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how do you decide on the best course of action for your company to take advantage of new opportunities by building a business case this book provides a framework for building a business case you'll learn how to clearly define the opportunity you'll want to address in your business case identify and analyze a range of alternatives recommend one option and assess its risks create a high level implementation plan for your proposed alternative communicate your case to key stakeholders

most business schools use case studies in their courses however these are typically based on past cases and assigned to students to solve this book describes a new approach for teaching with case studies which was developed and applied successfully at tum school of management in this approach student teams write and solve their own case study on a topic concerning current and future businesses a case can thus be on their own startup or a strategic decision of existing companies during the course the students receive intensive coaching while selecting and developing the case topic by the course advisors as well as feedback by industry experts and executives for whom the case is actually a burning question the authors present 17 cases covering strategic questions for startups and technology companies such as deutsche post bmw ryanair lufthansa stadtwerke münchen fielmann adidas siemens caribou biosciences

eon airbus unicredit and ubs

the handbook of latin america in the world explains how the latin american countries have both reacted and contributed to changing international dynamics over the last 30 years it provides a comprehensive picture of latin america s global engagement by looking at specific processes and issues that link governments and other actors social and economic within the region and beyond leading scholars offer an up to date state of the field theoretically and empirically thus avoiding a narrow descriptive approach the handbook includes a section on theoretical approaches that analyze latin america s place in the international political and economic system and its foreign policy making other sections focus on the main countries actors and issues in latin america s international relations in so doing the book sheds light on the complexity of the international relations of selected countries and on their efforts to act multilaterally the routledge handbook of latin america in the world is a must have reference for academics researchers and students in the fields of latin american politics international relations and area specialists of all regions of the world

in today s world only the smartest survive the competitive landscape is littered with graves of well known firms whose revenues profits and stock prices rose for decades until they suddenly imploded in fast changing business environments firms must adapt their strategies and innovate to remain at the top but many successful firms fail to do so instead they succumb to inertia hesitate or stick blindly to their old strategies until it is too late the ability to adapt to change is a measure of intelligence so why do firms demonstrate such low strategic iq what causes inertia and why is it so deadly how can leaders help their firms to act more intelligently this book identifies the key sources of inertia strategic structural and huma and provides practical advice on how they can be overcome to create smarter corporations it is both a wake up call for successful firms and a lifeline for firms struggling to succeed to successful firms beware you may already be dead to struggling firms have hope it is possible to pass powerful competitors by raising your strategic structural and human iq praise for strategic iq hard hitting and stimulating wells thesis carries a robust message that should make business leaders the world over sit up and think archie norman chairman of itv uk wells makes a compelling case for dramatic change ron sargent ceo of staples usa

the business case for acting sustainably is becoming increasingly compelling reducing our global footprint to sustainable levels is the defining issue of our times and it is one that can only be addressed with the active participation of the private sector however persuading well established organizations to act in new ways is never easy this book is designed to support business leaders and organizational scholars who are grappling with this challenge by pulling together leading edge insights from some of the world s best researchers as to how organizational change in general and sustainable change in particular can be most effectively managed the book begins by laying out the economic case for change while subsequent chapters describe how leaders at firms such as du pont ibm and cemex have transformed their organizations exploring issues such as the role of the senior team and the ways in which firms shift their identities build innovative cultures and processes and begin to change the world around them business leaders will find the book a source of both powerful examples and immediately actionable ideas while scholars will be deeply intrigued by the insights that emerge from the cross

cutting exploration of one of the toughest challenges our society has ever faced

if you've enrolled in an executive education or mba program you've probably encountered a powerful learning tool the business case this text presents a potent approach for analysing discussing and writing about cases

many educators need help to effectively incorporate case studies into their teaching often requiring more expertise and guidance to maximize their educational impact this challenge is particularly acute in disciplines such as entrepreneurship tourism finance business law and digital marketing where real life examples can significantly enhance students learning experiences current resources often need more practical advice on implementing theoretical concepts leaving educators unsure how to utilize case studies to achieve specific educational objectives utilizing case studies in business education offers a comprehensive solution for educators seeking to enhance their teaching with case studies it provides a practical guideline with pedagogical instructions on effectively utilizing case studies in teaching offering strategies for attaining teaching goals and improving students analytical skills and problem solving abilities the book presents real life cases from the gulf cooperation council gcc and other international locations enabling students to analyze national and regional examples and gain a deeper contextual understanding

after all the hard work on your application you're finally in to business school now what the acceptance letter is just the beginning of your mba experience even before classes start you'll face all kinds of new challenges financing your degree readjusting to homework schmoozing recruiters now you can turn to this book produced by manhattan gmat one of the leading names in gmat preparation to ready you for the challenges you'll face as a newly minted mba candidate case studies cocktails will be your go to guide as you prepare to enter your mba program and throughout your time at b school the authors mbas themselves have drawn on their own experiences and interviewed current students for the inside scoop on every aspect of b school from telling the boss you're going back to school to balancing wine and cheese in one hand while networking the result is both a handbook for the social side of school and an academic primer on the material you'll have to master the book even includes a glossary of need to know jargon so you won't feel lost when classmates start slinging around acronyms

engineering management meeting the global challenges prepares engineers to fulfill their managerial responsibilities acquire useful business perspectives and take on the much needed leadership roles to meet the challenges in the new millennium value addition customer focus and business perspectives are emphasized throughout also underlined are discussions of leadership attributes steps to acquire these attributes the areas engineering managers are expected to add value the web based tools which can be aggressively applied to develop and sustain competitive advantages the opportunities offered by market expansion into global regions and the preparations required for engineering managers to become global leaders the book is organized into three major sections functions of engineering management business fundamentals for engineering managers and engineering management in the new millennium this second edition refocuses on the new strategy for science technology engineering and math stem professionals and managers to meet the global challenges through the creation of strategic differentiation and operational excellence major revisions include a new chapter on creativity and innovation a new chapter

on operational excellence and combination of the chapters on financial accounting and financial management the design strategy for this second edition strives for achieving the t shaped competencies with both broad based perspectives and in depth analytical skills such a background is viewed as essential for stem professionals and managers to exert a strong leadership role in the dynamic and challenging marketplace the material in this book will surely help engineering managers play key leadership roles in their organizations by optimally applying their combined strengths in engineering and management

the case study method of teaching and learning adopted by business schools and management centres globally provides an important function in management education but employing it effectively can often be a challenge this book provides practical insights tools and approaches for both case teaching and writing drawing on perspectives from expert practitioners around the world this book aims to critically examine different approaches to using case studies in group based participant centred learning environments exploring good practices for case teaching and learning it provides guidance for case writers on various approaches to structuring case data presentational formats and the use of technology in the construction of different types of cases it also demonstrates the use of the case method as a tool for assessment supporting students own development of cases to showcase good practice in organisations the final section of this book showcases some of the resources available providing links and reviews of additional material that can support future case teaching and writing practice including publication the case study companion is designed for lecturers using cases within their teaching across all management disciplines as well as those training for professional development and management education qualifications it will also be useful for postgraduate mba and executive education students wanting to make the most of case studies in their learning and assessments

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this essay argues that law schools should adopt the business school case method business school cases are generally real life problems they ask the students to read the files and then perform actual management tasks the students also generally work in teams and are graded on their actual work throughout the semester the students thus spend their time learning how to actually manage instead of only learning dry management theory there are several advantages to the business school case method the business school case method is much more focused on the actual process of being a business manager by comparison the law school case method focuses on the work of judges not lawyers the team aspect of business schools is also preferable to traditional law school classes some lawyers practice solo but a majority work in groups and working on a team is a necessary and largely untaught legal skill business schools also give students more regular feedback on their work because each project case is graded along the way business school grading is also much more rational than law school grading and better approximates the experiences of mba students when they graduate this is because mba students are graded on the strength of their actual work not a single exam at the end of the semester in sum trading case methods with mba programs might vastly improve the first year and legal education as a whole

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