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Portable MBA Set

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Portable Mba In Marketing And Portable Mba In Finance And Accounting Set

Robert F. Bruner



Portable Mba In Marketing And Portable Mba In Finance And Accounting Set:

The Portable MBA in Marketing and Portable MBA in Finance and Accounting Set John L. Livingstone, John Leslie Livingstone, PH.D., CPA, Alexander Hiam, Charles D. Schewe, 1992-08-01 *The Portable MBA in Finance and Accounting Set* John Leslie Livingstone, 1996-04 **The Portable MBA** Kenneth M. Eades, Timothy M. Laseter, Ian Skurnik, Peter L. Rodriguez, Lynn A. Isabella, Paul J. Simko, 2010-05-03 A totally revised new edition of the bestselling guide to business school basics The bestselling book that invented the MBA in a book category The Portable MBA Fifth Edition is a reliable and information packed guide to the business school curriculum and experience For years professionals who need MBA level information and insight but don't need the hassle of business school have turned to the Portable MBA series for the very best most up to date coverage of the business basics This new revised and expanded edition continues that long tradition with practical real world business insight from faculty members from the prestigious Darden School at the University of Virginia With 50 percent new material including new chapters on such topics as emerging economies enterprise risk management consumer behavior managing teams and up to date career advice this is the best Portable MBA ever Covers all the core topics you'd learn in business school including finance accounting marketing economics ethics operations management management and leadership and strategy Every chapter is totally updated and seven new chapters have been added on vital business topics Includes case studies and interactive web based examples Whether you own your own small business or work in a major corporate office The Portable MBA gives you the comprehensive information and rich understanding of the business world that you need **The Portable MBA in Finance and Accounting** Theodore Grossman, John Leslie Livingstone, 2009-10-05 The most comprehensive and authoritative review of B School fundamentals from top accounting and finance professors For years the Portable MBA series has tracked the core curricula of leading business schools to teach you the fundamentals you need to know about business without the extreme costs of earning an MBA degree The Portable MBA in Finance and Accounting covers all the core methods and techniques you would learn in business school using real life examples to deliver clear practical guidance on finance and accounting The new edition also includes free downloadable spreadsheets and web resources If you're in charge of making decisions at your own or someone else's business you need the best information and insight on modern finance and accounting practice This reliable information packed resource shows you how to understand the numbers plan and forecast for the future and make key strategic decisions Plus this new edition covers the effects of Sarbanes Oxley applying ethical accounting standards and offers career advice Completely updated with new examples new topics and full coverage of topical issues in finance and accounting fifty percent new material The most comprehensive and authoritative book in its category Teaches you virtually everything you'd learn about finance and accounting in today's best business schools Whether you're thinking of starting your own business or you already have and just need to brush up on finance and accounting basics this is the only guide you

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Innovation and Market Value. The Case of Tourism Enterprises Dawid Szutowski, 2017-03-18 In contemporary economics, only one thing is constant: constant change. Gunday et al. 2011. The notion of change relates directly to innovation. The very nature of innovation constitutes combining existing factors in a new, changed way. Since the early stage of the scientific investigation of innovation, research has focused mainly on the solutions actually implemented. Schumpeter 1939. Yet it is only through implementation that the benefits of innovation may materialise. The task is not simple. The process of obtaining the gains is complex, as innovation may pass through different stages. Thus, for almost half a century, the scientific community has considered innovation to be a complex process and not just a simple occurrence. Myers and Marquis 1969. Innovation pushes progress forward. Thus, previous scientific investigation limited the concept of innovation to implementations which generate positive effects. Nelson and Winter 1982. The above scientific considerations still hold today. Moss Kanter 2006. Innovation is

of crucial importance for tourism companies which cover accommodation for visitors food and beverage serving activities passenger transportation travel agencies and other reservation activities cultural activities sports and recreational activities and retail trade of country specific tourism characteristic goods UNWTO 2010 It provides them with competitive advantage and hence the firms with market power gain more from innovation Tirole 1995 A firm's innovation interacts with the environment It delivers diverse benefits to the consumers in the form of new products and lower prices which in turn impact positively on the company Shiller 2006 In the context of tourism the ongoing scientific discussion on innovation seems not to have achieved any definite conclusions yet The implementation of innovation in tourism enterprises leads to the achievement of diverse ends From this point of view the measurement of the effects of innovation is of vital importance There are a number of financial measures covering substantially different fields The most comprehensive amongst them is a company's value It covers all the aspects of a company's activity Bodie and Merton 2000 However due to its importance and complexity numerous approaches to company value were created The basic distinction covers book and market value based approaches The proponents of book value assume that the balance sheet yields a reliable estimate of the value of assets and equities However numerous shortcomings emerge the static character dealing with historical figures failing to include intangibles and treating all classes of accounts as having equal importance Nunes 2003 The market value based approach stands for the price that assets would fetch in the marketplace Fabrozi and Drake 2009 The main objective of the research is to measure the short and long term impact of innovation announcements on the market value of equity of tourism enterprises

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