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Services Marketing: People, Technology, Strategy (Ninth Edition) Jochen Wirtz, Christopher Lovelock, 2021-10-15 Services Marketing People Technology Strategy is the ninth edition of the globally leading textbook for Services Marketing by Jochen Wirtz and Christopher Lovelock extensively updated to feature the latest academic research industry trends and technology social media and case examples This book takes on a strong managerial approach presented through a coherent and progressive pedagogical framework rooted in solid academic research It features cases and examples from all over the world and is suitable for students who want to gain a wider managerial view **EBOOK: Managing Organizational Change: A Multiple Perspectives Approach (ISE)** Ian Palmer, Richard Dunford, David Buchanan, 2016-03-16 Providing the Skills to Successfully Manage Change Managing Organizational Change A Multiple Perspectives Approach 3e by Palmer Dunford and Buchanan offers managers a multiple perspectives approach to managing change which recognizes the variety of ways to facilitate change and reinforces the need for a tailored and creative approach to fit different contexts The third edition offers timely updates to previous content while introducing new and emerging trends developments themes debates and practices Rethinking Management Boris Kaehler, Jens Grundei, 2025-08-27 The concept of management is well established and very familiar to scholars and practitioners alike However it is also very generic with no agreed upon definition and no consistency in the demarcation between it and its sub concepts and other similar terms Building on an in depth analysis of literature this book establishes a precise understanding of management and systematically integrates its sub concepts of organization governance strategic management human resource management leadership and organizational

culture It thus provides a clear theoretical and conceptual framework helping researchers to theorize and practitioners to implement corporate management models *Strategic Management in Public Services Organizations* Ewan Ferlie, Edoardo Ongaro, 2015-02-20 Strategic Management in Public Services Organizations sets out to connect the two traditionally disparate academic literatures of public management and strategic management The authors argue that some models of strategic management are now of enhanced relevance for contemporary public services organizations especially when considering successive New Public Management reforms This observation has important consequences for the requisite work practices skills and knowledge bases of current public managers as they are increasingly being asked to act as strategic as well as operational managers Strategic Management in Public Services Organizations takes a strongly comparative and international perspective in addressing the fundamental issue of strategic management within diverse public administrative traditions The impact of strategic management on the performance of public agencies is examined and it is argued that the appropriate use of strategic management models depends on the politico administrative and cultural contexts of the public services organization in question concluding that there is no single best way to strategically lead public organisations This is an advanced textbook aimed at the postgraduate level particularly students on MPAs and MBAs with a public sector option or MScs in Public Policy and Public Management **Technology Strategy** Nigel Walton, Neil Pyper, 2019-09-21 This dynamic and beautifully written textbook takes a modern and innovative approach to strategy by placing technology at its heart bridging the gap between general strategy texts and specialist technology and innovation literature It addresses the challenges and opportunities presented to organisations by disruptive technological change and takes into account the navigation of uncertain business environments In addition to examining more established concepts and theories the text also explores new disruptive business models and non traditional approaches to strategy development such as effectuation the Business Model Canvas and prediction logic This comprehensive and critical approach is supported by a rich assortment of practical examples and cases drawn from different sectors and a range of exciting companies from all over the world helping students and practitioners to apply theory to practice This will be an essential core text for modules on technology strategy and innovation at upper undergraduate postgraduate and MBA levels and invaluable reading for senior executives and aspiring managers who seek to understand how to implement strategy in a volatile disruptive environment **Biologics, Biosimilars, and Biobetters** Iqbal Ramzan, 2020-12-31 A comprehensive primer and reference this book provides pharmacists and health practitioners the relevant science and policy concepts behind biologics biosimilars and biobetters from a practical and clinical perspective Explains what pharmacists need to discuss the equivalence efficacy safety and risks of biosimilars with physicians health practitioners and patients about Guides regulators on pragmatic approaches to dealing with these drugs in the context of rapidly evolving scientific and clinical evidence Balances scientific information on complex drugs with practical information such as a checklist for pharmacists *Developing International Strategies* Rudolf

Grünig,Dirk Morschett,2016-09-09 This book focuses on the development of strategies for the successful internationalization of large and medium sized companies Becoming international offers important opportunities for companies of all sizes but in an increasingly complex environment the strategic planning involved is also a challenge The book addresses this putting forward suggestions that allow large and medium sized companies to profit from internationalization After a comprehensive introduction to internationalization and strategic planning the authors make clear recommendations suggesting detailed processes for developing international strategies The book distinguishes between going global for new markets and internationalizing production and sourcing For both the book proposes procedures for performing meaningful strategic analyses and for developing successful international strategies Lastly it highlights the challenges faced by international companies and discusses useful decision processes The book offers valuable insights for company executives participants in Executive MBA programs and master s students

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