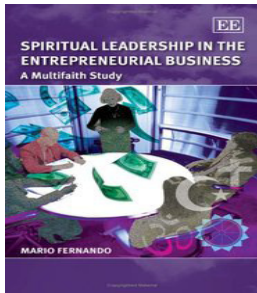


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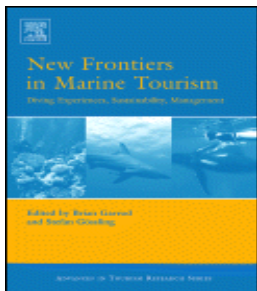


Spiritual Leadership in the Entrepreneurial Business Study

Mario Fernando

Description:

Mario Fernando's unique, path-breaking study fills the gap in the literature and empirical research on non-Western, non-Christian spirituality in entrepreneurship and leadership literature, exploring cross-cultural and religious distinctions of the contemporary meaning and enactment of spirituality in organizations. Case studies of influential, spiritually motivated Buddhist, Hindu, Christian and Muslim entrepreneurs examine the significant impact of religion on the management and leadership of an organization. The author concludes that Eastern religious ideas have actually played a much more critical role in the development and shaping of today's workplace spirituality than previously recognized.

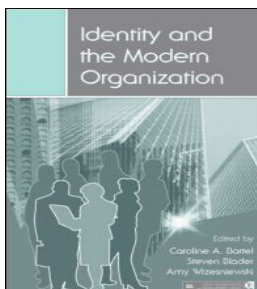


New Frontiers In Marine Tourism: Diving Experiences, Sustainability, Management

Brian Garrod and Stefan Gossling

Table of Contents:

Section I: An Introduction to Diving Tourism. 1. Introduction Brian Garrod, Stefan Gossling Section II: The diving tourism experience. 2. Market segments and tourist typologies for diving tourism Brian Garrod. 3. Perceptions of and interactions with marine environments; diving attractions Carl Cater. 4. Economic value of diving tourism, local income and distribution Alan White and Samonte Tan Section. III: Environmental, economic and social impacts of diving tourism. 5. The state of coral reefs and consequences of global environmental change for diving tourism in tropical environments Stefan Gossling, Olof Linden. 6. Vulnerability of marine mammals to diving tourism activities Susanna Curtin, Brian Garrod. 7. Environmental management and education: the case of PADI Anna Lindgren, Jenny Reithe, Sophia Trossvik, Stefan Gossling Section IV Management of diving tourism. 8. The dive industry and social responsibility – time to catch up Claudia Townsend. 9. Management issues and techniques – artificial reefs Peter van Treeck. 10. Attitudes to and preferences of divers toward regulation Nola Barker, Callum Roberts. 11. Compliance with regulations by divers and tour operators Carol Scarpaci. 12. Managing diver impact and increasing support for conservation through education Claudia Townsend. 13. Tourist diving – injury, risk and safety Chris Coxon, Kay Dimmock, and Jeff Wilks.



Identity And The Modern Organization

Caroline Bartel, Steven Blader, Amy Wrzesniewski

Description:

Identity and the Modern Organization presents a lively exchange of ideas among psychology and management scholars on the realities of modern organizational life and their effect on the identities that organizations and their members cultivate. This book bridges the domains of psychology and management to facilitate a multi-disciplinary, multi-level integration of theory and research on identity processes.

The volume highlights answers to important questions raised by shifting organizational forms and arrangements, such as:

- How are identity processes affected by, and how do they affect, the motivations of individuals and organizations?
- How do identity and identification shape the social processes that unfold between individuals and groups?
- How do strong versus weak contexts affect identity processes as the boundaries of organizations and social categories within them become more permeable?

An effective tool for understanding a wide variety of organizational phenomena, this book is intended for scholars and students in the fields of management, organizational theory, organizational behavior, social psychology, and industrial/organizational psychology.



Business Strategies in Transition Economies

Michael W. Peng

Table of Contents:

Acronyms and Abbreviations; Foreword Introduction; Acknowledgments; 1. Business Strategies: An Overview. 2. Economies in Transition. 3. Institutions, Organizations, and Strategies Choices. 4. Strategies of State-Owned Enterprises. 5. Strategies of Privatized and Reformed Firms. 6. Strategies of Entrepreneurial Start-Ups. 7. Strategies of Foreign.



International Business Control, Reporting And Corporate Governance

Georges Nurdin

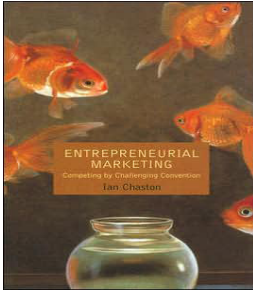
Description:

This book is for CEOs, CFOs, International Business Managers, Controllers, International Project Directors, Board Members, Consultants, Investment Bankers and Business Students.

Have you ever felt that, despite expensive converging systems and models, managing, controlling, reporting, and governing successfully internationally and across cultures takes more than filling out standard check lists? Then this book is for you.

- . Identify and monitor the 12 key drivers that ultimately lead to sustained international performance, across cultures, countries and sectors.
- . Understand why 75 % of international M&As fail, and how to remedy these massive value depletion factors.
- . Adjust your organisational structures to best fit the local cultures to get the best global performance from your operations.
- . Get a culturally efficient reporting system that helps you understand what is really happening in remote locations beyond the avalanche of numbers, be they US, GAAPs or IFRS compliant.
- . Identify the best controlling model and mode for the country/region you are operating in and the phase of international dynamics you are engaging in.
- . Specify the right controller profile for different international assignments, for example joint ventures, multi-country and multi-stakeholder projects.
- . Establish an efficient business dialogue with all international components of your group to ensure you are truly in control.
- . Compose your board and set adequate governance and monitoring systems that will help you leverage most from your international operations.

MARKETINGAS

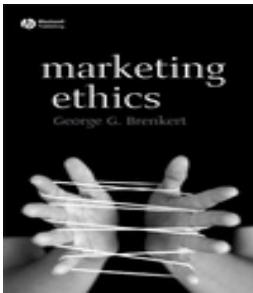


Entrepreneurial Marketing: Competing by Challenging

Ian Chaston

Description:

The success of such individuals as Bill Gates, Richard Branson, Anita Roddick is based upon the simple principle of understanding how other organizations operate in the market - and then doing something completely different. This book shows how any individual can develop successful business strategies by defining the conventions that exist in a market and then determining strategies for breaking with these conventions. This book is highly recommended for students and professionals who want an exciting, relevant, and innovative approach to management and marketing.

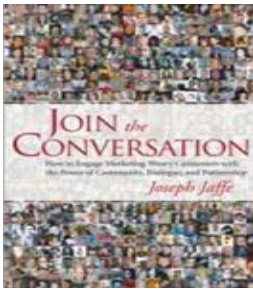


Marketing Ethics

George G. Brenkert

Description:

Marketing Ethics addresses head-on the ethical questions, misunderstandings and challenges that marketing raises while defining marketing as a moral activity. This book: 1) introduces to the ethics of marketing, exploring the integral relations of marketing and morality; 2) identifies and discusses a series of ethical tools and the marketing framework they constitute that are required for moral marketing; 3) considers broader meanings and background assumptions of marketing infrequently included in other marketing literature; 4) adds direction and meaning to problems in marketing ethics through reflection on concepts such as individual choice, freedom and responsibility, desire satisfaction, noncoercive exchanges, and instrumental efficiency.

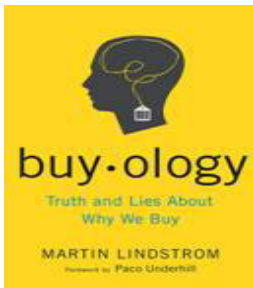


Join the Conversation: How to Engage Marketing-Wary Consumers with the Power of Community, Dialogue, and Partnership

Joseph Jaffe

Description:

With the continued fragmentation of the media and proliferation of media options, the balance of power has shifted from the marketer to the individual. In *Join the Conversation*, Jaffe discusses the changing role of the consumer and how marketers must adapt by joining the rich, deep and meaningful conversation already in progress. This book reveals what marketers must do to become a welcome and invited part of the dialogue, and how to leverage and integrate the resulting partnership in ways that provide win-win situations for businesses, brands and lives.



Buyology: Truth and Lies about Why We Buy

Martin Lindstrom

Description:

In *BUYOLOGY*, Lindstrom presents the astonishing findings from his groundbreaking, three-year, seven-million-dollar neuromarketing study, a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products. His startling results shatter much of what we have long believed about what seduces our interest and drives us to buy. Among his findings:

Gruesome health warnings on cigarette packages not only fail to discourage smoking, they actually make smokers want to light up. Despite government bans, subliminal advertising still surrounds us - from bars to highway billboards to supermarket shelves.

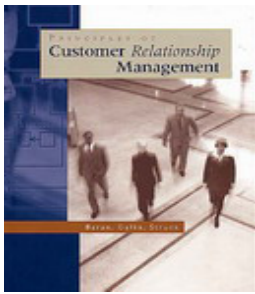
“Cool” brands, like iPods trigger our mating instincts.

Other senses - smell, touch, and sound - are so powerful, they physically arouse us when we see a product.

Sex doesn't sell. In many cases, people in skimpy clothing and suggestive poses not only fail to persuade us to buy products - they often turn us away.

Companies routinely copy from the world of religion and create rituals - like drinking a Corona with a lime - to capture our hard-earned dollars.

Filled with entertaining inside stories about how we respond to such well-known brands as Marlboro, Nokia, Calvin Klein, Ford, and American Idol, *BUYOLOGY* is a fascinating and shocking journey into the mind of today's consumer that will captivate anyone who's been seduced - or turned off - by marketers' relentless attempts to win our loyalty, our money, and our minds. Includes a foreword by Paco Underhill.



Principles of Customer Relationship Management

Roger J. Baran, Robert Galka , Daniel P. Strunk

Description:

The textbook is lively and will hold students' interest with its unusual and interesting vignettes from the gaming, hotel, banking, airline, charge-card, supermarket, retailing, and package goods industries. This book acquaints students with the various approaches and applications but does not dwell on the underlying statistics. A second approach focuses on the strategic side of customer relationship management. The text provides students with an understanding of Customer Relationship Management and its application in the business fields of marketing and sales.



Package Design Now

Gisela Kozak, Julius Wiedemann

Description:

No other book on the market explores global contemporary packaging to the extent and detail that Package Design Now! does. Practically everything you buy comes in some sort of package—some are just functional, while others strive to be as innovative, elegant, and eye-catching as possible. This encyclopedic resource, divided into chapters by type (such as cosmetics, household products, food, beverage, electronics, industrial, and clothing) explores the work of top design and branding offices from all around the world. Also included are chapters on material and processes, giving readers a peek at the way packaging is made and designed. This unique tome is indispensable for design and marketing professionals, as well as anyone who wants to know more about what makes a great package.



Rigorous Magic: Communication Ideas and their Application

Steve Hatch & Jim Taylor

Description:

In the marketing world, communication ideas are revered for their magical ability to affect how consumers behave towards brands. Despite this, they are poorly understood. How many types are there? What are their characteristics? How should you use them? And what makes a good one? Most marketers simply cannot answer these questions.

Rigorous Magic answers these questions, bringing science to the art of ideas. Jim Taylor and Steve Hatch dispel the myths around communication ideas and create a practical 'road map' for marketers to select which types are best for their brand to compete. Only through a rigorous process of cataloguing and evaluation can ideas truly be understood - and the right ones selected to change consumer behaviour in today's global, multi-channel marketing world.



Sustainable Consumer Services

Minna Halme, Gabriele Hrauda, Christine Jasch

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Preface.

Win-win-win? Ecologically, Socially and Economically Sound Services.

Innovative Home Service Examples and Their Sustainability Effects.

What Conditions the Demand for Sustainable Household Services?

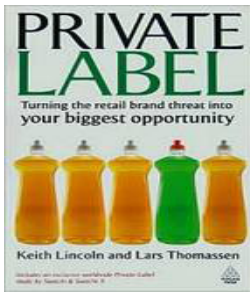
Who Provides Homeservices?

Drivers and Hindrances for Sustainable Homeservices.

Business Models and Service Development.

Rediscovering Immaterial Pleasure.

Index.



Private Label: Turning the Retail Brand Threat Into Your Biggest Opportunity

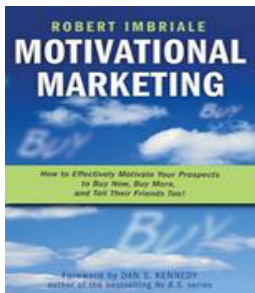
Keith Lincoln, Lars Thomassen

Description:

Private labels, also known as “store brands” or “house brands,” have long been associated with inexpensive name-brand knockoffs. In recent years, however, retailers have begun marketing higher-quality products under their private labels. The result has been a huge increase in the market share of private label brands. Of every \$100 spent around the world, \$17 is spent on a private label. The private label industry is worth an estimated one trillion US dollars, and its growth is outpacing that of manufacturer brands.

“Private Label” is a gripping and persuasive study of this retail phenomenon. Based on exclusive worldwide research by Saatchi & Saatchi X, it encourages brand owners to see the private label problem as a genuine business opportunity that will inspire them to really innovate. This book is for retailers too, as they need to control private labels profitably without damaging their own business. The way forward, the authors argue, is cooperation between brands and retailers.

Punchy and provocative, “Private Label” encourages both brand owners and retailers to reinvent themselves continually. By making use of megatrends, shopper insight, and value innovation, all parties can add value to their businesses.



Motivational Marketing: How to Effectively Motivate Your Prospects to Buy Now, Buy More, and Tell Their Friends Too!

Robert Imbriale

Description:

Motivational Marketing reveals a new and powerful way to convince people to buy—and it doesn’t take a massive marketing budget. It redefines marketing in simple terms that anyone can understand and reveals simple, effective, and affordable tactics for marketing any product to anyone. Inside are strategies that work for big businesses, small businesses, and even solo entrepreneurs.

Marketing isn’t slogans or logos or ads. Marketing is anything you do to make it easier for people to purchase your goods and services. It’s the smile on the face of your receptionist, the friendly voice that answers your phones, the messages in your e-mails, the copy on your Web site, and even the brightly lit storefront sign that grabs someone’s attention. Real, effective marketing stretches across every aspect of your business.

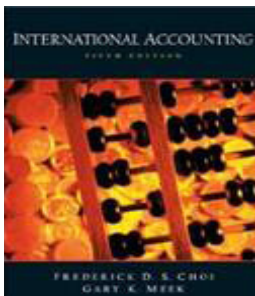
Once you understand the basics of marketing, you can start to craft marketing messages based on the five commonsense emotional motivators that almost everyone responds to.

Those five motivators are fear, connection/love/sex, freebies and bargains, effortless money making, and having dreams come true. Marketing campaigns that push these emotional buttons really do work. Though different products or services might appeal to different motivators, if you find the right one, you’ll drive customers to your products.

Using real-life examples to show how marketers apply these motivators to get results—no matter what they’re selling—Motivational Marketing will help you remove the barriers between you and your customers. Connect with them on an emotional level, and you’ll win them over. Make it easier and simpler for them to buy, and you’ll keep them coming back.

Great marketing doesn’t take a massive budget. Start here, and you’ll learn how to clearly explain the value of your product and produce marketing materials that press the right buttons to make people buy. For every product and every medium, these low- and no-cost tactics will help you get your message out and put your business in the black.

FINANSAL. FINANSŲ VALDYMAS. APSKAITA.



International Accounting

Frederick D. S. Choi , Gary K. Meek

Description:

Clear writing and a focus on the essentials of international accounting make this award-winning book the quintessential source for international accounting. This 5th edition doesn't overwhelm users with too much detail, yet provides enough to give essential coverage of accounting, financial reporting, and financial control. Capital markets and financial/managerial analysis underpin the "theme" of the book. The authors realize that international aspects of accounting are becoming more important as they become more common. Topics include comparative accounting, foreign currency translation, accounting for changing prices, international accounting harmonization, international financial statement analysis, managerial planning and control, financial risk management, and international taxation and transfer pricing. For practicing accounting, financial executives, investment managers, university educators, and professional administrators around the world.

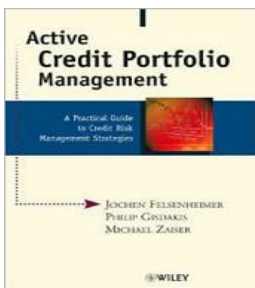


Auditing & Assurance Services

Timothy Louwers, Robert Ramsay, David Sinason, Jerry Strawser

Description:

The inclusion of the newly released AS5 Auditing Standard makes this text the most up to date auditing text on the market. It's been written so that it is current with all issues inherent in accounting and auditing practice, particularly in public accounting firms including coverage of the creation of the Public Companies Accounting Oversight Board, the passage of the Sarbanes-Oxley Act, and all of the major pronouncements issued by the AICPA. It's also a leader in fraud coverage and is accompanied by the Apollo Shoes Casebook, the only standalone FRAUD audit case on the market (available online on the book's website). The text is also designed to provide flexibility for instructors; the twelve chapters focus on the auditing process while the eight modules provide additional topics that can be taught at the instructor's discretion without interrupting the flow of the text.

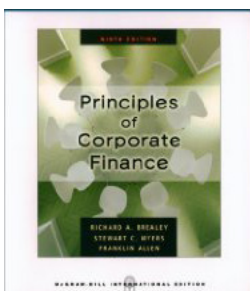


Active Credit Portfolio Management: A Practical Guide to Credit Risk Management Strategies

Jochen Felsenheimer, Philip Gisdakis, Michael Zaiser

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1. Market structure 2. Instruments 3. Company and debt instrument analysis 4. The economics of credit spreads 5. Fixed income basis 6. Spread measures 7. Basics of credit risk models 8. Single-name models 9. Portfolio models 10. Valuation of credit derivatives 11. Portfolio risk measurements 12. Principles of credit portfolio management 13. Portfolio allocation 14. Performance measures 15. Performance analysis 16. Hedging credit risk

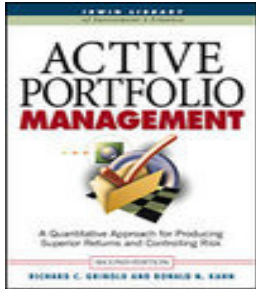


Principles of Corporate Finance

Richard A Brealey, Stewart C Myers, Franklin Allen

Description:

Principles of Corporate Finance is the worldwide leading text that describes the theory and practice of corporate finance. Throughout the book the authors show how managers use financial theory to solve practical problems and as a way of learning how to respond to change by showing not just how but why companies and management act as they do. The text is comprehensive, authoritative, and modern and yet the material is presented at a common sense level. The discussions and illustrations are unique due to the depth of detail blended with a distinct sense of humor for which the book is well known and highly regarded. This text is a valued reference for thousands of practicing financial managers.

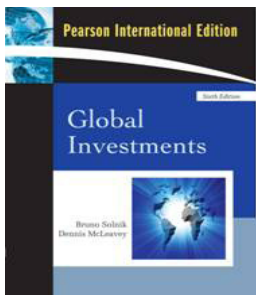


Active Portfolio Management: A Quantitative Approach for Producing Superior Returns and Controlling Risk

Richard Grinold, Ronald Kahn

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Introduction. Part I: Foundations. Consensus Expected Returns: The Capital Asset Pricing Model. Risk. Exceptional Return, Benchmarks, and Value Added. Residual Risk and Return: The Information Ratio. The Fundamental Law of Active Management. Part II: Expected Returns and Valuation. Expected Returns and the Arbitrage Pricing Theory. Valuation in Theory. Valuation in Practice. Part III: Information Processing. Forecasting Basics. Advanced Forecasting. Information Analysis. The Information Horizon. Part IV: Implementation. Portfolio Construction. Long/Short Investing. Transaction Costs, Turnover, and Trading. Performance Analysis. Asset Allocation. Benchmark Timing. The Historical Record for Active Management. Open Questions. Summary. Appendice A: Standard Notation. B: Glossary. C: Return and Statistics Basics.



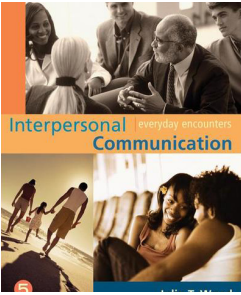
Global Investments

Bruno Solnik, Dennis McLeavey

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Chapter 1 Currency Exchange Rates; Chapter 2 Foreign Exchange Parity Relations; Chapter 3 Foreign Exchange Determination and Forecasting; Chapter 4 International Asset Pricing; Chapter 5 Equity: Markets and Instruments; Chapter 6 Equity: Concepts and Techniques; Chapter 7 Global Bond Investing; Chapter 8 Alternative Investments; Chapter 9 The Case for International Diversification; Chapter 10 Derivatives; Chapter 11 Currency Risk Management; Chapter 12 Global Performance Evaluation; Chapter 13 Structuring the Global Investment Process.

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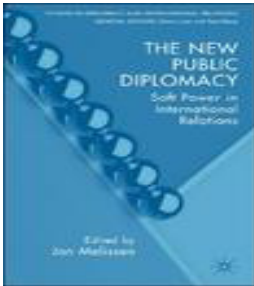


Interpersonal Communication: Everyday Encounters

Julia T. Wood

Table of contents:

1. A first look at interpersonal communication. 2. Communication and the creation of self. 3. Perception and communication. 4. The world of words. 5. The world beyond words. 6. Mindful listening. 7. Emotions and communication. 8. Communication climate: the foundation of personal relationships. 9. Managing conflict in relationships. 10. Friendship in our lives. 11. Committed romantic relationships. 12. Communication in families.



The New Public Diplomacy: Soft Power in International Relations

Jan Melissen, Donna Lee, Paul Sharp

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Introduction; J.Melissen * PART I: THE NEW ENVIRONMENT * The New Public Diplomacy: Between Theory and Practice; J.Melissen * Rethinking the 'New Diplomacy'; B.Hocking * PART II: SHIFTING PERSPECTIVES * Power, Public Diplomacy and the Pax Americana; P.van Ham * Niche Diplomacy in the World Public Arena: The Global 'Corners' of Canada and South Africa; A.K.Henrikson * Public Diplomacy in the People's Republic of China; I.d'Hooghe * Revolutionary States, Outlaw Regimes and the Techniques of Public Diplomacy; P.Sharp * The EU as a Soft Power: The Force of Persuasion; A.Michalski * PART III: IMPROVING PRACTICE * Culture Communicates: US Diplomacy that Works; C.P.Schneider * Making a National Brand; W.Olins * Dialogue-Based Public Diplomacy: A New Foreign Policy Paradigm?; S.Riordan * Training for Public Diplomacy: An Evolutionary Perspective; J.Hemery.

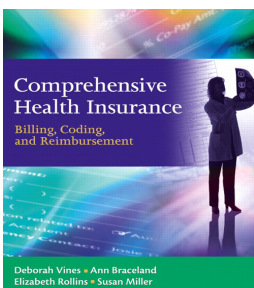


Macroeconomics

N. Gregory Mankiw

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PART I: INTRODUCTION. The Science of Macroeconomics; The Data of Macroeconomics; PART II: CLASSICAL THEORY: THE ECONOMY IN THE LONG RUN. National Income: Where It Comes From and Where It Goes; Money and Inflation; The Open Economy; Unemployment; PART III: GROWTH THEORY: THE ECONOMY IN THE VERY LONG RUN. Economic Growth I; Economic Growth II; PART IV: BUSINESS CYCLE THEORY: THE ECONOMY IN THE SHORT RUN. Introduction to Economic Fluctuations; Aggregate Demand I; Aggregate Demand II; Aggregate Demand in the Open Economy; Aggregate Supply; PART V: MACROECONOMIC POLICY DEBATES. Stabilization Policy; Government Debt and Budget Deficits; PART VI: MORE ON THE MICROECONOMICS BEHIND MACROECONOMICS. Consumption; Investment; Money Supply and Money Demand; Advances in Business Cycle Theory; Epilogue: What We Know, What We Don't; Glossary.



Comprehensive Health Insurance: Billing, Coding and Reimbursement

Deborah Vines, Elizabeth Rollins, Ann Braceland, Susan Peterson Miller

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Chapter 1: introduction to professional billing and coding careers. Chapter 2: managed care terminology. chapter 3: understanding managed care: medical contracts and ethics. Chapter 4: icd-9 medical coding. Chapter 5: introduction to cpt and place of service coding. Chapter 6: coding procedures and services. Chapter 7: hcpcs and coding compliance. Chapter 8: auditing. Chapter 9: physician medical billing. Chapter 10: hospital medical billing. Chapter 11: medicare medical billing. Chapter 12: medicaid. Chapter 13: tricare. Chapter 14: explanation of benefits and payment adjudication. Chapter 15: refunds and appeals. Chapter 16: workers' compensation. Chapter 17: medical claims processing.

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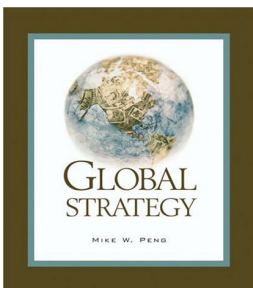


Strategic Management: Text and Cases

Gregory G. Dess, G. T. Lumpkin, Alan B. Eisner

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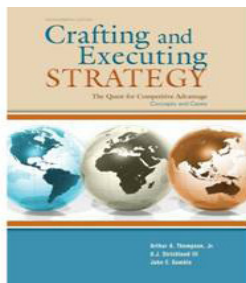


Global Strategy

Mike W. Peng

Description:

Discover both sides of international business and how to prepare for the future. GLOBAL STRATEGY doesn't just show you what it's like for foreign businesses entering a new market; it reveals what domestic companies must do to survive foreign competition. Easy to read and full of study tools, GLOBAL STRATEGY helps you prepare for your exams and for your next job.

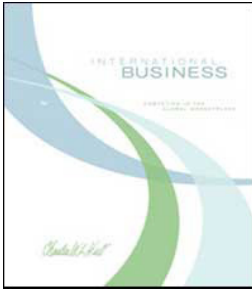


Crafting & Executing Strategy: The Quest for Competitive Advantage

Arthur Thompson, John Gamble, A. J. Strickland III

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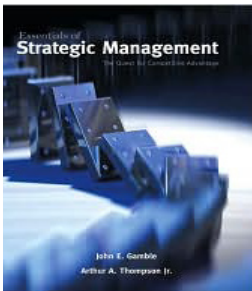


International Business 7e.

Charles W. L. Hill

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Part One: Introduction and Overview. Chapter 1 - Globalization. Part Two: Country Differences. Chapter 2 - National Differences in Political Economy; Chapter 3 - Differences in Culture; Chapter 4 - Ethics in International Business. Part Three: The Global Trade and Investment Environment. Chapter 5 - International Trade Theory; Chapter 6 - The Political Economy of International Trade; Chapter 7 - Foreign Direct Investment; Chapter 8 - Regional Economic Integration. Part Four: The Global Monetary System. Chapter 9 - The Foreign Exchange Market; Chapter 10 - The International Monetary System; Chapter 11 - The Global Capital Market. Part Five: The Strategy and Structure of International Business. Chapter 12 - The Strategy of International Business; Chapter 13 - The Organization of International Business; Chapter 14 - Entry Strategy and Strategic Alliances; Part Six: International Business Operations; Chapter 15 - Exporting, Importing, and Countertrade; Chapter 16 - Global Production, Outsourcing, and Logistics; Chapter 17 - Global Marketing and R & D; Chapter 18 - Global Human Resource Management; Chapter 19 - Accounting in the International Business; Chapter 20 - Financial Management in the International Business.

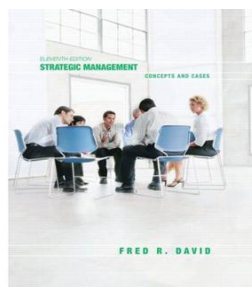


Essentials of Strategic Management: The Quest for Competitive Advantage

John Gamble, Jr. Arthur Thompson

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Pt. 1 Strategy, Corporate Entrepreneurship, and Leadership. Ch. 1 Strategy and the Quest for Competitive Advantage; Ch. 2 Leadership and the Strategic Management process; Ch. 3 Competitive Strategy and Advantage in the Marketplace Pt 2 Factors Shaping Strategic Choices; Ch. 4 Industry and Competitive Anglysis; Ch. 5 Analyzing a Company's Competitive Strength and Cost Structure Pt. 3 Executing the Strategy; Ch. 6 Superior Strategy Execution - Another Path to Competitive Advantage; Ch. 7 Ethical Business Strategies, Corporate Social Responsibility, and Environmental Sustainability Pt. 4 Beyond Competitive Strategy; Ch. 8 Strategies for Competing in International Markets; Ch. 9 Strategies for Multibusiness Corporations Pt. 5 Cases In Strategic Management 1 Costco Wholesale Corporation: Mission, Business Model, and Strategy Arthur A. Thompson, Jr. Thompson, Arthur A., Jr. 2 The Battle in Radio Broadcasting: XM vs. Sirius vs. Local Radio vs. Internet Radio Arthur A. Thompson, Jr. Thompson, Arthur A., Jr. 3 Competition in the Bottled Water Industry in 2006 John E. Gamble Gamble, John E. 4 Blue Nile Inc.: World's Largest Online Diamond Retailer Arthur A. Thompson, Jr. Thompson, Arthur A., Jr. 5 Panera Bread Company Arthur A. Thompson, Jr. Thompson, Arthur A., Jr. 6 Coach Inc.: Is Its Advantage in Luxury Handbags Sustainable? John E. Gamble Gamble, John E. 7 Nucor Corporation: Competing against Low-Cost Steel Imports Arthur A. Thompson, Jr. Thompson, Arthur A., Jr. 8 Competition in Video Game Consoles: Sony, Microsoft, and Nintendo Battle for Supremacy John E. Gamble Gamble, John E.9 Electronic Arts in 2007: Can It Retain Its Global Lead in Video Game Software? Arthur A. Thompson, Jr. Thompson, Arthur A., Jr. 10 Manpower Australia: Using Strategy Maps and the Balanced Scorecard Effectively Suresh Cuganesan Cuganesan, Suresh Guy Ford Ford, Guy Haider Khan Khan, Haider 11 Abercrombie & Fitch: An Upscale Sporting Goods Retailer Becomes a Leader in Trendy Apparel Janet L. Rovenpor Rovenpor, Janet L. 12 Monitoring Foreign Suppliers: The Challenge of Detecting Unethical Practices Arthur A. Thompson, Jr. Thompson, Arthur A., Jr. 13 Spectrum Brands' Diversification Strategy: A Success or a Failure? Arthur A. Thompson, Jr. Thompson, Arthur A., Jr. John E. Gamble Gamble, John E. 14 Sara Lee Corporation: Retrenching to a Narrower Range of Businesses Arthur A. Thompson, Jr. Thompson, Arthur A., Jr. John E. Gamble Gamble, John E. Organization.

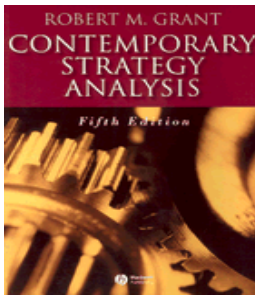


Strategic Management: Concepts and Cases 11e.

Fred R David

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PART 1. Overview of Strategic Management. CHAPTER 1 The Nature of Strategic Management; Cohesion Case: Google, Inc.– 2005. PART 2. Strategy Formulation. CHAPTER 2 The Business Vision and Mission; CHAPTER 3 The External Assessment; CHAPTER 4 The Internal Assessment; CHAPTER 5 Strategies in Action; CHAPTER 6 Strategy Analysis and Choice. PART 3. Strategy Implementation. CHAPTER 7 Implementing Strategies: Management and Operations Issues; CHAPTER 8 Implementing Strategies: Marketing, Finance/Accounting, R&D, and MIS Issues. PART 4. Strategy Evaluation. CHAPTER 9 Strategy Review, Evaluation, and Control. PART 5. Strategic Management Case Anglysis. How to Prepare and Present a Case Anglysis. Name Index. Subject Index. Company Index.

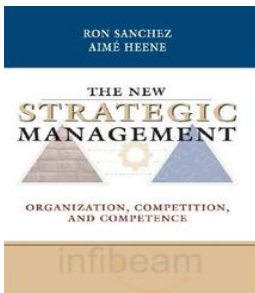


Contemporary Strategy Analysis

Robert M Grant

Description:

This best-selling text has gained widespread recognition for its rigorous approach to business strategy analysis. The text introduces students to the fundamental concepts and principles of strategy. It reflects current academic thinking and management practice, and gives students the tools they need to formulate and implement strategies that will enhance the performance of their organizations. Now in its fifth edition, the text has been thoroughly revised and updated: Features additional material on the strategic planning processes within companies. Reflects recent work in the areas of resources and capabilities, industry evolution, and global strategy and the multinational company. Includes revisions to the section on knowledge management to reflect the maturing of this field. Provides a more integrated view of corporate scope, and the organization and management of the multi-business firm. Reconsiders the shareholder value model, and has more coverage of values and corporate social responsibility. Additional support is available at www.blackwellpublishing.com/grant. The website features the Instructor's Manual, downloadable PowerPoint slides and a selection of new cases to help lecturers plan their courses and make teaching even easier.



The New Strategic Management: Organization, Competition, Competence

John Gamble, Jr., Arthur Thompson

Description:

Put Strategic Thinking Into Action

Building on the fundamental tenets of competence-based strategic management, "The New Strategic Management" clearly defines a new conceptual foundation for strategic thinking and action. Authors Ron Sanchez and Aime Heene offer a clear framework that incorporates the essential features of traditional strategy analysis within the dynamic, systemic, cognitive, and holistic views of organizations, competition, and cooperation that have emerged under the competence banner in the past decade.

"The New Strategic Management" will help you:

- Create competitive advantages within today's complex and constantly changing markets.
- Implement a strategic logic for achieving the organization's goals.
- Effectively manage the firm's resources.
- Tap the collective intelligence of the organization.
- Successfully generate and distribute sustainable value.

Features:

- Integrates the wide diversity of perspectives on strategic management into one coherent framework.
- Focuses on a set of well defined, carefully interrelated, and fundamental strategic management concepts.
- Mini cases and full-length cases give you the opportunity to analyze strategic issues within the context of realistic business situations.
- * The first full examination of the competence perspective.
- * Addresses contemporary organizational and competitive issues.
- * Offers well-defined, carefully interrelated and fundamental strategic management concepts.

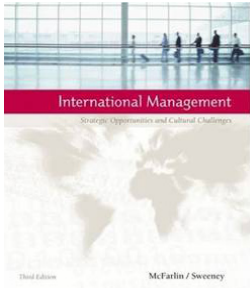


Strategic Management: Building and Sustaining Competitive Advantage

Robert A. Pitts, David Lei

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Introduction. The Competitive Environment: Assessing Industry Attractiveness. Firm Capabilities: Assessing Strengths and Weaknesses. Opportunities for Distinction: Building Competitive Advantage. Shifts in Competitive Advantage: Responding to Environmental Change. Corporate Strategy: Leveraging Resources to Extend Advantage. Global Strategy: Harnessing New Markets to Extend Advantage. Strategic Alliances: Competing and Cooperating for Advantage. Designing Organizations for Advantage. Balancing Integration and Change: Building Learning Organizations. Corporate Governance: Instilling Principles for Enduring Advantage.

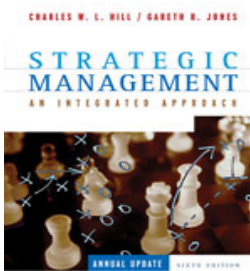


International Management: Strategic Opportunities and Cultural Challenges

Dean McFarlin, Paul D. Sweeney

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I On a Global Stage: The Context of International Management. 1. An Overview of Global Trends and Challenges 2. Legal and Political Foundations of International Management 3. Doing Things Right: International Ethics and Social Responsibility 4. Cultural Dimensions: Implications for International Management II. Interacting Effectively in an International Environment. 5. Perception, Interpretations, and Attitudes across Cultures 6. Communicating Effectively across Cultures 7. Conducting Negotiations and Managing Conflicts III. Capitalizing on International Opportunities. 8. Taking Stock: Developing International Strategy 9. Jumping In: Foreign Market Entry and Ownership Options 10. Making It Work: Effective International Operations IV. Managing People in the International Arena. 11. Motivating and Leading across Cultures 12. Building an Effective International Workforce 13. Evaluating and Rewarding International Employees 14. Managing Groups across Cultures: From Work Teams to Labor Unions.



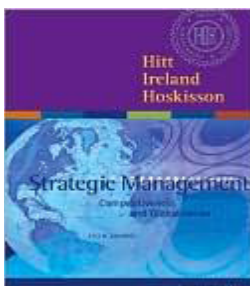
Strategic Management: An Integrated Approach

Charles W. L. Hill, Gareth R. Jones

Description:

In this edition, Hill and Jones maintain the focus on their trademark, up-to-date scholarship and hands-on applications. This leading strategy text integrates current research of developing trends with updated cases and increased coverage of technology. Highlights from this revision include new material on the link between performance and competitive advantage in Chapter 1; analyzing sources of competitive advantage and profitability in Chapter 3; and business strategy and game theory in Chapter 5. Plus, Chapter 6 covers how competition and strategy change as industries pass through different growth stages, and Chapter 9 addresses horizontal integration and strategic outsourcing.

All chapter-opening and chapter-closing cases are new and the authors have either replaced or substantially revised all Strategy in Action boxes. This edition also contains a new ongoing case on Dell, introducing relevant aspects of the company's strategy and performance to reinforce the practical application of key concepts and also illustrate how successive chapter topics tie together. Each chapter retains popular features from previous editions, including a chapter summary, discussion questions, and a Practicing Strategic Management section with four different exercises—Small-Group Exercise, Strategic Management Project, Article File, and Exploring the Web.

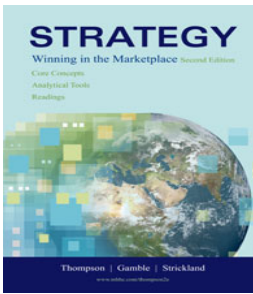


Strategic Management : Competitiveness and Globalization Concepts

Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson

Description:

Strategic Management: Competitiveness and Globalization, 5th edition provides the most modern, relevant, and complete presentation of strategic management today. Authors Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson thoroughly revise each chapter, incorporating cutting-edge along with current examples, research and findings to accurately portray today's global business environment demonstrating how the strategic management process is being applied by modern organizations. The authors integrate the traditional industrial organizational model of strategic management with the more modern resource-based view of the firm to explain how firms build a sustained competitive advantage.

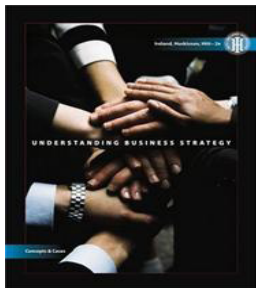


Strategy: Winning in the Marketplace: Core Concepts, Analytical Tools, Cases

Arthur A Thompson

Description:

STRATEGY: Winning in the Marketplace is the newest offering from proven authors Thompson, Gamble, and Strickland. As in previous works, the authors' mainstream presentation includes the most recent research in strategy presented in a way that students can understand and apply to business cases and problems. With fewer chapters and pages and shorter cases than previous texts by these authors, this new first edition offers a more concise, lively, and user-friendly presentation of strategic management. Fundamental strengths of Thompson/Gamble/Strickland text treatments are very much evident in this first edition—a compelling presentation of Porter's Five-Forces model and globally competitive markets and first-rate coverage of strategy execution and the drive for operating excellence. Another hallmark of this new product is the package of Thompson/Gamble/Strickland cases and related teaching notes. Over the years, this author team has developed a great network of case authors and is able to select from the cream of the crop. Having written scores of cases themselves and having a combined experience of 70 years teaching this particular course, they are very skilled in selecting the types of cases that will spark student interest and generate lively classroom discussions. Many of the cases reflect high profile industries, companies, products, and people that students will have heard of, know about from personal experience, or can easily identify with. The new case line-up features an exciting collection of the latest and best cases flush with valuable teaching points and lessons for students.

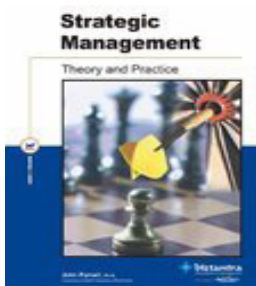


Understanding Business Strategy: Concepts and Cases

R. Duane Ireland, Robert E. Hoskisson, Michael A. Hitt

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1. The Foundations of Strategic Management. 2. Leading Strategically. 3. Analyzing the External Environment. 4. Analyzing the Firm. 5. Business-Level Strategy. 6. Multi-Product Strategies. 7. Acquiring and Integrating Businesses. 8. Competing Across Borders. 9. Creating and Maintaining Alliances. 10. Innovating through Strategic Entrepreneurship. CASE STUDIES: 1. Alaska Coffee Company: From Small to Large, One Bean at a Time. 2. Apple Computer Inc.: Maintaining the Music Business While Introducing iPhone and Apple TV. 3. Blockbuster, Inc.: A Giant at the Crossroads. 4. Trouble Carmaker Chrysler: Can Cerberus be its Holy Grail? 5. Dell Computer: Back to the Future. 6. Delta Air Lines: Changing Dynamics of US Airline Industry. 7. eBay's Strategy in China: Alliance or Acquisition. 8. Gap Inc.: Has the Retailer Lost Its Style? 9. JetBlue Airways: Growing Pains? 10. Lazier Industries. 11. Rebuilding LEGO Group through Creativity and Community. 12. Mattel and the Toy Recalls. 13. Executive Compensation at Nabors Industries: Too Much, Too Little, or Just Right? 14. Bonus Track: Leadership and Vision in Network Rail. 15. The Wii: Nintendo's Video Game Revolution. 16. Global Wine and Spirits Giant Pernod Ricard's Growth Strategies. 17. Sk-II: Damage Control in China. 18. The Toyota Production System: "The Scent of the Cornered Ferret." 19. Valeant Pharmaceuticals International: North America. 20. Wynn Resorts, Ltd.



Strategic Management: Theory & Practice

Robert A. Pitts, David Lei

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Part I. Introduction to Strategic Management. The Strategic Management Process. External Analysis: The Identification of Industry Opportunities and Threats. Part II. The Nature of Competitive Advantage. Internal Analysis: Distinctive Competencies, Competitive Advantage, and Profitability. Building Competitive Advantage through Functional-Level Strategy. Part III. Strategies. Building Competitive Advantage through Business-Level Strategy. Competitive Strategy and the Industry Environment. Strategy in High-Technology Industries. Strategy in the Global Environment. Corporate Strategy: Horizontal Integration, Vertical Integration. Corporate Strategy: Diversification, Acquisitions, and Internal New Ventures. Part IV. Implementing Strategy. Corporate Performance, Governance, and Business Ethics. Implementing Strategy in Companies That Compete in a Single Industry. Implementing Strategy in Companies That Compete Across Industries and Countries. Part V Cases in Strategic Management.