Despite significant financial investments, the rate of development and pace of poverty reduction in developing and transitional countries has not always matched expectations. Development management typically involves complex interactions between governmental and non-governmental organisations, donors and members of the public, and can be difficult to navigate. This volume brings together a group of international contributors to explore the theoretical and empirical underpinnings of development management, and to consider the prospects and challenges associated with it in the context of both developing and transitional countries. Referring to dominant norms and values in public and developmental organisations, development management is tied up with the attitudes and perceptions of various stakeholders including: government officials, public sector managers, aid workers, donors and members of the public. Attempting to make sense of complex interactions between these actors is highly problematic and calls for new approaches, models and insights. Based on cutting-edge research, the chapters challenge much of the previous discourse on the subject and evaluate the challenges and opportunities that it presents. Development Management offers academics, researchers and practitioners of public administration, business and management, international development and political science a comprehensive and state-of-the-art review of current research on development management in the context of developing and transitional countries.

This classic textbook provides an accessible and authoritative introduction to the whole subject of management, both in theory and in practice. Now in its seventh edition, the text includes new case studies, an updated glossary and a wide range of additional pedagogical features designed to support learning and encourage reflective thinking. Deliberately arranged in concise chapters for easier comprehension, Management: Theory and Practice encompasses all topics commonly taught on business courses at undergraduate and post experience levels, including organization theory, strategy, operations management, logistics, information systems, marketing, human resource management and finance. Reference is made to both historical and contemporary management paradigms, emphasising key themes such as gender, sustainability, globalization, and corporate social responsibility. All the text's theoretical coverage is grounded in numerous real life examples. Management: Theory and Practice draws on its authors' wide experience of both teaching management and being managers, to bring this complex and constantly evolving subject to life. Links to video case studies (as well as other web links) encourage readers to extend their knowledge beyond the text and end of chapter reference lists indicate the essential books written by key management theorists.
Human Resource Management

"Covers the core concepts and theories of production and operations management in the global as well as Indian context. Includes boxes, solved numerical examples, real-world examples and case studies, practice problems, and videos. Focuses on strategic decision making, design, planning, and operational control"--Provided by publisher.

Financial Management: Theory & Practice

Operations Management: Theory and Practice is the outcome of continuous testing of alternative ideas, concepts and pedagogical designs with MBA students, working executives from diverse industries, and research scholars. The basic concept of this book is to incorporate the salient features one usually finds in international textbooks, and at the same time, enrich the book with contextually relevant examples. New chapter: Sustainability is increasingly becoming important for businesses. Several of the current students will be required to play a key role in managing businesses that are also sust.

International Investment Management

In Strategic Management: Theory and Practice, Fourth Edition, John A. Parnell leads readers through detailed, accessible coverage of the strategic management field. Concise and easy to understand chapters address concepts sequentially, from external and internal analysis to strategy formulation, strategy execution, and strategic control. Rather than relegating case analysis to a chapter at the end of the book, Parnell aligns each chapter's key concepts with 25 case analysis steps. Current examples and high interest real-time cases, largely drawn from The Wall Street Journal and Financial Times, illustrate the key role of strategic management in the United States and around the world.

Performance Management

The 9th edition of this classic textbook provides students with a firm understanding of current management theories and practical skills to help smooth their transition into the workplace. Combining theory and practice it has been fully updated with a revised three-part structure to help learners focus on the many roles managers can play in an organization. It covers the topics most commonly taught on business courses at undergraduate and postgraduate level and gives students an insight into the latest trends in the ever-changing world of management.

Acca - F9 Financial Management

Retaining international scope and a balance between theory and practice, this new edition of Bill Donaldson's highly successful textbook is fully updated throughout, making it the definitive text for undergraduate, postgraduate and MBA students of selling and sales management. Also available is a companion website with extra features to accompany the text, please take a look by clicking below - http://www.palgrave.com/business/donaldson/

International Management

Management

Leadership & Management: Theory & Practice by Kris Cole focuses on comprehensive coverage of the core management units within the Diploma of Leadership and Management BSB51915 and Certificate IV in Leadership and Management BSB42015. This market-leading textbook provides students with rigorous information while balancing the key topics with a practical approach, through real-life case studies, examples and problem-solving techniques. It uses everyday business terms and language,
putting management in a context that makes it easy to understand for all types of learners. Leadership & Management: Theory & Practice enables students to strengthen skills in areas such as managing poor performance, being more directive, and solving problems permanently. It is noted for its application across industry sectors and different types of business.

**Project Management Theory and Practice, Third Edition**

Project Management: Theory and Practice, Third Edition gives students a broad and real flavor of project management. Bringing project management to life, it avoids being too sterilely academic and too narrowly focused on a particular industry view. It takes a model-based approach towards project management commonly used in all industries. The textbook aligns with the latest version of the Project Management Institute’s Project Management Body of Knowledge (PMBOK®) Guide, which is considered to be the de facto standard for project management. However, it avoids that standard’s verbiage and presents students with readable and understandable explanations. Core chapters align with the Project Management Institute’s model as well as explain how this model fits real-world projects. The textbook can be used as companion to the standard technical model and help those studying for various project management certifications. The textbook takes an in-depth look at the following areas important to the standard model: Work Breakdown Structures (WBS) Earned Value Management (EVM) Enterprise project management Portfolio management (PPM) Professional responsibility and ethics Agile life cycle The text begins with a background section (Chapters 1–9) containing material outside of the standard model structure but necessary to prepare students for the 10 standard model knowledge areas covered in the chapters that follow. The text is rounded out by eight concluding chapters that explain advanced planning approaches models and projects’ external environments. Recognizing that project management is an evolving field, the textbook includes section written by industry experts who share their insight and expertise on cutting-edge topics. It prepares students for upcoming trends and changes in project management while providing an overview of the project management environment today. In addition to guiding students through current models and standards, Project Management: Theory and Practice, Third Edition prepares students for the future by stimulating their thinking beyond the accepted pragmatic view.

**Management Theory and Practice**

Construction Project Management deals with different facets of construction management emphasizing the basic concepts that any engineering student is supposed to know. The major principles of project management have been derived through real life case studies from the field. Simplified examples have been used to facilitate better understanding of the concepts before going into the large and complex problems. The book features computer applications (Primavera and MS Project) used to explain planning, scheduling, resource leveling, monitoring and reporting; it is highly illustrated with line dia.

**Construction Project Management**

Urban sprawl is one of the key planning issues facing many US cities, leading to the creation and adoption of a variety of approaches to control growth. However, many growth management ideas do not align well with the growth-promoting planning traditions of the US, which historically have been dominated by the concerns of the market, the landowner and the developer. Illustrated by a study of the San Francisco Bay Area, this book puts forward an innovative theoretical approach to growth management, analyzing it as a tool for controlling land use expansion in the US. This region makes a particularly useful study as it has encountered long term growth pressures, complex land use demands and the application of a wide variety of growth management approaches over the past few decades. Using empirical, qualitative analysis, the book examines which growth management activities have actually been put into practice and which have proved successful and questions how such a planning approach functions in today’s complex and multi-faceted planning paradigms. It concludes by stressing the different notions of interdependence in growth management: regional interdependence, interdependence between stakeholders and interdependence in planning theory.
**Sales Management**

This textbook offers a fully integrated approach to the theory and practice of service management, exploring the operational dynamics, management issues and business models deployed by service firms. It builds on recent developments in service science as an interdisciplinary research area with emphasis on integration, adaptability, optimization, sustainability and rapid technological adoption. The book explores seven fundamental processes that are key to successfully managing service businesses, helping students gain insights into: how to manage service businesses, with coverage of both small firms and large transnationals service business models, operations and productivity managing service employees how service firms engage in product and process innovation marketing, customers and service experiences internationalization of service businesses the ongoing servitization of manufacturing This unique textbook is an ideal resource for upper undergraduate and postgraduate students studying service businesses and practitioners.

**Knowledge Management in Theory and Practice**

ÔThis book focuses on the challenges facing MNCs who are Ôplaying away from homeÔ in different institutional frameworks and complex cultural contexts. In each chapter the authors provide a clear exposition and critique of the current literature followed by a sophisticated case study that highlights the key challenges and dilemmas faced by MNCs in dynamic environments. Through a combination of solid theory and rich cases this book provides a fresh and important contribution to the discipline and will be invaluable for academics, postgraduate students and practitioners.Ô Ð Pauline Stanton, Victoria University Melbourne, Australia ÔThe textbook addresses crucial challenges facing managers of MNCs. The topics are introduced systematically, with suitable theoretical grounding and accompanied with rich insights from case studies. It is very well customized to students in international management providing not only a broad overview but also in depth knowledge of real world challenges in a globalised business world.Ô Ð Rydiger Kabst, Justus-Liebig-UniversitŠt Gie§en, Germany ÔThis excellent book covers the field of international business and particularly international management and is written in a way that cuts through these complex concepts and makes them understandable without losing any of the nuances. The substantial case studies attached to each topic and chapter can be mined by teachers and students in a variety of different ways. The book is ideal for Masters students, but many of their teachers can gain a lot from it too. . .Ô Ð Chris Brewster, University of Reading, UK This timely and accessible MBA textbook explores the challenges faced by todayÔs multinational corporations. What is the optimal balance between local responsiveness and global integration? How can a common culture be developed in the face of profound cultural differences? What employment policies are legitimate in a world of differing standards? Through a combination of well-researched theory and illustrative case studies, International Management creates a platform for informed and lively debate on these, and many other issues. Comprehensive and insightful, this important textbook will be an invaluable resource for MBA students, as well as academics and managers faced with the daily challenges of managing international organisations.

**Medical Quality Management: Theory and Practice**

Commercial Management: theory and practice defines the role of commercial management within project-oriented organisations, providing a framework for and helping to develop a critical understanding of the factors that influence commercial management practice. It also identifies generic aspects of this practice and provides a theoretical foundation to these activities, by reference to existing and emergent theories and concepts, as well as to relevant management best practice. The book is structured into four parts: Part 1 Introduction – Commercial Management in Project Environments explores the nature of commercial practice within project-oriented organisations at the buyer-seller interface. It presents a Commercial Management framework, which illustrates the multiple interactions and connections between the purchaser’s procurement cycle and a supplier’s bidding and implementation cycles. Additionally, it outlines the principle activities undertaken by the commercial function, identifies the skills and abilities that support these activities and reviews the theories and
concepts that underpin commercial practice. Finally, it identifies areas of commonality of practice with other functions found within project-oriented organisations, plus sources of potential conflict and misunderstanding. Part 2 – Elements of Commercial Theory and Practice covers commercial leadership; exploring strategy; risk and uncertainty management; financial decision-making; and key legal issues. Part 3 – Approaches to Commercial Practice addresses best practice management; and commercial and contracting strategies and tactics. Finally, Part 4 – Case Studies offers two extended case studies: Football Stadia (the Millennium Stadium, Cardiff; the Emirates Stadium, Islington; and Wembley Stadium, London); and Heathrow Terminal 5. The book provides a one-stop-shop to the many topics that underpin commercial management practice from both a demand (buy-side) and a supply (sell-side) perspective. It will help develop an understanding of the issues influencing commercial management: leadership, strategy, risk, financial, legal, best practice management and commercial and contracting strategy and tactics. This book’s companion website is at www.wiley.com/go/lowecommercialmanagement and offers invaluable resources for both students and lecturers: • PowerPoint slides for lecturers on each chapter • Sample exam questions for students to practice • Weblinks to key journals and relevant professional bodies

Marketing management is the allocation of the resources of an organization to develop a strategy that targets potential customers with the goal of maximizing the sale of a product or service. The diverse aspects of this field include market analysis, developing strategies, forecasting sales, setting goals, planning, coordination, etc. Marketing management implements the tools of economics and competitive strategy for an understanding of the industry in which the firm's production falls. This book covers in detail some existing theories and innovative concepts revolving around marketing management. Different approaches, evaluations, methodologies and advanced studies revolving around marketing management have been presented in this book. It aims to serve as a resource guide for students and experts alike and contribute to the growth of the discipline.

The only text to strike a balance between solid financial theory and practical applications, Brigham/Ehrhardt's FINANCIAL MANAGEMENT: THEORY AND PRACTICE, 15e gives you a thorough understanding of the essential concepts you need to develop and implement effective financial strategies. The book begins with a presentation of corporate finance fundamentals before progressing to discussions of specific techniques used to maximize the value of a firm. It also explores the recent financial and economic crises and the role of finance in the business world. With its relevant and engaging presentation, numerous examples, and emphasis on Excel usage, this text serves as a complete reference tool for you in your academic or business career. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This new comprehensive resource Medical Quality Management: Theory and Practice addresses the needs of physicians, medical students, and other health care professionals for up to date information about medical quality management. In reviewing the key principles and methods that comprise the current state of medical quality management in U.S. health care, this text provides a concise summary of quality improvement, patient safety and quality measurement methodologies. Important Notice: The digital edition of this book is missing some of the images or content found in the physical edition.

Leadership, adaptability, value creation. These are the skills necessary for tomorrow’s managers. Allen Amason approaches the topic of strategic management with these traits in mind. Rather than simply teaching theory and research, he seeks to communicate to them the fundamental keys to how strategy
works. This book is designed to help students think critically and understand fully how to strategically manage their future firms. In so doing, it will enable them to adapt and learn, even as their circumstances change; to apply sound logic and reasoning, even in new and unfamiliar settings. By conveying enduring and fundamental principles of economic and human behavior rather than simply reporting on the latest innovations, this book succeeds in preparing students to excel in the business environment over time, regardless of how it evolves.

**Development Management**

Construction Management: Theory and Practice is a comprehensive textbook for budding construction managers. The range of coverage makes the book essential reading for students studying management courses in all construction related disciplines and ideal reading for those with non-cognate degrees studying construction management masters courses, giving them a broad base of understanding about the industry. Part I outlines the main industry players and their roles in relation to the Construction Manager. Part II covers management theory, leadership and team working strategies. Part III details financial aspects including: sources of finance, appraisal and estimating, construction economics, whole life costing and life cycle analysis, bidding and tendering as well as procurement methods, types of contracts and project costing. Part IV covers construction operations management and issues such as supply chain management, health and safety, waste, quality and environmental management. Part V covers issues such as marketing, strategy, HRM, health, stress and well-being. Part VI concludes the book with reflections on the future of the industry in relation to the environment and sustainability and the role of the industry and its managers. The book keeps the discussion of current hot topics such as building information modelling (BIM), sustainability, and health and well-being included throughout and is packed with useful figures, tables and case studies from industry.

**Crisis Management**

In Strategic Management: Theory and Practice, Fourth Edition, John A. Parnell leads readers through detailed, accessible coverage of the strategic management field. Concise and easy to understand chapters address concepts sequentially, from external and internal analysis to strategy formulation, strategy execution, and strategic control. Rather than relegating case analysis to a chapter at the end of the book, Parnell aligns each chapter's key concepts with 25 case analysis steps. Current examples and high interest real-time cases, largely drawn from The Wall Street Journal and Financial Times, illustrate the key role of strategic management in the United States and around the world.

**Organization and Management**

A Comprehensive Guide to Quantitative Financial Risk Management Written by an international team of experts in the field, Quantitative Financial Risk Management: Theory and Practice provides an invaluable guide to the most recent and innovative research on the topics of financial risk management, portfolio management, credit risk modeling, and worldwide financial markets. This comprehensive text reviews the tools and concepts of financial management that draw on the practices of economics, accounting, statistics, econometrics, mathematics, stochastic processes, and computer science and technology. Using the information found in Quantitative Financial Risk Management can help professionals to better manage, monitor, and measure risk, especially in today's uncertain world of globalization, market volatility, and geo-political crisis. Quantitative Financial Risk Management delivers the information, tools, techniques, and most current research in the critical field of risk management. This text offers an essential guide for quantitative analysts, financial professionals, and academic scholars.

**Operations Management**

**Project Portfolio Management in Theory and Practice**
Personal Conflict Management utilizes a modernized theory/skill approach to interpersonal conflict, placing equal emphasis on the theoretical and practical. Supporting the notion that there is not one correct approach to conflict management, and utilizing the authors’ shared experiences as mediators and organizational facilitators, this text demonstrates the value of collaborative models for resolving conflict and the necessity and benefits in understanding competitive approaches. Through the inclusion of both competitive and cooperative theories, the authors present contrasting perspectives of conflict management. Beginning with an introduction to conflict, the text examines the major approaches and theories of conflict management. Following a discussion of the causes and variables which exist within conflicts, the skills necessary for conflict management are analyzed, including listening, the ability to seek information, the importance of understanding personality types and behavior patterns, negotiation, and conflict assessment. The final two sections of the text take the reader beyond the basics, exploring the difficulties encountered in conflict management, the aftermath to a conflict, and conflicts in context, applying the theoretical concepts to everyday situations. Written in an academic yet reader-friendly style, this textbook is enjoyable and thought-provoking for both students and instructors. Case studies, examples, essay suggestions, discussion questions, etc support an interactive environment that optimizes learning opportunities. Instructors will find these features useful in the development of classroom discussions and assignments, while students will benefit from the opportunity to examine their own conflict behavior and enhance their skills in conflict management.

**Service Management**

Kris Cole throws light on the gap between theory and practice in the 5th edition of Management - Theory and Practice. She explains management theory in everyday language, and puts it in a context that makes it easy to understand. This resource will help you develop the vocabulary you need to communicate effectively with colleagues and equips you with models and frameworks to tackle management challenges. In addition it will enable you to strengthen your 'hard skills', like managing poor performance, being more directive and solving problems permanently.

**Facilities Management**

A new, thoroughly updated edition of a comprehensive overview of knowledge management (KM), covering theoretical foundations, the KM process, tools, and professions. The ability to manage knowledge has become increasingly important in today's knowledge economy. Knowledge is considered a valuable commodity, embedded in products and in the tacit knowledge of highly mobile individual employees. Knowledge management (KM) represents a deliberate and systematic approach to cultivating and sharing an organization's knowledge base. This textbook and professional reference offers a comprehensive overview of the field. Drawing on ideas, tools, and techniques from such disciplines as sociology, cognitive science, organizational behavior, and information science, it describes KM theory and practice at the individual, community, and organizational levels. Chapters cover such topics as tacit and explicit knowledge, theoretical modeling of KM, the KM cycle from knowledge capture to knowledge use, KM tools, KM assessment, and KM professionals. This third edition has been completely revised and updated to reflect advances in the dynamic and emerging field of KM. The specific changes include extended treatment of tacit knowledge; integration of such newer technologies as social media, visualization, mobile technologies, and crowdsourcing; a new chapter on knowledge continuity, with key criteria for identifying knowledge at risk; material on how to identify, document, validate, share, and implement lessons learned and best practices; the addition of new categories of KM jobs; and a new emphasis on the role of KM in innovation. Supplementary materials for instructors are available online.

**Stage Management Theory as a Guide to Practice**

Despite significant financial investments, the rate of development and pace of poverty reduction in developing and transitional countries has not always matched expectations. Development management typically involves complex interactions between governmental and non-governmental organisations,
donors and members of the public, and can be difficult to navigate. This volume brings together a group of international contributors to explore the theoretical and empirical underpinnings of development management, and to consider the prospects and challenges associated with it in the context of both developing and transitional countries. Referring to dominant norms and values in public and developmental organisations, development management is tied up with the attitudes and perceptions of various stakeholders including: government officials, public sector managers, aid workers, donors and members of the public. Attempting to make sense of complex interactions between these actors is highly problematic and calls for new approaches, models and insights. Based on cutting-edge research, the chapters challenge much of the previous discourse on the subject and evaluate the challenges and opportunities that it presents. Development Management offers academics, researchers and practitioners of public administration, business and management, international development and political science a comprehensive and state-of-the-art review of current research on development management in the context of developing and transitional countries.

Growth Management in the US

Development Management

How do you systematically decide and communicate strategic performance aims, objectives, priorities and targets? How do you plan effective policies and practices? Which techniques, rewards and sanctions should you use to improve performance? How do you critically evaluate the effectiveness of performance management? Performance Management combines theory and practice to help students master these key concepts and apply their learning. Mapping to the CIPD Level 7 Advanced unit by the same name, the book is a core text for any student taking a performance management module at undergraduate or postgraduate level. Featuring examples from a range of sectors and organizations across the globe, Performance Management is packed with pedagogical features such as learning outcomes, case studies, activities, reflection questions and further reading to fully engage students with the subject. Online supporting resources include an instructor's manual, lecture slides and annotated web links for students.

Construction Management

This text provides an overview of the interdisciplinary nature of facilities management. It discusses the framework within which facilities managers should operate and the key requirements of their task.

Strategic Marketing Management: Theory and Practice

Management: Theory and Practice

‘Strategic Information Management’ has been completely up-dated to reflect the rapid changes in IT and the business environment since the publication of the second edition. Half of the readings in the book have been replaced to address current issues and the latest thinking in Information Management. It goes without saying that Information technology has had a major impact on individuals, organizations and society over the past 50 years or so. There are few organizations that can afford to ignore IT and few individuals who would prefer to be without it. As managerial tasks become more complex, so the nature of the required information systems (IS) changes - from structured, routine support to ad hoc, unstructured, complex enquiries at the highest levels of management. As with the first and second editions, this third edition of ‘Strategic Information Management: Challenges and strategies in managing information systems’ aims to present the many complex and inter-related issues associated with the management of information systems. The book provides a rich source of material reflecting recent thinking on the key issues facing executives in information systems management. It draws from a wide range of contemporary articles written by leading experts from North America and Europe. ‘Strategic
Information Management' is designed as a course text for MBA, Master's level students and senior undergraduate students taking courses in information management. It provides a wealth of information and references for researchers in addition.

Management Theory and Practice

International Investment Management: Theory, Practice, and Ethics synthesizes investment principles, Asian financial practice, and ethics reflecting the realities of modern international finance. These topics are studied within the Asian context, first through the medium of case studies and then via the particular conditions common in those markets including issues of religion and philosophy. This book has a three part structure beginning with the core principles behind the business of investments including securities analysis, asset allocation and a comprehensive analysis of modern finance theory. This gives students a comprehensive understanding of investment management by going through the theories, ethics and practice of investment management. This text provides a detailed overview of International Banking Law and International Securities Regulation, alongside legal and ethics case studies which are located in the practice section of the book. This book is an essential text for business and law school students who wish to have a thorough understanding of investment management. It is also perfect as a core text for undergraduate finance majors and graduate business students pursuing a finance, and/or business ethics concentration, with particular focus on Asia.

Operations Management

Crisis management is an interdisciplinary subject field represented by theoretical problems, practical activity, people management and the art of crisis situation solving. Overall, the studies that this publication contains are to provide an overview of the state of the art mainly focused on crisis management cycle represented by certain phases and steps. Topics include also lessons learned from natural and man-made disasters, crisis communication, information systems in crisis management, civil protection and economics in crisis management. We hope that chapters of this book will provide useful information within crisis management issue for a wide audience.

Commercial Management

Fully up-to-date revised edition with new exciting real-world features including video interviews with HR managers. In the words of video interviewees for Human Resource Management fifth edition: 'The HR strategy absolutely underpins the business strategy' - Lesley White, HR Director UK and Ireland, Huawei Technologies ‘Organisations provide a differential through their people’ - Keith Hanlon-Smith, Employee Relations Director, Norland Managed Services This new edition of Human Resource Management: Theory and Practice combines comprehensive text and web material to help you understand the context of the rapidly changing contemporary workplace and the importance of HRM within it. The authors challenge you to think critically and to apply this to the real world of business. Key features include: • Two new chapters on Leadership and management development, and Organisational culture and HRM • HRM and Globalization – sections analysing HRM on an international scale and the challenges of managing people across borders • A focus on contemporary themes such as sustainability, dignity at work, diversity and emotion • HRM as I see it – online video interviews with HR managers at organisations such as Sky, Bupa and Unite the Union, with accompanying questions in the textbook • HRM in Practice sections and Case Studies – demonstrate HRM at work in the real world and encourage you to be analytical about practical issues • Online multi-choice questions and skills development guide - aid your understanding and help you get to grips with writing reports and giving presentations. Visit www.palgrave.com/business/bratton5 for comprehensive supporting materials for lecturers and students, including all-new video interviews with HR professionals.

Management Theory and Practice

Strategic Marketing Management: Theory and Practice offers a systematic overview of the
fundamentals of marketing theory, defines the key principles of marketing management, and presents a value-based framework for developing viable market offerings. The theory presented stems from the view of marketing as a value-creation process that is central to any business enterprise. The discussion of marketing theory is complemented by a set of practical tools that enable managers to apply the knowledge contained in the generalized frameworks to specific business problems and market opportunities. The information on marketing theory and practice contained in this book is organized into eight major parts. The first part defines the essence of marketing as a business discipline and outlines an overarching framework for marketing management that serves as the organizing principle for the information presented in the rest of the book. Specifically, we discuss the role of marketing management as a value-creation process, the essentials of marketing strategy and tactics as the key components of a company’s business model, and the process of developing an actionable marketing plan. Part Two focuses on understanding the market in which a company operates. Specifically, we examine how consumers make choices and outline the main steps in the customer decision journey that lead to the purchase of a company’s offerings. We further discuss the ways in which companies conduct market research to gather market insights in order to make informed decisions and develop viable courses of action. Part Three covers issues pertaining to the development of a marketing strategy that will guide the company’s tactical activities. Here we focus on three fundamental aspects of a company’s marketing strategy: the identification of target customers, the development of a customer value proposition, and the development of a value proposition for the company and its collaborators. The discussion of the strategic aspects of marketing management includes an in-depth analysis of the key principles of creating market value in a competitive context. The next three parts of the book focus on the marketing tactics, viewed as a process of designing, communicating, and delivering value. Part Four describes how companies design their offerings and, specifically, how they develop key aspects of their products, services, brands, prices, and incentives. In Part Five, we address the ways in which companies manage their marketing communication and the role of personal selling as a means of persuading customers to choose, purchase, and use a company’s offerings. Part Six explores the role of distribution channels in delivering the company’s offerings to target customers by examining the value-delivery process both from a manufacturer’s and a retailer’s point of view. The seventh part of the book focuses on the ways in which companies manage growth. Specifically, we discuss strategies used by companies to gain and defend market position and, in this context, address the issues of pioneering advantage, managing sales growth, and managing product lines. We further address the process of developing new market offerings and the ways in which companies manage the relationship with their customers. The final part of this book presents a set of tools that illustrate the practical application of marketing theory. Specifically, Part Eight delineates two workbooks: a workbook for segmenting the market and identifying target customers and a workbook for developing the strategic and tactical components of a company’s business model. This part also contains examples of two marketing plans—one dealing with the launch of a new offering and the other focused on managing an existing offering.

**Strategic Management**

Every CEO in the world, if questioned, will always complain that there are a lot of ideas to implement, but, unfortunately, insufficient resources to accomplish them. This book provides a solution to this dilemma by supplying techniques to assess the value of projects, prioritize projects, and decide which projects to implement and which to postpone. In addition, it describes various methods of balancing project portfolios and different strategic alignment models. The book provides thirty real-life project portfolio management case studies from pharmaceutical, product development, financial, energy, telecommunications, not-for-profit and professional services industries.

**Marketing Management: Theory and Practice**

This text provides an overview of the interdisciplinary nature of facilities management. It discusses the framework within which facilities managers should operate and the key requirements of their task.
Facilities Management

Quantitative Financial Risk Management

Stage Management Theory as a Guide to Practice offers theory and methodology for developing a unique stage management style, preparing stage managers to develop an adaptive approach for the vast and varied scope of the production process, forge their own path, and respond to the present moment with care and creativity. This book provides tactile adaptive strategies, enabling stage managers to navigate diverse populations, venues, and projects. Experiential stories based on extensive experience with world-renowned artists exemplify the practices and provide frameworks for self-reflection, synthesis, and engagement with theory-guided practice. This book empowers stage managers to include the ‘How You’ with ‘How To’ by flexing collaborative muscles and engaging tools to guide any collaborative project to fruition with creativity, curiosity, and the drive to build connections. Exploring topics such as group dynamics, ethics, culture, conflict resolution, and strategic communication, Stage Management Theory as a Guide to Practice: Cultivating a Creative Approach is an essential tool for advanced stage management students, educators, and professionals.

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