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Digital Business BoD – Books on Demand

Overview The ultimate course in marketing. Nothing will be uncovered. Content - What is Marketing? - Marketing Management - Marketing Management Philosophies - Marketing Challenges into the Next Century - Marketing and Society: Social Responsibility and Marketing Ethics - Social Criticisms of Marketing - Citizen and Public Actions to Regulate - Business Actions Towards Socially Responsible - Principles for Public Policy Towards Marketing - Strategic Marketing Planning - The Global Market Place - Business Markets and Business Buyer Behaviour - Market Information and Marketing Research - Core Strategy - And many more Duration 12 months Assessment The assessment will take place on the basis of one assignment at the end of the course. Tell us when you feel ready to take the exam and we ' ll send you the assignment questions.

Study material The study material will be provided in separate files by email / download link.

Delivering the Customer-centric Organization City of London College of Economics

This Concise Introduction provides clear insights into the various issues involved in the global supply chain. Covering materials procurement, sourcing, and physical distribution, Masaaki Kotabe examines the global supply chain from a strategic perspective, while also addressing the sustainability concerns which arise in this arena.

Operations and Supply Chain Management John Wiley & Sons

Overview The ultimate management course. Do not only become a manager, become a leader! Content - What managers do - Hiring and retaining the very best people - Motivating employees - Coaching and development - Setting goals - Working with teams - Including interviews - Case studies - Worksheets - Cutting-edge techniques etc. Duration 3 months Assessment The assessment will take place on the basis of one assignment at the end of the course. Tell us when you feel ready to take the exam and we'll send you the assignment questions. Study material The study material will be provided in separate files by email / download link.

International Directory of Company Histories Taylor & Francis

A list of U.S. importers and the products they import. The main company listing is geographic by state while products are listed by Harmonized Commodity Codes. There are also alphabetical company and product indexes. Supply Chain Management in the Drug Industry Asymmetric Marketing

This book bridges the gap between practitioners of supply-chain management and pharmaceutical industry experts. It aims to help both these groups understand the different worlds they live in and how to jointly contribute to meaningful improvements in supply-chains within the globally important pharmaceutical sector. Scientific and technical staff must work closely with supply-chain practitioners and other relevant parties to help secure responsive, cost effective and risk mitigated supply chains to compete on a world stage. This should not wait until a drug has been registered, but should start as early as possible in the development process and before registration or clinical trials. The

author suggests that CMC (chemistry manufacturing controls) drug development must reset the line of sight – from supply of drug to the clinic and gaining a registration, to the building of a patient value stream. Capable processes and suppliers, streamlined logistics, flexible plant and equipment, shorter cycle times, effective flow of information and reduced waste. All these factors can and should be addressed at the CMC development stage.

Business Models in the Area of Logistics Future Strategies Inc.

Overview You will be taught all skills and knowledge you need to become a finance manager respectfully investment analyst/portfolio manager. Content - Financial Management - Investment Analysis and Portfolio Management - Management Accounting - Islamic Banking and Finance - Investment Risk Management - Investment Banking and Opportunities in China - International Finance and Accounting - Institutional Banking for Emerging Markets - Corporate Finance - Banking Duration 10 months Assessment The assessment will take place on the basis of one assignment at the end of the course. Tell us when you feel ready to take the exam and we ' ll send you the assignment questions. Study material The study material will be provided in separate files by email / download link.

Real-Time Visibility in Supply Chain Management City of London College of Economics

This book examines intellectual property (IP) as an important value driver for start-ups. Businesses of all sizes are inevitably confronted with intellectual property issues at some point, but start-ups and their collaborators face unique challenges and opportunities in IP management. Identifying, generating, and exploiting intellectual property can lead to sustainable competitive advantages and avoidance of risks. Many start-ups sense the complexity of IP management and therefore place their energy elsewhere. However, the clear conclusion to be drawn from this unique collection of contributions is that putting an IP management strategy in place is critical to the successful development of a business. Prof. Dr. Martin A. Bader and Prof. Dr. Sevim S ü zero lu-Melchior have years of experience as consultants,

entrepreneurs, business owners, and researchers where they saw firsthand the need for a comprehensive yet practical resource for start-ups and their key stakeholders. This book explores different perspectives in dealing with IP from six different angles: the start-up 's view, the investor 's view, the corporation 's view, the university 's view, the global IP office 's view, and the advisor 's view. Each section consists of chapters written by leading experts from around the globe including Silicon Valley, Canada, Israel, Switzerland, Germany, Finland, France, Australia, Brazil, India, Japan, Singapore, and South Africa. Contributors bring practical experience from a wide range of sectors, such as information and communication technology, software, artificial intelligence, machine learning, cybersecurity, industrial automation, internet of things, life sciences, pharma, crop science, biotech, medtech, mining, sustainability, climate tech, and even quantum technologies. This timely publication serves as a guidebook for entrepreneurs and other key stakeholders in the start-up ecosystem. It empowers founders to develop their own IP management strategy to mitigate risk, create and capture value, and lay the groundwork for sustainable growth. An essential reference for start-ups to achieve business excellence. " This edited book volume offers valuable insights, bringing together perspectives of key stakeholder groups from a wide variety of innovation ecosystems – an invaluable resource. " —Carsten Fink, Chief Economist, World Intellectual Property Organization, Geneva " A timely book for those wanting a clear overview of the issues the different players encounter in the start-up ecosystem. A useful resource indeed. Congratulations to the editors and team. " —Audrey Yap, Managing Partner YUSARN AUDREY LLC, Past President LESI, Chairman Singapore Innovation & Productivity Institute, Singapore " A ' must read ' for all innovators in the start-up world. It is truly a fantastic book and one I would recommend being bought and read (in full)! " —Laurence Freeman, Professor (Adjunct), CU Denver Business School, Jake Jobs Center for Entrepreneurship, Denver, Colorado, United States/div

Big Brown Thakur Publication Private Limited

Each volume of this series contains all the important Decisions and Orders issued by the National Labor Relations Board during a specified time period. The entries for each case list the decision, order, statement of the case, findings of fact, conclusions of law, and remedy.

Executive MBA (EMBA) - City of London College of Economics - 10 months - 100% online / self-paced Springer Nature

This book focuses on the connotation and the basic structure of smart supply chain finance and on this basis, systematically explores the elements of smart supply chain finance innovation, and further proposes a five-dimensional model for the realization of smart supply chain finance-SMART. The book

also explores the risk management issues of smart supply chain finance from the perspective of industrial risk management.

Healthcare Supply Chain Management City of London College of Economics

Written by supply chain researchers, consultants, and practitioners, this book explains the newly emerging techniques and practices for highly efficient supply chain management, made possible by the rapid progress in information and communication technologies.

Intellectual Property Management for Start-ups Saint James Press

Overview An MBA in information technology (or a Master of Business Administration in Information Technology) is a degree that will prepare you to be a leader in the IT industry. Content - Managing Projects and IT - Information Systems and Information Technology - IT Manager's Handbook - Business Process Management - Human Resource Management - Principles of Marketing - The Leadership - Just What Does an IT Manager Do? - The Strategic Value of the IT Department - Developing an IT Strategy - Starting Your New Job - The First 100 Days etc. - Managing Operations - Cut-Over into Operations - Agile-Scrum Project Management - IT Portfolio Management - The IT Organization etc. - Introduction to Project Management - The Project Management and Information Technology Context - The Project Management Process Groups: A Case Study - Project Integration Management - Project Scope Management - Project Time Management - Project Cost Management - Project Quality Management - Project Human Resource Management - Project Communications Management - Project Risk Management - Project Procurement Management - Project Stakeholder Management - 50 Models for Strategic Thinking - English Vocabulary For Computers and Information Technology Duration 12 months Assessment The assessment will take place on the basis of one assignment at the end of the course. Tell us when you feel ready to take the exam and we ' ll send you the assignment questions. Study material The study material will be provided in separate files by email / download link.

Express Delivery Services: Competitive Conditions Facing U.S.-based Firms in Foreign Markets, Inv. 332-456 Plunkett Research, Ltd.

Sustainability can create greater efficiency and cost savings in the supply chain. Supply chains, which are more complex and global than ever before, are full of both risks and opportunities. The risks range from inconsistent or poor quality, supply disruptions and health and safety concerns, to corruption. Businesses face pressure to adopt sustainable supply chain practices from various stakeholders and motivations typically come from one or more of four sources: customers, compliance, costs, competitive advantage.

Sustainability in Global Value Chains is the guide to understanding all aspects and approaches of sustainable supply chains using in-depth research from leading academics from sixteen different universities. Sustainability in Global Value Chains focuses on how to make supply chains sustainable, with an emphasis on new

technologies and digitization. The research featured covers topics such as KPIs in production and supply chains, the role of standards, blockchain technology and algebraic models. This comprehensive book presents real world issues, problems in implementing sustainability in the supply chain and examples of best practice.

Plunkett's Transportation, Supply Chain and Logistics Industry Almanac 2007 Pearson Education

According to the health data released by the Organization for Economic Cooperation and Development (OECD), the United States spends more per capita on healthcare than any other OECD country. Currently, U.S. healthcare spending constitutes \$2.5 trillion, or 17.3 percent of GDP, with healthcare costs increasing 9 percent annually. To reverse this alarming trend, the Obama administration recently led the effort to dramatically reform healthcare policy, laws, and regulations. This book provides you (whether a healthcare policy maker, hospital administrator, pharmaceutical company manager, or other healthcare professional) with practical guidance for leveraging supply chain principles to better manage healthcare resources and control healthcare costs. It introduces basic supply chain management concepts, terminologies, and tenets. Other included topics are strategicalliances among healthcare partners, value analysis of healthcare services and products, the impact of healthcare reforms on healthcare supply chains, and the development of performance metrics for the healthcare supply chain and benchmarking.

Supply Chain Management on Demand Kogan Page Publishers

In order to keep up with the constant changes in technology, business have adopted supply chain management to improve competitive strategies on a strategic and operational level. Supply Chain Management: Concepts, Methodologies, Tools, and Applications is a reference collection which highlights the major concepts and issues in the application and advancement of supply chain management. Including research from leading scholars, this resource will be useful for academics, students, and practitioners interested in the continuous study of supply chain management and its influences.

Introduction to Global Logistics SAGE

Customer-centric organizations are concerned about shrinking volumes of business, stiffer competition and ever-more demanding consumer expectations which have increased pressure on the bottom line. The ability to successfully manage the customer value chain across the life cycle of a customer is the key to the survival of

any company today. Business processes must react to changing and diverse customer needs and interactions to ensure efficient and effective outcomes. This important book looks at the shifting nature of consumers and the workplace, and how BPM and associated emergent technologies will play a part in shaping the companies of the future. BPM's promises are real, but the path to success is littered with pitfalls and shortcuts to failure. Best practices can help you avoid them. If you are just embarking on using its methods and tools, these authors have a wealth of experience to learn from and build on. Whether you are a business manager or an Information Technology practitioner, this special collection will provide valuable information about what BPM can do for you-and how to apply it.

Computerworld John Wiley & Sons

The significance of managing end-to-end supply chains from one hand has been the subject of discussion for over ten years. Regina M. Neubauer provides an answer on how such a scenario might work by studying enterprises in the European logistics industry.

MBA in Finance - City of London College of Economics - 10 months - 100% online / self-paced Springer Science & Business Media

A market research guide to the transportation, supply chain and logistics industry - a tool for strategic planning, competitive intelligence, employment searches or financial research. It contains trends, statistical tables, and an industry glossary. It also includes one page profiles of transportation, supply chain and logistics industry firms.

Let Go To Grow DIANE Publishing

Retail supply chain consists of multiple segments from sales to distribution to finance. Retail manufacturers rely on a complicated web of suppliers. Customer demand and market competition today requires extreme efficiency from end to end. This book offers the retail supply chain executive with the tools needed for full strategic advantage. The new edition gives special attention to recent challenges, such as vast technological change, higher levels of customer personalization, and more global supply chains.

Innovative Project Management with FIDIC Contracts Springer Science & Business Media

Buy Operations & Supply Chain Management e-Book for Mba 2nd Semester in English language specially designed for SPPU (Savitribai Phule Pune University ,Maharashtra) By Thakur publication.

Concise Introduction to Global Supply Chain Management Erich Schmidt Verlag GmbH & Co KG

The discipline of technology management focuses on the scientific, engineering, and management issues related to the commercial introduction of new technologies. Although more than thirty U.S. universities offer PhD programs in the subject, there has never been a single comprehensive resource dedicated to technology management. "The Handbook of Technology Management" fills that gap with coverage of all the core topics and applications in the field. Edited by the renowned Doctor Hossein Bidgoli, the three volumes here include all the basics for students, educators, and practitioners