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# Exemplars Oxford Brookes University Business School

**Susan Rose, Nigel Spinks, Ana Isabel  
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## **Exemplars Oxford Brookes University Business School:**

**Hospitality Marketing** Dogan Gursoy, Francis Buttle, David Bowie, 2022-08-15 Hospitality Marketing is an introductory textbook which shows readers how to apply the principles of marketing within the hospitality industry The fourth edition contains examples and case studies exemplifying how ideas and concepts discussed within its chapters can be successfully applied to a real life work situation with an emphasis throughout on topical issues such as sustainable marketing corporate social responsibility and relationship marketing It also describes the impact that the Internet has had on both marketing and hospitality using a variety of tools including a wide range of Internet learning activities This fourth edition has been updated to include New content on social media marketing user generated content group buying behaviour franchising internationalization non predictable factors affecting sales and marketing such as COVID 19 the role of marketing in creating a competitive advantage and the role of events and experiences in marketing New extensive exploration of the role of technology in marketing including the use of artificial intelligence service robots and the metaverse to develop and deliver service and or to measure customer experience Updated online resources including a PowerPoint deck a test bank of questions and added links to YouTube and Instagram content New updated international case studies including many more from Asian and African destinations This book is written specifically for students taking marketing modules within hospitality courses and is a valuable resource to promote learning

**Advertising and Promotion** Chris Hackley, 2005-02-16 This detailed and insightful text explains how advertising comes to cast its shadow over contemporary consumer culture Case examples are used to illustrate the power of advertising to portray brand personalities in terms that resonate with consumers across many cultures

**Management Research** Susan Rose, Nigel Spinks, Ana Isabel Canhoto, 2014-07-25 For many post graduate students undertaking a research project for the first time is a daunting prospect Gaining the knowledge and skills needed to do research typically has to be done alongside carrying out the project itself Students often have to conduct their research independently perhaps with limited tutor contact What is needed in such situations is a resource that supports the new researcher on every step of the research journey from defining the project to communicating its findings Management Research Applying the Principles provides just such a resource Structured around the key stages of a research project it is designed to provide answers to the questions faced by new researchers but without neglecting the underlying principles of good research Each chapter includes next steps activities to help readers apply the content to their own live research project The companion website provides extensive resources including video tutorials to support the development of practical research skills The text reflects the richness and variety of current business and management research both in its presentation of methods and techniques and its choice of examples drawn from different subject disciplines industries and organizations Management Research Applying the Principles combines diversity of coverage with a singularity of purpose to help students complete their research project to a rigorous standard

**Rudolf Hilferding** Judith Dellheim, Frieder Otto

Wolf,2021-02-01 This edited volume is focused on Hilferding s major work Finance Capital In revisiting this influential book from a methodological point of view both historical and intellectual this book affirms Hilferding s place in the Marxist tradition Hilferding s ideas are used to criticise incumbent approaches in economics and enrich existing discussions and debates about the nature of modern capitalism In doing so this book highlights the importance of Hilferding s work in analysing and understanding modern capitalism and corporate developments The volume has contributions from a range of expert scholars addressing various aspects of Hilferding s arguments It elaborates on Hilferding s central idea on the political economy as well as its historical context and its relation to Marx Contributors move on to criticize Hilferding s views on the political economy and politics in general This book is relevant to those interested in the political economy the history of economic thought and European politics

**Hospitality Marketing** Francis Buttle,David Bowie,Maureen Brookes,Anastasia Mariussen,2016-10-04 This introductory textbook shows you how to apply the principles of marketing within the hospitality industry Written specifically for students taking marketing modules within a hospitality course it contains examples and case studies that show how ideas and concepts can be successfully applied to a real life work situation It emphasizes topical issues such as sustainable marketing corporate social responsibility and relationship marketing It also describes the impact that the internet has had on both marketing and hospitality using a variety of tools including a wide range of internet learning activities This 3rd Edition has been updated to include Coverage of hot topics such as use of technology and social media power of the consumer and effect on decision making innovations in product design and packaging ethical marketing and sustainability marketing Updated online resources including power point slides test bank of questions web links and additional case studies New and updated international case studies looking at a broad range of hospitality settings such as restaurants cafes and hotels New discussion questions to consolidate student learning at the end of each chapter

Marketing Jon Groucutt,Peter Leadley,Patrick Forsyth,2004 Marketing Essential principles new realities has been researched developed and written primarily with the undergraduate and diploma level student in mind This student oriented text with its relaxed and free flowing language provides the reader with material of a rigorous academic standard Each chapter follows a set structure that has been designed to encourage discussion and raise issues for consideration and research introduction learning objectives chapter sub headings key issues chapter summary exercises and questions for review and critical thinking At the end of the book there are additional notes and references to support student learning Written by authors from both an academic and practitioner background this new textbook offers an excellent introduction to the subject for the next generation of marketers and business people FREE CD ROM FOR LECTURERSThe authors have created a unique CD ROM containing both lecture presentation slides and essay questions This is available on request from the publisher CONTENTSIntroductionWhat is marketing The business and marketing environmentEthical marketing and social responsibilityBuyer behaviourSegmenting positioning and targetingMarketing researchMarketing and

strategyProducts and brandsPrice and pricing strategiesPromotion part 1Promotion part 2People physical evidence and processPlacement distribution and logisticsMarketing across borders the international dimensionApplication bringing the elements togetherNotesReferenceIndexPlease view more information on this book including a sample chapter and detailed full contents at <http://www.koganpage.co.uk/groucutt>

**Business Degree Success** Jonathan Groucutt, 2008-08-20 This is a practical guide for those studying business and management related subjects at undergraduate level Written in an engaging and clear style the book helps students prepare effectively for assignments presentations examinations and dissertations encompassing both business studies and the real workings of business

**Excellence in University Assessment** David Carless, 2015-04-24 Assessment in higher education is an area of intense current interest not least due to its central role in student learning processes Excellence in University Assessment is a pioneering text which contributes to the theory and practice of assessment through detailed discussion and analysis of award winning teaching across multiple disciplines It provides inspiration and strategies for higher education practitioners to improve their understanding and practice of assessment The book uses an innovative model of learning oriented assessment to analyze the practice of university teachers who have been recipients of teaching awards for excellence It critically scrutinizes their methods in context in order to develop key insights into effective teaching learning and assessment processes Pivotal topics include Competing priorities in assessment and ways of tackling them The nature of quality assessment task design The student experience of assessment Promoting student engagement with feedback An indispensable contribution to assessment in higher education Excellence in University Assessment is a valuable guide for university leaders middle managers staff developers teachers and researchers interested in the crucial topic of assessment

**Charity Marketing** Fran Hyde, Sarah-Louise Mitchell, 2021-12-19 Charities operate within an increasingly challenging environment with competition for public engagement funding and volunteers intensifying High profile scandals have knocked public trust and the recent Covid 19 pandemic has illustrated how important it is for charities to provide support in times of need and fill the gap left by inadequate public sector provision Across 12 chapters a diverse group of academics and deep thinking practitioners present contrasting perspectives and the latest thinking on the challenges within the charity sector The approach of the book contributes to the growing phenomenon of Theory Practice in Marketing TPM presenting different perspectives and theoretical lenses to stimulate debate and future research Charity Marketing provides a bridge between the practice of contemporary nonprofit organisations charity marketing and recent academic insight into the charity sector Using exemplar case studies of nonprofit and charity brands this edited volume will be of direct interest to students academics marketing practitioners and researchers studying and working in charities public and nonprofit management and marketing

**Strategic Management** Richard Lynch, 2018-05-09 Strategic Management is a core strategy textbook covering all the major topics particularly from a global perspective It delivers comprehensive coverage of the subject in an easy to read style with extensive examples and a range of

free support material that will help you learn actively and effectively This eighth edition of Strategic Management builds on proven strengths over 70 short case studies to provide easily accessible illustrations of strategy in practice and additional cases available online to provide more in depth examples of recent strategic decisions involving Sony Apple and industry sectors a continuous contrast between prescriptive and emergent views of strategy to highlight the key debates within the discipline emphasis on practice throughout with features to help you turn theory into practice major international strategy cases from Europe Africa China India Middle East and the Americas clear exploration of the key concepts comprehensive logical structure to guide you through this complex subject Specialist chapters on public third sector strategy green strategy and sustainability entrepreneurial strategy and international and global strategy New for the eighth edition Dynamic capabilities and resource renewal explored in a revised and updated chapter Emergent strategy completely revised in two new chapters one focusing on innovation and technology and the other exploring knowledge and learning New material on innovation and strategy in uncertain environments Case studies from large and small organisations from Google Spotify and Cadbury to Snapchat Uber and green energy companies with 14 new cases and many cases updated This new edition also includes a wealth of free online open access learning resources Use these materials to enhance and test your knowledge to improve your grades Online resources include web based cases with indicative answers chapter based support material long cases and multiple choice questions Richard Lynch is Emeritus Professor of Strategic Management at Middlesex University London He is an active researcher lecturer and consultant particularly in the area of global strategy and sustainable strategy

**EBOOK: Coaching and Mentoring Supervision: Theory and Practice** Tatiana Bachkirova, Peter Jackson, David Clutterbuck, 2011-10-16 This highly practical comprehensive book reflects the increasing professionalization of coaching and mentoring and the mounting expectation that coaches undergo regular supervision to ensure the quality and safety of their practice and to encourage their continued professional development This is the first book to address the full spectrum of coaching and mentoring supervision The reader gets an opportunity to compare and contrast different approaches and models and is introduced to theory in a concise accessible way The book also Clarifies what good coaching and mentoring supervision looks like in different contexts Provides practical case examples to compliment and shed light on the theoretical bases for coaching mentoring supervision Reflects the diversity of perspectives on supervision in coaching and mentoring Explores alternative ways of delivering and using supervision Addresses the complex issue of effectiveness and quality of supervision Coaching and Mentoring Supervision is the definitive text for coaching supervisors supervisees and those working toward qualifications in coaching supervision It will also be of value both to HR professionals and those participating in mentoring programmes This book is written in a lucid and interesting manner so the chapters are easy to read individually and allow readers to pick their own path through the knowledge and experience that this textbook contains I expect that this book will become an essential source for those seeking qualification in coaching supervision Coaching Today July 2012

*Coaching And Mentoring Supervision: Theory And Practice* Bachkirova, Tatiana, Jackson, Peter, Clutterbuck, David, 2011-10-01 The book provides a comprehensive guide to this developing area of complex multi disciplinary professional practice A specially selected group of international authors from different theoretical backgrounds and with different contextual experience have contributed information and insights and made explicit links between theory and practice

Leadership, Gender and Ethics David Knights, 2021-02-03 This book has a clear concern to offer a distinctive way of studying leadership so that it might be practiced differently It is distinctive in focusing on contemporary concerns about gender and ethics More precisely it examines the masculinity of leadership and how through an embodied form of reasoning it might be challenged or disrupted A central argument of the book is that masculine leadership elevates rationality in ways that marginalize the body and feelings and often has the effect of sanctioning unethical behavior In exploring this thesis *Leadership Gender and Ethics Embodied Reason in Challenging Masculinities* provides an analysis of the comparatively neglected issues of identity anxiety power resistance diversity gender and the body masculinities surrounding the concept and practice of leadership It also illustrates the arguments of the book by examining leadership through an empirical examination of academic life organization change and innovation and the global financial crisis of 2008 In a postscript it analyses some examples of masculine leadership in the global pandemic of 2020 This book will be of interest generally to researchers academics and students in the field of leadership and management and will be of special interest to those who seek to understand the intersections between leadership and gender ethics and embodied approaches It will also appeal to those who seek to develop new ways of thinking and theorizing about leadership in terms of identities and insecurities power and masculinity ethics and the body Its insights might not only change studies but also practices of leadership

The Virtuous Spiral Alan Fowler, 2000 First Published in 2000 Routledge is an imprint of Taylor Francis an informa company

*Planning Research in Hospitality and Tourism* Levent Altinay, Alexandros Paraskevas, 2015-10-23 Planning Research in Hospitality and Tourism provides an accessible concise and practical guide to planning conducting and analysing research in tourism and hospitality The authors skilfully introduce the basic principles and techniques of research in the international hospitality and tourism sectors and provide detailed guidance on both quantitative and qualitative methods of research It includes a variety of features throughout to aid students understanding and offers practical tips to help students overcome any potential research issues Building on the success of the first edition the volume has been fully revised and updated and contains new chapters on mixed methods and how to make best use of recent technology in research practices The second edition also benefits from increased coverage of research design strategies including sampling ethnography and experimental design inclusion of computer mediated data collection techniques such as online interviews online focus groups and online observation netnographic research new and updated international case studies and extracts with a more even spread of tourism and hospitality examples of research online student and lecturer resources including PowerPoint slides and

a test bank of multiple choice and true false questions for each chapter Written by three leading scholars with experience of both the industry and university courses globally this insightful text is an essential resource for all tourism and hospitality research students and early career research professionals around the world

**Mergers and Acquisitions and Executive Compensation** Virginia Bodolica, Martin Spraggon, 2015-06-26 Over the past decades the total value of executive compensation packages has been rising dramatically contributing to a wider pay gap between the chief executive officer and the average worker In the midst of the financial turmoil that brought about a massive wave of corporate failures the lavish executive compensation package has come under an intense spotlight Public pressure has mounted to revise the levels and the structure of executive pay in a way that will tie more closely the executive wealth to that of shareholders Merger and acquisition M A activities represent an opportune setting for gauging whether shareholder value creation or managerial opportunism guides executive compensation M As constitute major examples of high profile events prompted by managers who typically conceive them as a means for achieving higher levels of pay even though they are frequently associated with disappointing returns to acquiring shareholders Mergers and Acquisitions and Executive Compensation reviews the existing empirical evidence and provides an integrative framework for the growing body of literature that is situated at the intersection of two highly debated topics M A activities and executive compensation The proposed framework structures the literature along two dimensions such as M A phases and firm s role in a M A deal allowing readers to identify three main streams of research and five different conceptualizations of causal relationships between M A transactions and executive compensation The book makes a comprehensive review of empirical studies conducted to date aiming to shed more light on the current and emerging knowledge in this field of investigation discuss the inconsistencies encountered within each stream of research and suggest promising directions for further exploration This book will appeal to researchers and students alike in the fields of organizational behavior and governance as well as accounting and accountability

**Corporate Branding** T C Melewar, S F Syed Alwi, 2015-04-10 A strong corporate image has power in a competitive marketplace Its influence on reputational value and customer decision making is only now beginning to be understood Interest in corporate branding is exploding as marketing academics and professionals begin to realize how it can boost business performance in measurable ways For example it promotes customer patronage without expensive advertising and raises profitability by enabling companies to leverage their brand image when buying from particular sources Yet there are few empirical studies available to clarify its basic tenets and fewer still that help us understand corporate branding in different parts of the world Existing books focus mainly on conceptual ideas and real life examples Corporate Branding Areas arenas and approaches is a unique take on corporate branding that provides a global overview through rigorous research of different geographical areas across industries An international range of leading scholars contribute their coverage across three clear themes Area geographical areas across the globe including the UK USA Europe and Asia Arena a variety of commercial and not for profit sectors both



B2B and B2C Approach methodological approaches to brand research design including qualitative quantitative case studies interpretivistic and social narrative These three themes enable the reader to consider corporate branding from more perspectives and in more ways than any other corporate branding book The result is an understanding of this strategically important growing subject that cannot be found anywhere else This book is an essential read for any branding student or interested professional

**Educational Research and Innovation Higher Education to 2030, Volume 2, Globalisation** OECD,2009-11-18 This book examines what challenges and opportunities globalisation is bringing to higher education and as a consequence how education might look in the future

**The Wise Leader** Paul Lawrence,Suzi Skinner,2023-08-04 The Wise Leader offers readers a succinct perspective on wise leadership based on theory practice and the authors own experience The five sections of the book describe the Wise Leader model five mantras that distil the essence of wisdom for leading Each section has a theoretical component theory that the authors seek to bring to life through everyday examples followed by practical ideas and guidance as to what you can next do in service of becoming a wiser more effective leader Each mantra then includes fresh perspectives for leadership development aimed at supporting organisations globally to maximize their considerable investment in this critical area This book is written for leaders at every level of an organization providing a perspective of wise leadership that lends itself to practical application It can also be used by leadership development professionals offering guidance on how to build practical programs to cultivate enhanced levels of wise leadership in your organization

Digital Marketing Annmarie Hanlon,2025-03-15 Your complete and accessible guide to all aspects of digital marketing from tools and channels to strategy planning and marketing management This fully updated third edition explores the application of AI in marketing how digital disruption leads to transformation and the Metaverse and its different realities It also highlights the UN Sustainable Development Goals in each chapter and how these apply to marketing With an excellent blend of theory research practice and application key features include New case studies from a range of global organizations from 20 countries including Back Market Spotify and Nykaa A new running case study throughout the book which looks at Uber Ethical Insights which highlight responsible marketing and support PRME Professional Skills which address employability Discover More and Digital Tools text boxes Activities exercises and Smartphone Sixty Seconds icebreakers which help students apply their understanding of each chapter Essential reading for all students and practitioners of digital marketing

## Reviewing **Exemplars Oxford Brookes University Business School**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Exemplars Oxford Brookes University Business School**," an enthralling opus penned by a very acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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