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This book provides insight into the Life Cycle Management (LCM) concept and the progress in its implementation. LCM is a management concept applied in industrial and service sectors to improve products and services, while enhancing the overall sustainability performance of business and its value chains. In this regard, LCM is an opportunity to differentiate through sustainability performance on the market place, working with all departments of a company such as research and development, procurement and marketing, and to enhance the collaboration with

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stakeholders along a company ' s value chain. LCM is used beyond short-term business success and aims at long-term achievements by minimizing environmental and socio-economic burden, while maximizing economic and social value.

Many people who are interested in business never learn more than the basics because they are either intimidated by the complexity of the business lexicon or they have never been exposed to the common features and principles that form the geography of the business world. Encyclopedia of American Business is an easy-to-use guide to the nuts and bolts of business jargon, explaining difficult ideas in straightforward language. Designed especially for non-

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specialist, students, and general readers, the encyclopedia helps novices understand the complex and sometimes confusing concepts and terms that are used in business. Five general areas of business are covered: accounting, banking, finance, marketing, and management. Terms, concepts, and associations that one is most likely to encounter in business are the focus of the volume, making it a great place to start learning about how businesses operate and what the primary and different features of specific business-related functions or ideas mean. Entries include annual report, balanced budget, capital, deflation, exchange rate, joint ventures, marketing concept, mutual funds, profit sharing, and zero-sum game.

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With Chinese-led initiatives such as One Belt One Road (OBOR) and the Asian Infrastructure Investment Bank (AIIB) combined with uncertainty due to US shifts in policy and apparent commitments over the past decade, the stakes are high for companies looking to profit from the world ' s newest superpower. Post-financial crisis, China has emerged as the largest or second largest trading partner for most countries. It has become the second largest market for Fortune 500 companies like Starbucks, Apple, and Nike and drives growth for Hollywood and commodity products. Yet the profits come at a price for countries and companies alike—they must adhere to the political goals of Beijing or else face economic punishment or outright banishment. Using primary research from interviews with hundreds of

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business executives and government officials, The War for China ' s Wallet will help companies understand how to profit from China ' s outbound economic plans as well as a shifting consumer base that is increasingly nationalistic. The countries and companies that get it right will benefit from China ' s wallet but those that do not will lose out on the world ' s largest growth engine for the next two decades. Click here for information on the author's MSNBC interview: <https://mobile.twitter.com/OARichardEngel/status/1147861623211798528> Check out the interviews at Bloomberg, Forbes, and Marketplace on this book: <https://www.bloombergr.com/news/audio/2017-12-05/those-who-heed-china-s-political-ambitions-will-benefit> <https://www.forbes.com/sites/russellflannery/2017/11/28/how-to-profit-from-chinas->

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Emergent innovative financial technologies are profoundly changing the way in which we spend, move and manage our money, unlike ever before, and traditional retail banks are facing stiff competition. The global financial crisis in 2007–2009 led to large losses, and even the collapse of a

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significant number of established banks shaking the trust of financial customers worldwide. The Digital Banking Revolution is an insightful look at how financial technology and the rapid rise of financial technology companies have brought welcome changes offering flexibility to the banking industry. The book offers a unique perspective on the consumerization of retail banking services. It delves into the many changes that financial innovations have brought about in banking, the main financial disruptors, the new era of "banking on the go," and financial innovations from countries around the world before concluding with a discussion on the future of banking including optimizing structures, new strategies for business outcomes, and human resources in the digital era.

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In this book a comprehensive coverage of major retailing topics and contemporary issues in retailing and branding is given, including many cases and practical examples. Besides introducing the topic strategic planning in retailing and fundamentals in the fields of the marketing mix in retailing, this book builds on e-tailing and digitalization. Moreover, trends and developments in consumer behavior and consumers ' purchase decisions, especially in the fast moving consumer goods market, are explained. Furthermore, this book builds on the major topic strategic brand management and branding decisions in general and in particular within the retail landscape.

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The Challenge of Sustainability: Corporate Governance in a Complicated World reviews the evolution of five types of corporate governance and their different sustainability objectives. It discusses the challenges for boards in achieving sustainability from an environmental, economic, employment, and social perspective and introduces the concept of a political tragedy of the commons if boards do what is in the best interests of their profitability only, without considering their responsibilities and unintended consequences for their stakeholders. It explains how volatility, uncertainty, complexity, and ambiguity complicate making sustainable decisions. This book explores ways of helping prevent such negative outcomes. John Zinkin asserts the director ' s need to reconcile volatility with vision,

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uncertainty with understanding, complexity with courage and commitment, and ambiguity with adaptability. To prevent a potential political tragedy of the commons, the book suggests new decision-making processes; treating employees differently; and makes the case for reforming capitalism. It is aimed at managers, board members and all those who influence them, including shareholder activists, corporate legal personnel, politicians, activists and general readers interested in applying some of these suggestions in their roles as stakeholders, managers and directors.

Supply chain professionals: master pioneering techniques for

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integrating demand and supply, and create demand forecasts that are far more accurate and useful! In Demand and Supply Integration, Dr. Mark Moon presents the specific design characteristics of a world-class demand forecasting management process, showing how to effectively integrate demand forecasting within a comprehensive Demand and Supply Integration (DSI) process. Writing for supply chain professionals in any business, government agency, or military procurement organization, Moon explains what DSI is, how it differs from approaches such as SandOP, and how to recognize the symptoms of failures to sufficiently integrate demand and supply. He outlines the key characteristics of successful DSI implementations, shows how to approach Demand Forecasting as a management

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process, and guides you through understanding, selecting, and applying the best available qualitative and quantitative forecasting techniques. You'll learn how to thoroughly reflect market intelligence in your forecasts; measure your forecasting performance; implement state-of-the-art demand forecasting systems; manage Demand Reviews, and much more.

This work shows how the various elements of consumer analysis fit together in an integrated framework, called the Wheel of Consumer Analysis. Psychological, social and behavioural theories are shown as useful for understanding consumers and developing more effective marketing strategies. The aim is to enable students to develop skills in

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analyzing consumers from a marketing management perspective and in using this knowledge to develop and evaluate marketing strategies. The text identifies three groups of concepts - affect and cognition, behaviour and the environment - and shows how these they influence each other as well as marketing strategy. The focus of the text is managerial, with a distinctive emphasis on strategic issues and problems. Cases and questions are included in each chapter.

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