

More than 100 books have been written on branding, but none of them take you through a step by step process of building a brand. Most business leaders are overwhelmed with the day to day operations of running a business and view branding as something that should be left to the marketing department. But in fact, branding is inextricably linked to strategy and the leader of the organization must be the brand champion. This book is the only one of its kind that addresses the link between strategy and brand by using an evaluation tool (the BQ™ Test) and by teaching clients how to build a strategy-based brand. The book also uses the powerful VRIO Model introduced by Dr. Jay Barney of Ohio State University to give companies a practical way to determine their true points of differentiation and a sustainable competitive advantage in an environment of increasing complexity and competition.

Management 9e

Essential Tools to Diagnose, Decide, and Deliver

Marketing Strategy

Entering 21st Century Global Society

SWOT analysis of Netflix

How Today's Market Leaders Can Beat Disruptive Competitors at Their Own Game

In 1995 The Boundaryless Organization showed companies how to sweep away the artificial obstacles-such as hierarchy, turf, and geography-that get in the way of outstanding business performance. Now, in this completely revised edition of their groundbreaking work, management experts Ron Ashkenas, Dave Ulrich, Todd Jick, and Steve Kerr offer an up-to-date version of their comprehensive guide to help any organization go "boundaryless"-and become a company with the ability to quickly, proactively, and creatively adjust to changes in the environment. With new examples, a new commentary on the developments of the last five years, and illuminating first-hand accounts from pioneering senior executives, the authors once again show why "boundaryless" is a prerequisite for any organization trying to succeed in the economy of the twenty-first century.

Take a crash course in boosting operational efficiency! Whether a business manufactures trucks, delivers packages, or sells coffee, it lives and breathes on its operations. Without exception, ensuring smooth, efficient processes is a challenging task-but the rewards are immense. The McGraw-Hill 36-Hour Course: Operations Management puts you on the fast track to bolstering and managing the effectiveness of your organization 's operations. Complete with exercises, self-tests, and an online final exam, this virtual immersion course in operations management teaches you how to: Evaluate and measure existing systems ' performance Use quality management tools like Six Sigma and Lean Production Design new, improved processes Define, plan, and control costs of projects Take this in-depth course on operations management and put your vision into action. This is the only book on the syllabus. Class begins now!

Empirical International Entrepreneurship

The Organizational Dimension

Principles of Management

A Handbook of Methods, Approaches, and Applications