profit from it. In this

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engaging and practical narrative, Simon leaves nothing out of the pricing cocktail, but still makes it go down smoothly and leaves you wanting to learn more and do more—as a consumer or as a business person. You will never look at pricing the same way again.

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David Van Turnhout and Dirk Verhofstadt traced the story of David's Jewish grandfather, Ide Leib Kartuz. Fleeing from antisemitism and violence, he came to Antwerp in 1929 and set up business as a tailor. The family he left behind ended up in the ghetto of Radomsko. Each and every member of

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the family was gassed at Treblinka. In Belgium, Kartuz joined the resistance movement, but was arrested by the Nazis in 1942 and deported to Auschwitz. On arrival there, his wife and two children immediately died a horrible death. He survived in a unit of tailors where he repaired camp clothing

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and SS guards' uniforms, sometimes receiving special orders from SS officers. Kartuz endured an inhuman death march to Mauthausen. After the war, back in Antwerp, he made tailored suits for bankers and other business people. His final battle was against the Belgian state, for recognition as a

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Belgian citizen, member of the resistance and war victim. Very few people realise how difficult it was for Jewish people to survive after liberation. The authors dig deep into the core of the Holocaust and investigate every trail from Radomsko to Miami. In the Auschwitz archives, they discover

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unpublished witness statements by tailors in Block 1. And completely unexpectedly, they also discover a cousin of Ide's, living in Florida. She had survived as a child by hiding in an attic in Brussels and speaks for the first time about those dark days. It took the authors a year to wind their questing

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way through important discoveries and setbacks but in this tribute, an unknown piece of history has finally been given a face.

This book combines scientific research and professional insights on brand and marketing strategy development in major emerging growth markets. It

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presents a detailed outline of the Brazil, Russia, India and China (BRIC) markets to understand their cultural and socio-economic complexity. With emerging markets at the center, major paradigm shifts are explained such as 'one world strategies'. The author reveals the importance of market-

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driven positioning that uses local differences and consumer preferences as opportunities without contradicting a corporation's global positioning. Professionals in international marketing and business strategists will find the hands-on guidance to 25 new success strategies particularly useful.

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This book is also a must-read for people dealing with branding and marketing in a 'glocalized' world.

120 pages with 20 lines you can use as a journal or a notebook .8.25 by 6 inches.

**Policy Overview and Recent History
Shifting Locales in the Motor Vehicle
Industry**

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The New Strategic Brand Management
A Consumer Revolution for Business
Six Bosnian Marks
Macroeconomic Measurement Versus
Macroeconomic Theory

Life is seemingly only a feeling and nothing more. Unfortunately some have to learn that the hard way.

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Following the tragic loss of a sister, which some hold him accountable for; the collapse of his family; the sudden calling off of a wedding; a suicide attempt; some combat in Afghanistan; a bank robbery; and a stint in Alcoholics Anonymous, a young and successful architect and aspiring artist

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clashes with the thoughts that he's always believed kept him safe and protected, and with a feel that's constantly confirming to him that his life has become worse than death itself. After deciding to leave his home country of Canada; and to withdraw from his career and secure way of life,

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he heads off to France, which ultimately turns into an unexpected journey that takes him throughout Europe and into Asia where he stumbles across numerous characters, including a South American pet monkey of an ex-soldier transport truck fanatic from Bhutan, who all lead

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by example and inadvertently teach him how to acquire the feel that could finally make his dreams come true. Yet before that happens, he gets mixed-up with an unpredictable on-stress-leave madman banker from Doha, Qatar who takes him, and even the monkey hostage, and drags them to Bosnia

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and beyond. During the course of this journey the architect realizes that getting as close to death as possible without experiencing it, and seeing the world as a mere theatre are the only ways for him to possibly reverse his fortunes and to obtain the feel that's not only capable of painting the portrait

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of his visions, but also strong enough to see his destructive train of thoughts come to a crashing end.

Chapter 5: Customers, Products, Services	129	Close
Customer Relations		
.	130	Customer
Requirements.		

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.....	134	Dependence on the Customer and Risk Aspects . . .
.....	135	Achieving Closeness to Customer
.....	139	Product and Service Spectrum
.....	144	Summary.
.....		

Bookmark File PDF New Dacia Logan Better Than Ever

.....	156 Chapter 6: Innovation
.....	159 What Does Innovation Mean?.....
.....	159 High Level of Innovativeness
.....	163 Driving Forces of Innovation

Bookmark File PDF New Dacia Logan Better Than Ever

.....	172	The Origin of Innovations.
.....	176	Leadership and Organizational Aspects of Innovation .
.....	179	Summary.
.....	
.....	187	Chapter 7: Competition .
.....	

Bookmark File PDF New Dacia Logan Better Than Ever

191 Competitive Structure and Conduct	
. . . 191 The Hidden Champions in the Light of Porter's "Five Forces"	
195 Competitive Advantages.	
.	197
Sustainability of Competitive Advantages	

Bookmark File PDF New Dacia Logan Better Than Ever

. 203 Demonstration of Competitive Superiority	
205 Competitive Edge and Costs	
.	207
Sparring Partners for Competitive Fitness	
214 Excessive Competitive Orientation	
.	217

Bookmark File PDF New Dacia Logan Better Than Ever

Summary	218
Chapter 8: Financing, Organization, and Business Environment	
. . . 223 Financing	
. . . 224 Organization	

Bookmark File PDF New Dacia Logan Better Than Ever

.....	228
Contents ix Organization of the Value Chain	
... 237 Business Environment	
.....	
249 Entrepreneurial Clusters.	
.....	251
Summary.	

Bookmark File PDF New Dacia Logan Better Than Ever

.....	253
Chapter 9: Employees	
.....	257 Job
Creation	
.....	257
Corporate Culture	
.....	260
Qualifications and Learning	

Bookmark File PDF New Dacia Logan Better Than Ever

.....	274
Creativity of Employees	
.....	278
Recruiting	
.....	279
Summary.....	
.....	282
Chapter 10: The Leaders	

Bookmark File PDF New Dacia Logan Better Than Ever

.....	285
Structures of Ownership and Leadership	
286 How Crucial Is Leadership?	
.....	289
Leadership Continuity	
.....	289
Young to the Top	

Bookmark File PDF New Dacia Logan Better Than Ever

.....	293
Powerful Women	294
.....	294
Internationalization of Management ..	298
.....	298
Personalities	300
.....	300
Leadership Styles	

Bookmark File PDF New Dacia Logan Better Than Ever

.....	305
Management Succession	
.....	306
Summary.....	
.....	310
Chapter 11: Hidden Champions: Audit and Strategy Development	
.....	

Bookmark File PDF New Dacia Logan Better Than Ever

.. 315 What Is Strategy?	
.....	
316 Hidden Champion Strategy: For Whom?	
316 Hidden Champions – Audits	
.....	317
Strategy Development	
.....	325

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Strategies for Value Propositions and Pricing	335
Organization and Implementation	
.	

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years, from improved transport infrastructure (in particular the regional airports at Cluj, Sibiu and Târgu Mures) to the completion of new motorway routes, such as that between Sibiu and Deva. Also covered are a number of striking new accommodation options: for example

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Communist regime and now being restored by the descendants of their original owners. And the region is developing its offer for new types of tourism, such as summer rock festivals, notably the Untold Festival at Cluj and Electric Castle Festival at Bontida. Transylvania, literally the

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'land beyond the forest', is a wild, wooded, intensely romantic region, filled with mountains, gorges and valleys, myths and legends, dragons, bears, wolves - and vampires. Bram Stoker called it 'one of the wildest and least-known parts of Europe' a description which remains true today.

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form a man-made, high nature-value grassland ecosystem of extraordinary diversity, offering a beautiful display of wild flowers. The Carpathians are home too to lynx, wild boar, and one of Europe's largest populations of brown bear. Other natural phenomena include the Scarisoara ice cave in the

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those working in the field of media translation. The book seeks to help those interested in studying the science and history of translation and those wishing to acquire skills for this profession and engage in it after achieving proficiency in the two languages: the target language and

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the source language. The book hopes to fill a void in the Arabic library, especially in the field of media translation.

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processes of five automotive companies in the passenger car segment, namely BYD (PRC), Chery (PRC), Geely (PRC), Tata Motors (India) and Mahindra & Mahindra (India). Based on learning theories and the core processes of

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car manufacturers, the author develops a catch up framework in order to compare automotive latecomers. The Korean manufacturer Hyundai serves as an example for a successful catch up, and provides a contextual framing

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for catch up processes in the automotive sector. An analysis of empirical data provides evidence for the evaluation of the catch up status of the five challenger firms. The author emphasizes the influence of institutional settings in

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China and India and the role of business groups that can act as facilitators for the catch up process. Finally, the study clusters the catch up strategies of the five observed companies in order to compare their approach.

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more while paying less and the value of your offer is defined by the customer not by the seller. Data is the new oil - the new digital age allows different ways with technology like machine learning to better analyze customer journeys,

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customer of tomorrow. Thomas Menthe (MBA) is a sales expert, experienced seller, recognized speaker and author of many publications about customer value, new ways of selling, selling strategy, leadership and coaching.

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