

*Multinational Management A Strategic Approach 6th Ed Mason Oh Cengage Learning*

international management a stakeholder approach applies a practical engaging and real time approach to the evolving topics related to international management in thirteen chapters the authors discuss the complexities managers must address when making decisions in a global marketplace including the complexity of globalization the external global environment ethics and social responsibility culture communication entry strategies global strategies management decision making motivation leadership and organizational change and human resources

in the rapidly evolving landscape of modern business artificial intelligence ai has emerged as a transformative force redefining how organizations operate compete and thrive the advent of ai has introduced unprecedented opportunities and challenges compelling business leaders to navigate a complex intersection of technology and strategy this book provides readers with the tools and perspectives necessary to harness the power of ai responsibly ethically and effectively ultimately driving strategic business success it is an indispensable and comprehensive resource for anyone seeking to understand the strategic implications of ai its role in shaping the future of business and how to leverage ai for strategic advantage key features designed with alternating strategy and technology focused chapters that are tightly interwoven the text provides a clear integrated framework that links ai technologies directly to core strategic business decisions and operational actions cutting edge case studies and examples illustrating how organizations across sectors are deploying ai to gain a competitive edge companies discussed include amongst others netflix amazon spotify ocado the adecco group qaltitudes natwest group and altoreos pedagogical tools such as learning objectives real world examples and applications of ai and in depth discussions of technical aspects of ai support comprehension

critical thinking and classroom discussion digital support via mcgraw hill's connect platform offering data driven simulations videos case studies and a wide bank of test questions for enhanced learning and engagement dr jonas debrulle is an associate professor at iSEG school of management in france and the faculty of economics and business at ku leuven in belgium previously he was director of programs at iSEG overseeing undergraduate and postgraduate programs he currently teaches international strategic management technology entrepreneurship and the impact of ai on business development dr loïc plé is a professor of strategic management and director of teaching and learning at ieseg school of management he has a ph d in management sciences from university paris dauphine psl he created iSEG center for educational and technological innovation ceti in 2009 promoting the use of technology to benefit teaching and learning dr elliot gardiner is an organisational psychologist and associate professor at qut business school in australia with over 18 years of experience teaching and researching across australia asia and europe she has held academic positions at the london school of economics iSEG school of management and griffith university

this textbook provides a comprehensive overview of the essential issues in effective entrepreneurial management it first introduces readers to the fundamentals of entrepreneurial management the nature of entrepreneurial managers and business planning before exploring the specific topics of creativity and innovation risk management entrepreneurial marketing and organization as well as financing the authors then move to contemporary topics such as entrepreneurial growth strategies e-commerce challenges ethical and socially responsible entrepreneurial management franchising and managing entrepreneurial family ventures each chapter provides a case study and several practice based examples to help explain the concepts by providing a truly international approach this text offers ample theoretical and empirical insights into entrepreneurship and small business management it is a valuable and up to date resource for teachers and students of entrepreneurship

business model innovations are conceived and implemented by a special type of entrepreneur business model pioneers this book presents 14 compelling case studies of business model pioneers and their companies who have successfully introduced new business ideas to the market the examples range from industries such as retail media and entertainment to services and industrial projects for each example the book provides information on the market environment at the time of launch and illustrates the driving forces behind these business models moreover current market developments are highlighted and linked to the evolution of the business models lastly the authors present the profile of a typical business model pioneer

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