Concepts And Cases

PUBLIC ADMINISTRATION: CONCEPTS AND CASES offers a unique and highly regarded framework in which conceptual readings are paired with contemporary case studies that reflect real-world examples of administrative work, as well as new thinking and developments in the field. Case studies and examples cover topics such as the Columbia space shuttle disaster, the shootings at Columbine High School, and the war in Iraq making it easy to engage students in the readings. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Examine strategic management with the market-leading text that sets the standard for the most intellectually rich, yet thoroughly practical, analysis of strategic management today. Written by highly respected experts Hitt, Ireland, and Hoskisson, STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, CONCEPTS AND CASES, Eleventh Edition, combines the latest cutting-edge research and strategic management trends with ideas from some of today's most prominent scholars. This is the only text that integrates the classic industrial organization model with a resource-based view of the firm to give you a complete understanding of how today's businesses use strategic management to establish a sustained competitive advantage. A strong global focus and examples from more than 600 emerging and leading companies place ideas into context within an inviting, practical presentation. A wealth of learning features and more than 30 all-new compelling cases examine a broad range of critical issues confronting managers today. Engaging video cases, CengageNOWTM online learning tools, and a complete electronic business library help keep your study current and relevant. STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION provides the solid understanding you need to effectively apply strategic management tools and techniques for increased performance and tomorrow's competitive advantage. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Public Administration: Concepts and CasesCengage Learning

Bridging the gap between theory and practice, ENGINEERING ETHICS, Fifth Edition, will help you quickly understand the importance of your conduct as a professional and how your actions can affect the health, safety, and welfare of the public. ENGINEERING ETHICS, Fifth Edition, provides dozens of diverse engineering cases and a proven and structured method for analyzing them; practical application of the Engineering Code of Ethics; focus on critical moral reasoning as well as effective organizational communication; and in-depth treatment of issues such as sustainability, acceptable risk, whistle-blowing, and globalized standards for engineering. Additionally, a new companion website offers study questions, self-tests, and additional case studies. Available with InfoTrac Student Collections http://gocengage.com/infotrac. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

First published in 1997, this volume is about the challenge of introducing business-originated concepts of quality assurance, personal social services are currently confronted with all over Europe. Undoubtedly, the new orientation towards a more business-like approach in social welfare settings will raise professionalism, "client-orientation" and controlling (instead of mere inspection). There is evidence, however, that the specificities of personal social services are not always taken into account if it comes to introducing market values and mechanisms. Due to this development it becomes essential to promote more adequate criteria for quality standards in the very field of personal social services. The challenge is to maintain a certain standard of service provision while at the same time reconsidering the preconditions for defining quality. This will imply the search for a consensus between allegedly diverging approaches, i.e. between their different basic concepts, aims and standards. Given the social and economic context within which these developments are taking place, the focus of the contributions is on their critical assessment in different European countries. An overview is given about national developments in the areas of care for older persons and other social services. The contributors from Austria, Belgium, Denmark, Finland, Germany, Italy, the Netherlands, Norway, Sweden, and the UK look at how and by whom quality is defined and what challenges the actors of the traditionally mixed economy of personal social services are meeting. Empirical evidence about user involvement and satisfaction is given but also theoretical reasoning about the impact of business approaches on a "pubic good". Thus, the book tries to fill an important gap in practice, research and policy-making concerning personal social services and quality issues.

Combining quality and user-friendliness with rigor and relevance, Frank T. Rothaermel synthesizes theory, empirical research, and practical applications in a breakthrough new text designed to prepare students for the types of challenges they will face as managers in the globalized and turbulent businessenvironment of the 21st century. This new textbook, written with a single, strong voice, weaves together classic and cutting-edge theory with in-chapter cases and strategy highlights, to teach students how companies gain and sustain competitive advantage. OneBook...OneVoice...OneVision

The gold standard for the treatment of nonunions was set by Weber and Cech in the early 1970s. With this new book the Editors Ren K Marti and Peter Kloen provide a comprehensive update on the state-of-the-art treatment of nonunions. More than 130 case descriptions are included in the unique cases section; the core of this collection represents 40 years of Ren Martis personal experience in nonunion treatment, demonstrating the principle technique over technology. The editors have also carefully selected additional cases, contributed by several experts in nonunion treatment. Each case provides step-by-step descriptions of case history, preoperative planning, surgical approach, reduction, fixation, rehabilitation, and finally pitfalls and pearls. Hundreds of full-color pictures, precise illustrations, and x-rays demonstrate the significant steps in nonunion treatment. In the principles preceding the case presentations relevant information on evolution, basic science aspects, nonoperative treatment, bone graft, as well as infected nonunions is provided. The guidelines and solutions presented for the management of nonunions support orthopaedic and trauma surgeons worldwide. This book will serve as an invaluable aid for any orthopaedic or trauma surgeon who has to deal with the problem of pseudarthrosis. Norbert P Haas, President of the AO Foundation

Thompson/Strickland has always included the most recent research in strategy in a way that students can understand and apply it to business cases and problems. In addition, Thompson offers more coverage of strategy implementation than most other texts, which many instructors think is critical if students are to understand the how and not just the what and why. Thompson's coverage of Michael Porter's classic 5-forces model is clearer and more detailed than in other texts, according to reviewers. With this edition the market leader looks better than ever before, offering a new 4-color design, improved writing style, and two new chapters on global and e-commerce strategy. The Thompson and Strickland cases have always been another strong selling point. Over the years, this author team has developed a great network of case authors and is able to select from the cream of the crop. And, having taught the course themselves for many years, they are very experienced in selecting the types of cases that will spark student interest and generate lively classroom discussions. Many of the cases reflect high profile companies, products, and people that students will have heard of, know about from personal experience, or can easily identify with. The new case line-up features an exciting collection of dot.com/New Economy companies such as America Online, WingspanBank.com, drkoop.com, Intel, EBay, CDNow, Dell, and Competition in the Electronic Brokerage industry. Cases are further selected to highlight other critical types of business and trends, such as non-U.S. companies, globalization, cross-cultural situations, relatively small, entrepreneurial firms, non-profit organizations, and more.

Growing an Entrepreneurial Business
Concepts and Cases in Nursing Ethics - Fourth Edition
Digital Sport Marketing
Concepts & Cases
Concepts and Cases in Nonunion Treatment
A Competitive Advantage Approach, Concepts and Cases, Student Value Edition
A Dynamic Perspective : Concepts and Cases
Strategic Coercion
Concepts and Cases

"Cases and Concepts in Comparative Politics gets students out of the text and into the real world. Through its unique applied approach that introduces the concepts in the context of real situations, along with pedagogy that encourages students to practice exploring on their own the concepts in action in country case studies, students spend more time doing the work of comparative politics and less time reading about it"--

KEY BENEFIT- This is the book that enables students to TRANSFER conceptual classroom LEARNING to strategic application in their professional lives. KEY TOPICS: Three key themes constitute the dynamic perspective on strategy: (1) changing strategies for changing times, (2) the integration of formulation and implementation, and (3) strategic leadership. For business professionals involved with strategic management.

Extend your students' analytical skills to moral deliberation with this bestselling engineering ethics text. Harris/Pritchard/Rabins' ENGINEERING ETHICS: CONCEPTS AND CASES, 4E bridges the gap between theory and practice with more than 100 current case studies available in the text and on the companion website, including current and controversial topics, such as Hurricane Katrina and global warming. The authors introduce a proven, structured methodology for analyzing these cases, as well as provide examples of cases that have already been analyzed, to ensure your students understand how to practice ethical engineering. The text also discusses and applies Engineering Codes of Ethics to a variety of situations. With this text's comprehensive coverage, students learn the importance of critical moral reasoning as the authors demonstrate how many apparent moral disagreements are actually disagreements about the facts or the definitions of crucial terms that can only be resolved through analysis. Significant topics, such as ethical theory and the consequences of whistle-blowing, are now extensively revised to provide more in-depth coverage. Throughout this edition, students see, first-hand, the importance of their actions as professionals, and learn how their actions can affect the health, safety, and welfare of the public. public.

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Growing an Entrepreneurial Business: Concepts and Cases is a textbook designed for courses that focus on managing small to medium sized enterprises. It focuses on the major management challenges that successful start-ups encounter when leaders decide to grow and scale their businesses. The book is divided into two parts—text and cases—to provide professors with maximum flexibility in organizing their courses. The thirty-five cases can be used in conjunction with the text, or independently. Twelve cases are written as narratives with multiple teaching points, but without a focus on a particular business decision; the remaining twenty-three cases were written around specific conundrums related to strategy, operations, finance, marketing, leadership, culture, human resources, organizational design, business model, and growth. Discussion questions are provided for each case. The text portion of the book discusses key issues derived from the author's research and consulting, and is meant to complement the case method of teaching, raising issues for conversation. In addition to the real-world knowledge that students will derive from the cases, readers will take away research-based templates and models that they can use in developing or consulting with small businesses.

In response to the increasing significance attached to supply chain management in both academic and professional areas, this text intends to build a bridge and highlight the relationship between various disciplines of SCM like demand planning, manufacturing planning, logistics planning, analytical IT management, global e-biz modeling, perfor-mance benchmarking etc. Primarily intended to address the typical and general syllabus requirements of postgraduate management programmes, and undergraduate and postgraduate engineering programmes, this book also caters to the needs of the industry professionals in the supply chain domain.

Rooted in strategic management research, Business Model Innovation explores the concepts, tools, and techniques that enable organizations to gain and/or maintain a competitive advantage in the face of technological innovation, globalization, and an increasingly knowledge-intensive economy. Updated with all-new cases, this second edition of the must-have for those looking to grasp the fundamentals of business model innovation, explores the novel ways in which an organization can generate, deliver, and monetize benefits to customers.

NOTE: Before purchasing, check with your instructor to ensure you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, and registrations are not transferable. To register for and use Pearson's MyLab & Mastering products, you may also need a Course ID, which your instructor will provide. Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson, the access codes for Pearson's MyLab & Mastering products may not be included, may be incorrect, or may be previously redeemed. Check with the seller before completing your purchase. "For courses in strategy." "This package includes MyManagementLab(r)." A Practical, Skills-oriented Approach to Strategic Management In today s economy, gaining and sustaining a competitive advantage is harder than ever. "Strategic Management" captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Sixteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 30 new cases and end-of-chapter material, including added exercises and review questions. Personalize Learning with MyManagementLab MyManagementLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured 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. 0134422570 / 9780134422572 "Strategic Management: A Competitive Advantage Approach, Concepts and Cases Plus MyManagementLab with Pearson eText -- Access Card -- for Strategic Management: A Competitive Advantage Approach, Concepts and Cases" 0134167848 / 9780134167848" Strategic Management: A Competitive Advantage Approach, Concepts and Cases" "

Sport has always presented participants, administrators and observers with a wide and often bizarre array of ethical dilemmas. They take on a special edge, perhaps because the sport personalities are usually well known as are result of the extensive media coverage of sporting events. We look in astonishment and horror at such things as the judging debacle in the pairs figure-skating event at the 2002 Olympic Winter Games, the not-too-distant future possibility of genetically modified athletes, the bribe taking by members of the IOC, the widespread steroid use by athletes, the child sex-abuse cases in hockey, the acceptance of physical assault and violence, the hooligans among British soccer fans, and the drug abusers at the Tour de France. This revised and expanded edition is designed to provide an analytical framework to enable readers to explore and understand many of the ethical issues and controversies in sport today. Included for discussion purposes are topical case studies drawn from the world of sport and recreation.

Hospitality Strategic Management
Criminal Justice and Criminology
Sport Ethics
Strategic Management: Concepts: Competitiveness and Globalization
Concepts, Cases and Comments
Applied Policy Research
Comprehensive Business Review
Managerial Epidemiology
Concepts and Cases in Sport and Recreation

A portion of the revenue from this book ' s sales will be donated to Doctors Without Borders to assist the humanitarian work of nurses, doctors, and other health care providers in the fight against COVID-19 and beyond. Concepts and Cases in Nursing Ethics is an introduction to contemporary ethical issues in health care, designed especially for Canadian audiences. The book is organized around six key concepts: beneficence, autonomy, truth-telling, confidentiality, justice, and integrity. Each of these concepts is explained and discussed with reference to professional and legal norms. The discussion is then supplemented by case studies that exemplify the relevant concepts and show how each applies in health care and nursing practice. This new fourth edition includes an added chapter on end-of-life issues, and it is revised throughout to reflect the latest developments on topics such as global health ethics, cultural competence, social media, and palliative sedation, as well as ethical issues relating to COVID-19.

This dictionary contains criminal justice terms, criminological concepts, and over 100 cases decided by courts in the federal system, including the United States Supreme Court. These cases address aspects of criminal procedures, as well as individual rights in the U.S. Constitution related to the First, Fourth, Fifth, Sixth, Eighth, and Fourteenth Amendments. Using professional terms in an easy-to-read format, this book will provide the reader with a clear understanding of past and present concepts, terms, and case laws that are related to criminal justice and criminology. It serves as a perfect text for criminal justice and criminology programs at the undergraduate and graduate level. It can also be used as a supplemental adoption for these programs since most texts are written in an esoteric manner.

Strategic Management delivers an insightful, clear, concise introduction to strategy management concepts and links these concepts to the skills and knowledge students need to be successful in the professional world. Written in a conversational Harvard Business Review style, this product sparks ideas, fuels creative thinking and discussion, while engaging students via contemporary examples, innovative whiteboard animations for each chapter, outstanding author-produced cases, unique Strategy Tool Applications with accompanying animations and Career Readiness applications through author videos.

Reflecting the latest practices from the field, the comprehensive THEORIES OF PSYCHOTHERAPY AND COUNSELING: CONCEPTS AND CASES, 6th Edition equips readers with a solid understanding of the systematic theories of psychotherapy and counseling. A proven author and popular professor, Dr. Richard Sharf combines a thorough explanation of concepts with insightful case summaries and therapist-client dialogues that illustrate techniques and treatment in practice. Dr. Sharf demonstrates how to apply theories to individual therapy or counseling for common psychological disorders-such as depression and generalized anxiety disorders-as well as how to apply them to group therapy. For major theories, the text includes basic information about background, personality theory, and theory of psychotherapy to help readers understand the application of psychotherapy theory. In addition, insight into the personal lives and philosophical influences of theorists helps explain how the theorists view human behavior. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Resolving Moral Issues in Business. The ethical landscape of business is constantly changing, and the new edition of Business Ethics: Concepts and Cases has been revised to keep pace with those changes most effecting business: accelerating globalization, constant technological updates, proliferating of business scandals. Business Ethics: Concepts and Cases introduces the reader to the ethical concepts that are relevant to resolving moral issues in business; imparts the reasoning and analytical skills needed to apply ethical concepts to business decisions; identifies moral issues specific to a business; provides an understanding of the social, technological, and natural environments within which moral issues in business arise; and supplies case studies of actual moral conflicts faced by businesses. This Books á la Carte Edition is an unbound, three-hole punched, loose-leaf version of the textbook and provides students the opportunity to personalize their book by incorporating their own notes and taking only the portion of the book they need to class – all at a fraction of the bound book price. Teaching and Learning Experience Personalize Learning - MyThinkingLab delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. Improve Critical Thinking - Business Ethics: Concepts and Cases provides summaries of basic ideas discussed within the text in its margins; presents conceptual materials first, and then offers discussion cases second through standardized chapters; all providing students the chance to critically think about the material they are learning. Engage Students - Study questions at the beginning of each chapter, definitions of key terms in the margins, a glossary, chapter-end study and discussion questions, end-of-chapter web resources, and chapter-opening concrete examples / cases all ensure students' complete understanding of the material. Support Instructors - Teaching your course just got easier! You can create a Customized Text or use our Instructor's Manual, Electronic " MyTest " Test Bank or PowerPoint Presentation Slides. Note: MyThinkingLab does no come automatically packaged with this text. To purchase MyThinkingLab, please visit www.MyThinkingLab.com or you can purchase a valuepack of the text + MyThinkingLab(VP ISBN-10: 0205029760, VP ISBN-13: 9780205029761)

Introduce your students to strategic management with the market-leading text that sets the standard for the course area. Written by respected scholars who have taught strategic management at all educational levels, Hitt, Ireland, and Hoskisson's latest edition provides an intellectually rich, yet thoroughly practical, analysis of strategic management. The classic industrial organization model is combined with a resource-based view of the firm to provide students with a complete understanding of how today's businesses establish competitive advantages and create value for stakeholders. Cutting-edge research is presented with a strong global focus, featuring more than 500 emerging and established companies. All-new opening cases introduce chapter concepts and mini cases offer new contexts of study. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Strategic Dynamics: Concepts and Cases, by Burgelman, Grove, and Meza offers unique and valuable insight into strategy making for companies in information technology-driven industries. It is the product of over twelve years of teaching and research based on a unique combination of academic (Stanford ' s Robert Burgelman) and industry (Intel ' s Andy Grove) experience. The key themes and conceptual frameworks discussed in this book, along with its case studies and industry notes, provide instructors and students with a more complete viewpoint on the dynamic interactions of companies within industries and between industries than is typically found in books on strategy and technology strategy.

Examine strategic management with the market-leading text that sets the standard for the most intellectually rich, yet thoroughly practical, analysis of strategic management today. Written by highly respected experts Hitt, Ireland, and Hoskisson, STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, CONCEPTS AND CASES, Eleventh Edition, combines the latest cutting-edge research and strategic management trends with ideas from some of today's most prominent scholars. This is the only text that integrates the classic industrial organization model with a resource-based view of the firm to give you a complete understanding of how today's businesses use strategic management to establish a sustained competitive advantage. A strong global focus and examples from more than 600 emerging and leading companies place ideas into context within an inviting, practical presentation. A wealth of learning features and more than 30 all-new compelling cases examine a broad range of critical issues confronting managers today. Engaging video cases, CengageNOW online learning tools, and a complete electronic business library help keep your study current and relevant. STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION provides the solid understanding you need to effectively apply strategic management tools and techniques for increased performance and tomorrow's competitive advantage. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Theories of Psychotherapy & Counseling: Concepts and Cases
Cases and Concepts in Comparative Politics
Concepts and Case Analysis in the Law of Contracts
Engineering Ethics: Concepts and Cases
Developing Quality in Personal Social Services
Business Ethics
Concepts and Cases in Nursing Ethics - Third Edition
Concepts, Analysis, and Cases
SUPPLY CHAIN MANAGEMENT

Strategic Management, 10e is a practical approach that shows you how to apply what you're reading. End-of-chapter Experiential Exercises feature allows the student to apply the concepts presented in each chapter.

Concepts and Cases in Nursing Ethics is a case-based exploration of the core principles of health care ethics applied to nursing. The book is a collaboration between philosopher-ethicist Michael Yeo and nurse-ethicist and educators Anne Moorhouse, Pamela Khan, and Patricia Rodney. It thus combines philosophical and ethical analysis with extensive knowledge and experience in nursing and health care. The book is organized around six main concepts in health care ethics: beneficence, autonomy, truthfulness, confidentiality, justice, and integrity. A chapter is devoted to the elucidation of each of these concepts. In each chapter, historical background and conceptual analysis are supplemented by case studies that exemplify issues and show how the concept applies in health care and nursing practice. In this new edition, the conceptual analysis throughout has been updated and reworked in view of changes in the health care system. In addition, there is a new chapter specifically devoted to recent developments affecting nursing and other health professions. Previous ca

been modified and new ones added to address current and emerging issues. Although the text focuses mainly on the social and political situation of nursing, the analysis has relevance also for medicine and the allied health professions, and indeed for anyone working in the health system.

Where many textbooks on policy research focus on methodological and statistical theories, leaving students to wonder how they will apply those theories to future policy positions, this innovative textbook takes theories of policy research and puts them into practice, demystifying the subject by translating it into real-world situations in which students can actively engage. Beginning with an orientation and overview of policy research, outlining the processes of policy analysis and evaluation from start to finish, Applied Policy Research, 2e v students through an examination of case studies to demonstrate how these theories play out in real policy situations. New to this edition: A rewritten Part I that includes several new chapters incorporating the latest developments in applicable policy research design, implementation, and products to provide a framework for conducting policy research. A matrix at the start of Part II to easily identify how each of the fifteen case-study chapters correspond with concepts and topics presented in Part I, showing the reader where to look for a s real-life example of a given topic or concept. Each case is drawn from real instances of policy research to provide students with an opportunity to consider and learn how to grapple with the challenges posed by the needs of public programs and agencies. Cases include local, state, and nonprofit agencies as well as federal-state-local intergovernmental "hybrids." Each chapter is presented in a uniform format: (1) a detailed description of a policy research problem; (2) a discussion of the unique challenges posed by the problem; (3) a des the policy research techniques used; (4) a summary of the outcomes or conclusions associated with the research as it was conducted; and (5) conclusions about the implications or lessons for policy research. Illustrative figures help students understand the stages of policy research, and end-of-chapter tools such as discussion questions, assignments and activities, and case studies "at a glance" help students master not only the particulars of each case but the broader skills needed in future research. Applied Policy Research, Second essential reading in all policy research courses with a focus on practical outcomes and student preparation for public service.?

Here an international team of scholars consider how overt threats can be used in international politics to influence the strategic choices of others. They consider a range of activities undertaken by a variety of state and non-state factors.

Instructor Resources: PowerPoint slides and answers to capstone case studies. 60 New Cases Included! Fifteen new in-depth capstone cases expand on concepts covered in the book. The capstone cases can be used as problem sets or exams, or they can form the foundation for a case-study approach to classroom instruction. Answers to the capstone cases are stored in a secure page in the online Instructor's Resources for this book. In-chapter cases are accompanied by in-chapter answer guides. These case/ answer guide combi as an integral component of the learning process offered by the book. By working through the cases, using the answer guides, students will learn new material and gain application reinforcement of concepts presented elsewhere in the chapters. End-of-chapter cases provide additional exercises for application practice. Answers are provided at the end of the book so that students can self-quiz and use the cases to build their understanding of epidemiology.

Companion text to Capstone Business Simulation

Concepts and Cases in Nursing Ethics maps the ethical landscape of contemporary nursing. The book is the product of a collaboration between philosopher-ethicist Michael Yeo, nurse-ethicist Anne Moorhouse, and six representatives of various areas of professional nursing. It thus combines philosophical and ethical analysis with nursing knowledge and experience in a manner that is both understandable and relevant. The book is organized around six main concepts in nursing ethics: beneficence, autonomy, confidentiality, truth-tellin and integrity. A chapter is devoted to the elucidation of each of these concepts. In each chapter, historical background and conceptual analysis are supplemented by case studies that exemplify issues and show how the concept applies in nursing practice. In this new edition, the materials in each chapter have been updated to reflect recent developments in nursing and more generally in health care. In addition, a totally new chapter on ethical theory has been added. Complete with bibliographies and study questions for further analysis book is ideally suited for textbook use. It will help both practitioners and students to deal better with the clinical problems and issues that are encountered in the field. However, it's simple prose and clear exposition of complex issues will make Concepts and Cases in Nursing Ethics attractive to anyone concerned about health care.

Digital sport marketing is a new, dynamic and rapidly evolving area that is having a profound impact on contemporary sport business. This is the only textbook to introduce core principles and best practice in digital sports marketing, focusing on key issues, emerging topics and practical techniques. The book surveys the new international digital landscape in sport business and explains how to apply digital marketing across key areas from fan engagement and public relations to strategic communication and branding. Every chapter inclu discussion of key concepts, an in-depth case study, and an in-depth conversation with a leading industry practitioner that demonstrates how digital marketing works in the real world. Full of useful features, this is an essential textbook for any sport marketing, sport management, sport business or sport development course.

Concepts and Cases with Capstone Business Simulation
Strategic Management: Concepts and Cases: Competitiveness and Globalization
Concepts, Cases and Conversations
Strategic Management
Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases
Terms, Concepts, and Cases
Cases and Concepts
Business Model Innovation
Crafting And Executing Strategy:The Quest For Competitive Advantage (Special Indian Edition)

Background Elements: Contract Curve and Expectation Damages; Consideration and the Bargained-for Exchange; Contract Formation; Unfairness and Unconscionability; Contract Interpretation; Performance and Breach; Mistake and Impossibility; Remedies; Third-Party Beneficiaries.

This book is a unique collection of comprehensive cases that explore concepts and issues surrounding strategic marketing. Chapters explain what strategic marketing is, and then discuss strategic segmentation, competitive positioning, and strategies for growth, corporate branding, internal brand management, and corporate reputation management. With case studies from a broad range of global contexts and industries, including Burger King, FedEx, and Twitter, readers will gain a working knowledge of developing and applying market-driven strategy. Through case analysis, students will learn to: examine the role of corporate, business, and marketing strategy in strategic marketing; recognize the implications of markets on competitive space with an emphasis on competitive positioning and growth; interpret the various elements of marketing strategy and apply them to a particular real-world situation; apply sound decision-making strategies and analytical frameworks to specific strategic marketing problems and issues; apply ethical frameworks to strategic marketing situations. Strategic Marketing: Concepts and Cases is ideal for advanced undergraduate and postgraduate students, as well as those studying for an MBA or executive courses in strategic marketing or marketing management.

For courses in strategy. A Practical, Skills-oriented Approach to Strategic Management In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Sixteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 30 new cases and end-of-chapter material, including added exercises and review questions. Also Available with MyManagementLab ® This title is also available with MyManagementLab--an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured 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. NOTE: You are purchasing a standalone product; MyManagementLab does not come packaged with this content. If you would like to purchase both the physical text and MyManagementLab search for: 0134422570 / 9780134422572 Strategic Management: A Competitive Advantage Approach, Concepts and Cases Plus MyManagementLab with Pearson eText -- Access Card Package Package consists of: 0134153790 / 9780134153797 MyManagementLab with Pearson eText -- Access Card -- for Strategic Management: A Competitive Advantage Approach, Concepts and Cases 0134167848 / 9780134167848 Strategic Management: A Competitive Advantage Approach, Concepts and Cases

Updated to include the current models, theories, and hospitality practices, Hospitality Strategic Management: Concept and Cases, Second Edition is a comprehensive guide to strategic management in the international hospitality industry. Author Cathy A. Enz uses the case study approach to cover current topics such as innovation, entrepreneurship, leadership, ethics, and franchising. Eight full case studies with exhibits and documents address the areas of lodging, food service, tourism e-commerce, gaming, cruise lines, and airlines, making this book ideal for executive level training courses or hospitality industry executives interested in developing their strategic management skills.

Recommended in more than 100 schools, the updated seventh edition of Concepts and Case Analysis in the Law of Contracts is a readable primer that offers first-year law students a reliable overview of the major themes and leading cases in the field of the law of contracts. This contracts primer is straightforward and uncluttered, covering the main themes of the first-year contracts course, together with related cases.

Aiming to bridge the gap between theory and application, this work focuses on strategic management.

Crafting and Executing Strategy: The Quest for Competitive Advantage, 20e by Thompson, Peteraf, Gamble, and Strickland maintains its solid foundation as well as brings an enlivened, enriched presentation of the material for the 20th edition. The exciting new edition provides an up-to-date and engrossing discussion of the core concepts and analytical tools. There is an accompanying lineup of exciting new cases that bring the content to life and are sure to provoke interesting classroom discussions and deepen students' understanding of the material in the process.

Strategic Marketing
A Competitive Advantage Approach, Concepts and Cases
Strategic Dynamics: Concepts and Cases
CONCEPTS AND CASES
Concepts and Cases in Nursing Ethics, second edition

Cases

Public Administration: Concepts and Cases