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Strategic Marketing Problems 12th Edition

This engaging strategy text
presents the accumulated
knowledge of strategic
management scholarship in a way

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that is very accessible to students. Highly respected authors Hill, Schilling, and Jones integrate cutting-edge research on topics including competitive advantage, corporate governance, diversification, strategic leadership, technology and

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innovation, and corporate social responsibility through both theory and case studies. Based on real-world practices and current thinking in the field, the 12th edition of STRATEGIC MANAGEMENT features an increased emphasis on the

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changing global economy and its role in strategic management, as well as thought-provoking opening and closing cases that highlight the concepts discussed in each chapter. The appendix walks students through the case analysis process, and explains key ratios

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that managers use to compare the performance of firms. This text is the key reference that should be on every strategic leader's bookshelf. Important Notice: Media content referenced within the product description or the product text may not be available in the

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ebook version.

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning.

Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands

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create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The

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latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to

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illuminate concepts, and critical thinking exercises for applying skills.

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streamlined approach to the latest release of the Project Management Institute's Project Management Body of Knowledge (PMI®'s PMBOK® Guide), the new mandatory source of training for the Project Management Professional (PMP®) Certificat-

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ion Exam. This outstanding edition gives students and professionals a profound understanding of project management with insights from one of the best-known and respected authorities on the subject. From the intricate framework of organizational

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behavior and structure that can determine project success to the planning, scheduling, and controlling processes vital to effective project management, the new edition thoroughly covers every key component of the subject. This Tenth Edition

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features: New sections on scope changes, exiting a project, collective belief, and managing virtual teams More than twenty-five case studies, including a new case on the Iridium Project covering all aspects of project management 400 discussion

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questions More than 125 multiple-choice questions (PMI, PMBOK, PMP, and Project Management Professional are registered marks of the Project Management Institute, Inc.)

A successful marketing department has the power to make

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or break a business. Today, marketing professionals are expected to have expertise in a myriad of skills and knowledge of how to remain competitive in the global market. As companies compete for international standing, the value of marketing

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professionals with well-rounded experience, exposure, and education has skyrocketed. *Global Perspectives on Contemporary Marketing Education* addresses this need by considering the development and education of marketing professionals in an age

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of shifting markets and heightened consumer engagement. A compendium of innovations, insights, and ideas from marketing professors and professionals, this title explores the need for students to be prepared to enter the sophisticated global

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marketplace. This book will be invaluable to marketing or business students and educators, business professionals, and business school administrators. Step by Step Guide to Launch a Winning Content Marketing Strategy in 90 Days Or Less and

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Project Management
Marketing

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Cases: An Integrated Approach

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unveils the original methods that were used to transform small family businesses such as Ferrari, Louis Vuitton, Cartier, Chanel, Armani, Gucci, and Ralph Lauren into profitable global brands. By defining the differences between premium and luxury brands and products, analysing

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the nature of true luxury brands and turning established marketing 'rules' upside down, it has established itself as the definitive work on the essence of a luxury brand strategy. This fully revised second edition of *The Luxury Strategy* explores the diversity of meanings of 'luxury' across different

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markets. It also now includes a section on marketing and selling luxury goods online and the impact of social networks and digital developments, cementing its position as the authority on luxury strategy.

Providing a balance between theory and practice, this guide to retail

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management includes useful career information and takes a strategic approach to decision making.

Market-Driven Management adopts a broad approach to marketing, integrating the strategic and operational elements of the discipline. Lambin's unique approach reflects

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how marketing operates empirically, as both a business philosophy and an action-oriented process. Motivated by the increased complexity of markets, globalisation, deregulation, and the development of e-commerce, the author challenges the traditional concept of the 4Ps and the functional

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roles of marketing departments, focusing instead on the concept of market orientation. The book considers all of the key market stakeholders, arguing that developing market relations and enhancing customer value is the responsibility of every member of the organization, and

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that the development of this customer value is the only way for a firm to achieve profit and growth. New to this edition: - Greater coverage of ethical issues and corporate social responsibility; cultural diversity; value and branding and the economic downturn - Broad international

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perspective - Thoroughly revised to reflect the latest academic thinking and research With its unique approach, international cases and complementary online resources, this book is ideal for postgraduate and upper level undergraduate students of marketing, and for MBAs and

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Finally! Board member orientation truly simplified. Serving on a nonprofit board can be an incredibly rewarding experience for the properly prepared board member. This book is for the generous and busy people who agree to give of their time and talents by

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serving on nonprofit boards. Nonprofit boards often fail to do a good job of board member orientation for a variety of reasons. It takes a significant amount of time and effort to plan and conduct quality board member orientation programs, and every time a new board member arrives, it's time to

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do it again! Because of the challenges associated with providing quality board member orientation, many nonprofit organizations do not do it at all, leaving their board members to wing it. This book provides help and support to the truly great men and women serving on nonprofit boards whose

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service makes a positive difference in the lives of countless people every day. This book is a concise and appropriately comprehensive guide to nonprofit board service designed especially for new board members. It is a quick read, (about one hour), yet it addresses with accuracy the most

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significant elements of board service, such as mission, responsibility, duty, risk, liability, and board meeting dynamics. Hooey Alerts! Watch for Hooey Alerts! where the author identifies and dispels common myths and legends about nonprofit board service. There are many sources of

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false or misleading information about the nonprofit board service environment. A perfect example is the often vaguely-worded and intimidating assertion or implication that the Sarbanes-Oxley Act passed by Congress in 2002 applies to nonprofit organizations in a manner similar to

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how it applies to publicly-traded companies. (It does not.) Reviews "This book is the perfect guide for every nonprofit board member! Concise, highly informative, and loaded with nuggets of wisdom, it's a must read that will take board members to the next level of

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successful board governance." -- J. Todd Chasteen, General Counsel, Samaritan's Purse "Mike Batts has put his quarter century of advising and serving on nonprofit boards to good use in this accurate and easy-to-read book. In addition to describing major principles of nonprofit law and

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governance, the book provides helpful questions to guide board members in understanding the practical applications of the concepts discussed. While geared primarily toward helping new board members get up to speed quickly, it should also help veteran board members

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discharge their stewardship roles wisely and efficiently." -- Chuck Hartman, Associate Professor of Business Law and Accounting, Cedarville University "This book, Board Member Orientation, is exactly what a busy volunteer board member needs. The board member's duties are

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presented in a clear and concise manner from the perspective of someone who has been around many boards. With a focus on those issues that are most common and/or most important, it is perfect for board member orientation and for quick reference reminders for the

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experienced board member." -- Doug Starcher, Partner, Broad & Cassel

"This book provides clear, no-nonsense guidance on the basic issues for new nonprofit board members. Using this book for board member orientation will ensure your organization has communicated

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fundamental governance issues and will assist the board in determining risk management strategies." -- Dan Busby, President, ECFA

***** The
Simple Board Member Orientation
Process Using This Book: 1. Your
board members read Chapters 1-9 of

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the book, which will provide them with insights regarding the key elements of nonprofit board service. 2. You provide the board members with copies of the documents described in Chapter 10 related to your organization. 3. You meet with your board members to discuss the unique attributes of your

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organization following the discussion questions provided in Chapter 10.

Done!

Introduction to Business

Strategic Marketing Management

Marketing Research

Building Marketing Strategy

Marketing Strategy

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The One-Page Content Marketing Blueprint

Strategic Marketing Problems: Cases and Comments balances the concepts and tools useful for solving

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accessible, well-written, and student-friendly approach to advertising. Advertising tracks the changes in today's dynamic world of media and marketing

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communication—as well as the implications of these changes to traditional practice—and presents them to students through an accessible, well-written

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approach. The Tenth edition highlights the increasing importance of consumers as the driving force in today's advertising strategies, social media, and the

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Internet evolution/revolution. It also includes an increased IMC and brand focus.

Market innovation has long been dominated by

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the worldview of engineers and economists--build a better mousetrap and the world will take notice. The most influential strategy books--such as

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*Competing for the
Future, The Innovator's
Dilemma, and Blue Ocean
Strategy--argue that
innovation should focus
on breakthrough
functionality. Holt and*

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Cameron challenge this conventional wisdom. They develop a cultural approach to innovation: champion a better ideology and the world will take notice. The

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authors use detailed historical analyses of the take-offs of Nike, vitaminwater, Marlboro, Starbucks, Jack Daniel's, Levi's, ESPN, and Ben & Jerry's to

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build a powerful new theory. They show how brands in mature categories come to rely upon similar conventional brand expressions, leading to

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what the authors call a cultural orthodoxy.

Historical changes in society threaten this orthodoxy by creating demand for new culture.

Cultural innovations

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*draw upon source
material--novel cultural
content lurking in
subcultures, social
movements, and the
media--to develop brands
that respond to this*

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emerging demand, leapfrogging entrenched incumbents. The authors demonstrate how they have adapted this theory into a step-by-step cultural strategy model,

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which they successfully applied to start-ups (Fat Tire beer), consumer technologies (Clearblue pregnancy tests), under-funded challengers (Fuse music

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television), and social enterprises

(Freelancer's Union).

Holt and Cameron

conclude by explaining

why top marketing

companies fail at

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cultural innovation. Using careful organizational research, the authors demonstrate that companies are trapped in the brand bureaucracy, which

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systematically derails innovation. Cultural innovation requires a new organizational logic. In all of their cases, the authors find that the cultural

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innovators have rejected the brand bureaucracy. Written by one of the leading authorities on brands and marketing in the world today, Cultural Strategy

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transforms what has always been treated as the "intuitive" side of branding into a systematic strategic discipline.

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strategic marketing management in the social, economic, and technological arenas in which businesses function today--helping students develop a

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thinking enables students to understand the essence of how marketing decisions fit together to create a coherent strategy. Well-grounded in developing

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and executing a marketing plan, the text offers a complete planning framework, thorough marketing plan worksheets, and a comprehensive marketing

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*plan example for
students to follow.*

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losses. It takes a chance meeting with a colleague from student days - Jonah - to help him break out of conventional ways of thinking to see what needs to be done. Described by Fortune as a 'guru to industry' and by Businessweek as a 'genius', Eliyahu

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The Cumulative Book Index

Cases and Comments, 12th Ed., [by]

Roger A. Kerin, Robert A. Peterson

Management, Global Edition

The book would serve as a

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standard textbook on the subject of Industrial Marketing, and thus, will be useful for students of management. This book is aimed at providing better conceptual understanding of the industrial marketing, as well as, enhancing

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the skills required in its practice. The book begins with the review of fundamentals of marketing, concepts in industrial marketing, industrial marketing environment, gathering market intelligence, organisational buying behaviour,

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and segmentation and positioning in industrial marketing. Then, it goes on to give an insightful analysis of product mix, price mix, marketing channels, marketing control, and project marketing. The text concludes with a

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discussion on commercial terms, clauses and documents involved in the practice of industrial marketing. The text provides eleven case studies which lend a practical flavour to it, and illustrate the concepts discussed. Key

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Features • Shows the importance and selection criteria of marketing channels. • Explains commercial clauses and contents of documents. • Explains difference between product marketing and project marketing. • Provides

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questions at the end of every chapter. Interspersed with real-life examples, this book should also prove very handy to the practicing manager. New to this edition • Four new chapters, namely, Review of Marketing

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Fundamentals, Industrial Marketing Environment, Negotiating Sales Deals and Key Account Management have been added. • Keeping in mind the importance of case studies for both the students, as well as,

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practitioners, four new cases have also been added in this edition. • Besides, material is added in most of the chapters to discuss some topics in more detail, or some sub-topic which were missing in the earlier edition.

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- Problem questions added at the end of the chapters will help the students to understand the practical applications of marketing concepts in real business world.
- The concepts are supported by real-life

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examples, diagrams and tables to reinforce the understanding of the subject-matter.

Taking a managerial approach, in order to acquaint students with the managerial steps and processes involved in new

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product development, this work includes coverage of product protocol.

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bestselling volume features an up-to-date and comprehensive survey of the functional areas of business, including management, human resources, marketing, accounting, finance and investment. Brimming with real

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examples that address ethics and social responsibility, sustainable practice, small business and entrepreneurship, global issues, and the increasing role of social media, this landmark text provides an engaging and

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authoritative introduction to business.

The effective and efficient management of healthcare institutions is key to the successful development of national health systems. In an

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increasingly digital society, the skills involved in health information management become a primary factor in ensuring this development. Employment is projected to grow in all areas of healthcare, but especially in those

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related to information management, such as applied informatics, public health informatics and medical informatics. This book, Health Information Management: Empowering Public Health, aims

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to provide a clear and comprehensive introduction to the study and development of health information management. It is designed for use by university and vocational courses to train allied health professionals. It can also

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be used as an in-service training tool for new healthcare-facility personnel, for those working in government healthcare institutions, independent billing and health assurance services, or individually by health information

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specialists. The book describes health information management, and explains how it merges the fields of health care and information technology. Readers will learn logical thinking and communication, and will be

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introduced to the organizational processes in healthcare institutions, as well as finding out how to organize and analyze health care data; accurately record, store and assess health data; use an electronic patient

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record system; and provide statistical analysis and interpret the results. The book will be of interest to all those wishing to gain a better insight into what is involved health information management, and to all those

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studying the subject.

Management Information
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Health Information Management:
Empowering Public Health
Strategic and Operational
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The Goal
Marketing Strategy and
Competitive Positioning 6e deals

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with the process of developing and implementing a marketing strategy. The book focuses on competitive positioning at the heart of marketing strategy and includes in-depth discussion of the processes used in marketing

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to achieve competitive advantage. The book is primarily about creating and sustaining superior performance in the marketplace. It focuses on the two central issues in marketing strategy formulation – the

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identification of target markets and the creation of a differential advantage. In doing that, it recognises the emergence of new potential target markets born of the recession and increased concern for climate

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change; and it examines ways in which firms can differentiate their offerings through the recognition of environmental and social concerns. The book is ideal for undergraduate and postgraduate students taking modules in

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Marketing Strategy, Marketing Management and Strategic Marketing Management.
Strategic Marketing Problems
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comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The

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twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

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Robert Hartley provides play-by-play analyses of actual decisions and practices that led to major marketing wars, comebacks, crises, and triumphs in top corporations. Hands-on exercises and debates invite you

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to immerse yourself in various situations. These real-life war stories are packed with practical tips and learning experiences that can serve you throughout your career."--BOOK JACKET.

A Strategy for Whole System

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Change

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international market research and incorporates new case studies to present the latest information in the field. Marketers will also be able to access the books Web site for a list of readings, links to other key

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project management case studies, expanded to include more than 100 cases plus a "super case" on the Iridium Project Case studies are an important part of project management education and training. This Fourth Edition of Harold Kerzner's Project Management Case Studies features a number of new cases covering value measurement in project

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preparation for the Project Management Professional (PMP®) Certification Exam Project Management Case Studies, Fourth Edition is a valuable resource for students, as well as practicing engineers and managers, and can be used on its own or with the new Eleventh Edition of Harold Kerzner's landmark reference, Project

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environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Please note that the product you are purchasing does not include MyManagementLab.

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