

Strategic Management Adrian Haberberg Alison Rieple

Marketing Management in Africa
In Fashion: Culture, Commerce, Craft, and Identity
The Strategic Management of Organisations
Corporate Level Strategy
Entrepreneurial Ecosystems and the Diffusion of Startups
Long range planning
EBOOK Management
The British National Bibliography
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this book focuses on strategies for developing consumer markets in africa using concepts and techniques from marketing entrepreneurship and project management the authors argue that entrepreneurial activity in africa is rapid but limited and requires a structured approach to drive success beginning with an introductory chapter that frames the socio economic and technological developments in africa readers are introduced to the conceptual model that provides this structured approach in four logical parts the creative stage entrepreneurial and enterprise activities understanding consumer behavior and market segments a project management based framework this multidisciplinary approach is supplemented with many examples and cases from a variety of sectors including health care wind and solar power and mobile technology through these readers are able to understand how the model is implemented in reality to drive innovative economic and social development marketing management in africa will prove a valuable companion to any student of marketing or entrepreneurship with a particular interest in africa

for the contributors to in fashion culture commerce craft and identity being in fashion is about self presentation defining how fashion is presented in the visual written and performing arts and about design craft manufacturing packaging marketing and archives the book s international cast of authors engage in fashion from various disciplinary professional and creative perspectives i e anthropology archaeology art history cultural studies design environmental studies fashion studies history international relations literature marketing philosophy sociology technology and theatre in fashion has five sections fashioning representations texts images and performances fashionable shopping luxury and vintage fashion s materials craft industry and innovation museum worthy fashion and the archive fashioning cultural identities case studies

many undergraduates find studying strategic management a particular challenge the authors have tackled the complexity and ambiguity inherent in the subject without being too complex or ambiguous

the challenges faced by diversified corporations firms that operate in more than one industry or market have changed over the years in this new edition olivier furrer helps students of corporate strategy to consider the impact of critical changes in resources businesses and headquarters roles on the firm s ability for establishing and sustaining corporate advantage new to this edition are stimulating pedagogical features and additional material such as a new chapter on the theoretical foundations of multibusiness firms along with a host of new examples from across the world a companion website supplements the book providing powerpoint slides a test bank of questions and lists of suggested case studies

entrepreneurial ecosystems and the diffusion of startups addresses for the first time the emerging notion of entrepreneurial ecosystems chapters from leading scholars in the fields of entrepreneurship and strategy explore new ideas and provoke debate in both academia and practice covering the emergence dynamics and management of entrepreneurial ecosystems and offering conceptual tools experimental evidence and practical

examples this book will be invaluable to those seeking a greater understanding of entrepreneurship and startup strategies both practitioners and students

ebook management

this student focused text provides an emphasis on skills development packed with real life examples of what can go wrong with even the most well conceived strategies there is a focus on realism throughout with a highly accessible writing style this text it is an invaluable learning tool for all students in this area

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