

Mathematical Economics and Financial Engineering

by **Andreas Kyprianou** and **Stavros Zambakis**



Managerial Economics And Business Strategy With Data Disk

Harlan D. Platt



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Global Marketing Strategy Bodo B. Schlegelmilch, 2016-03-02 This book has been written for experienced managers and students in postgraduate programs such as MBA or specialized Masters programs In a systematic yet concise manner it addresses all major issues companies face when conducting business across national and cultural boundaries including assessing and selecting the most promising overseas markets evaluating market entry alternatives examining the forces that drive adaptation versus standardization of the marketing mix It looks at the various global marketing challenges from a strategic perspective and also addresses topics not usually found in international marketing texts such as aligning marketing strategies with global organizational structures managing the relationship between national subsidiaries regional headquarters and global headquarters as well as corporate social responsibility challenges and pertinent future trends that are likely to affect global business

Telecommunications and Business Strategy Richard A. Gershon, 2009-03-04 With today's communications industry experiencing major changes on an almost daily basis media managers must have a clear understanding of the different delivery platforms as well as a grasp of critical management planning and economic factors in order to stay current and move their organizations forward

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IT STRATEGY AND MANAGEMENT, FOURTH EDITION DUBEY, SANJIVA SHANKAR, 2018-08-01 Businesses are becoming increasingly global so they need a well orchestrated IT management strategy to meet the increasing customer expectations and international competition This concise yet comprehensive edition is designed to prepare students with IT strategy planning and management with latest management frameworks researched principles and proven best practices Besides giving an in depth study of managing IT as a strategic resource the book also explains how to prepare an effective plan for implementing IT strategy Further it covers the complete lifecycle of IT management encompassing IT projects and program management IT service management planning and measuring returns from IT investment and management of IT led change in the organization In addition it deals with the

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Strategic Management in the Asian Context Luis Ma R Calingo,1997-10-16 This book offers 27 comprehensive case studies of real Asia Pacific business organizations and industries undergoing strategic change The author reviews financial analysis techniques and thoroughly describes the analytical tools and techniques of strategic management

Principles of Corporate Renewal, Second Edition Harlan D. Platt,2010-05-06 Since its publication in 1998 this indispensable text has been the only systematic examination of corporate renewal offering a rational approach for dealing with financially distressed companies It contains the first logical and orderly discussion of a number of modern business issues including outsourcing turnaround management layoffs quality management and reengineering Now in its second edition Harlan D Platt has revised updated and expanded the text to include a new chapter on bankruptcy law a profile of the turnaround manager and an overview of the typical turnaround engagement As the first edition did this new Principles of Corporate Renewal cuts to the heart of the patterns procedures and pitfalls of bringing a corporation back to life and health

Real Estate in Corporate Strategy Marion Weatherhead,1997-11-11 Introduces business managers and real estate managers to the changing role of real estate in corporate business The aim is point up the importance of real estate not in isolation but as an integral part of corporate strategy The book shows how new technologies are affecting the ways that businesses look upon their real estate needs and make provision for them Specific features such as tenures and the problems of obsolescence are addressed Practical help is provided to assist managers in developing presenting and implementing corporate strategy incorporating real estate There are seven case studies that illustrate contemporary practice

Enterprise Operations Management Handbook, Second Edition Steven F. Blanding,2020-10-14 The Enterprise Operations Management Handbook provides the expert advice and guidance of hundreds of leading computing practitioners and consultants Covering all major areas of enterprise operations management this edition provides essential information for managing a modern evolving data center Topics include business issues technology issues and operational issues This current practical reference also reviews such critical areas as strategic planning data center management data center controls systems planning network technology contingency planning human resource planning desktop computing and future

directions The Enterprise Operations Management Handbook serves as an invaluable tool for designing building and maintaining a high performance service oriented data center InfoWorld ,1983-09-26 InfoWorld is targeted to Senior IT professionals Content is segmented into Channels and Topic Centers InfoWorld also celebrates people companies and projects

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