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IT WILL NOT ALLOW MANY TIMES AS WE EXPLAIN BEFORE. YOU CAN PULL OFF IT THOUGH PERFORM SOMETHING ELSE AT HOUSE AND EVEN IN YOUR WORKPLACE. SO EASY! SO, ARE YOU QUESTION? JUST EXERCISE JUST WHAT WE PROVIDE BELOW AS CAPABLY AS EVALUATION **JETBLUE FLIGHT IPO VALUATION CASE ANALYSIS 2002 SOLUTION FREE** WHAT YOU IN THE SAME WAY AS TO READ!

TRANSFORMATIVE ENTREPRENEURS JEFFREY A. HARRIS 2012-01-17 ENTREPRENEURS ARE THE KEY TO ANY SUCCESSFUL NEW BUSINESS. BUT HAVING A GOOD IDEA IS NOT ENOUGH . . . TOO MANY GOOD IDEAS FAIL AT THE EXECUTION LEVEL. METICULOUSLY RESEARCHED WITH FRESH INSIGHTS INTO THE ENTREPRENEURIAL PROCESS, TRANSFORMATIVE ENTREPRENEURS PROVIDES A FASCINATING PERSPECTIVE ON THOSE ENTERPRISES AND ENTREPRENEURS THAT HAVE CHANGED THE LANDSCAPE OF SOCIETY, AND HIGHLIGHTS THE CHALLENGES AND EXCITEMENT OF LAUNCHING NEW INNOVATIVE BUSINESSES. JEFF HARRIS BRINGS IN-DEPTH PERCEPTIONS FROM HIS NEARLY THIRTY YEARS OF VENTURE CAPITAL EXPERIENCE TO PROVIDE A THOROUGH UNDERSTANDING OF THE TRANSFORMATIVE IDEAS AND LEADERSHIP ABILITIES THAT SEPARATE THE WINNERS AND LOSERS. FROM FRED SMITH'S FEDERAL EXPRESS TO HUGH HEFNER'S PLAYBOY, AND TED TURNER'S CNN TO HERB KELLEHER'S SOUTHWEST AIRLINES, THE PIONEERING BUSINESS MODELS AND EXECUTION SKILLS OF THE FOUNDERS COME TO LIFE PROVIDING AN INSPIRATIONAL LENS FOR THOSE CHASING THE DREAM.

BANKABLE BUSINESS PLANS FOR ENTREPRENEURIAL VENTURES EDWARD G. ROGOFF 2007-09-01

SOCIAL MEDIA IS BULLSHIT B. J. MENDELSON 2012-09-04 A PROVOCATIVE LOOK AT SOCIAL MEDIA THAT DISPELS THE HYPE AND TELLS YOU ALL YOU NEED TO KNOW ABOUT USING THE WEB TO EXPAND YOUR BUSINESS IF YOU LISTEN TO THE PUNDITS, INTERNET GURUS, MARKETING CONSULTANTS, AND EVEN THE MAINSTREAM MEDIA, YOU COULD THINK SOCIAL MEDIA WAS THE SECOND COMING. WHEN IT COMES TO BUSINESS, THEY DECLARE THAT IT'S REVOLUTIONIZING ADVERTISING, PR, CUSTOMER RELATIONS—EVERYTHING. AND THEY ALL AGREE: IT IS HERE TO STAY. IN THIS LIVELY, INSIGHTFUL GUIDE, JOURNALIST AND SOCIAL

CRITIC B.J. MENDELSON SKILLFULLY DEBUNKS THE MYTHS OF SOCIAL MEDIA. HE ILLUSTRATES HOW THE NOTION OF "SOCIAL MEDIA" FIRST CAME TO PROMINENCE, WHY IT HAS BECOME SUCH A POWERFUL PRESENCE IN THE MARKETING FIELD, AND WHO STANDS TO BENEFIT EACH TIME IT'S TOUTED IN THE PRESS. HE SHOWS YOU WHY ALL THE FACEBOOK FRIENDS AND TWITTER FOLLOWERS IN THE WORLD MEAN NOTHING TO YOU AND YOUR BUSINESS WITHOUT OLD-FASHIONED, REAL-WORLD CONNECTIONS. HE EXAMINES POPULAR TALES OF SOCIAL MEDIA "SUCCESS," AND REVEALS SOME UNSETTLING TRUTHS BEHIND THE SURFACE. AND HE TELLS YOU HOW TO BEST HARNESS THE POTENTIAL OF THE INTERNET—WITHOUT SPENDING A FORTUNE IN THE PROCESS. SOCIAL MEDIA IS BULLSHIT. THIS BOOK GIVES THE KNOWLEDGE AND TOOLS YOU REALLY NEED TO CONNECT WITH CUSTOMERS AND GROW YOUR BRAND.

E-COMMERCE 2014 KENNETH C. LAUDON 2016-02-23 THIS IS THE eBook OF THE PRINTED BOOK AND MAY NOT INCLUDE ANY MEDIA, WEBSITE ACCESS CODES, OR PRINT SUPPLEMENTS THAT MAY COME PACKAGED WITH THE BOUND BOOK. THIS COMPREHENSIVE, MARKET-LEADING TEXT EMPHASIZES THE THREE MAJOR DRIVING FORCES BEHIND E-COMMERCE—TECHNOLOGY CHANGE, BUSINESS DEVELOPMENT, AND SOCIAL ISSUES—TO PROVIDE A COHERENT CONCEPTUAL FRAMEWORK FOR UNDERSTANDING THE FIELD.

THE GLOBAL AIRLINE INDUSTRY PETER BELOBABA 2015-07-06 EXTENSIVELY REVISED AND UPDATED EDITION OF THE BESTSELLING TEXTBOOK, PROVIDES AN OVERVIEW OF RECENT GLOBAL AIRLINE INDUSTRY EVOLUTION AND FUTURE CHALLENGES EXAMINES THE PERSPECTIVES OF THE MANY STAKEHOLDERS IN THE GLOBAL AIRLINE INDUSTRY, INCLUDING AIRLINES, AIRPORTS, AIR TRAFFIC SERVICES, GOVERNMENTS, LABOR UNIONS, IN ADDITION TO PASSENGERS DESCRIBES HOW THESE DIFFERENT PLAYERS HAVE CONTRIBUTED TO THE EVOLUTION OF COMPETITION IN THE GLOBAL AIRLINE INDUSTRY, AND THE IMPLICATIONS FOR

ITS FUTURE EVOLUTION INCLUDES MANY FACETS OF THE AIRLINE INDUSTRY NOT COVERED ELSEWHERE IN ANY SINGLE BOOK, FOR EXAMPLE, SAFETY AND SECURITY, LABOR RELATIONS AND ENVIRONMENTAL IMPACTS OF AVIATION HIGHLIGHTS RECENT DEVELOPMENTS SUCH AS CHANGING AIRLINE BUSINESS MODELS, GROWTH OF EMERGING AIRLINES, PLANS FOR MODERNIZING AIR TRAFFIC MANAGEMENT, AND OPPORTUNITIES OFFERED BY NEW INFORMATION TECHNOLOGIES FOR TICKET DISTRIBUTION PROVIDES DETAILED DATA ON AIRLINE PERFORMANCE AND ECONOMICS UPDATED THROUGH 2013

FOUNDATIONS OF AIRLINE FINANCE BIJAN VASIGH 2014-11-13 IN RECENT YEARS THE AIRLINE INDUSTRY HAS EXPERIENCED SEVERE VOLATILITY IN EARNINGS, WITH AIRLINES RECORDING PERIODS OF SUBSTANTIAL PROFITS THAT ARE CLOSELY FOLLOWED BY PERIODS OF FINANCIAL DISTRESS. THIS TREND HAS CONTINUED INTO THE NEW MILLENNIUM, WITH NUMEROUS EXAMPLES OF AIRLINES ACROSS THE GLOBE ENTERING BANKRUPTCY PROTECTION OR LIQUIDATING. THE TEXT PROVIDES AN INTRODUCTION TO BOTH THE BASICS OF FINANCE AND THE PARTICULAR INTRICACIES OF AIRLINE FINANCE WHERE THERE CAN BE SIGNIFICANT FLUCTUATIONS IN BOTH REVENUES AND COSTS. THIS NEW EDITION ALSO INCLUDES: CAPITAL BUDGETING MANAGEMENT OF CURRENT ASSETS FINANCIAL RISK ANALYSIS FUEL HEDGING AIRCRAFT LEASING THIS TEXTBOOK CONTAINS CHAPTERS THAT COVER UNIQUE ASPECTS OF THE AVIATION FINANCIAL DECISION-MAKING PROCESS. THESE INCLUDE A RIGOROUS AND STRUCTURED PRESENTATION OF THE BUY VERSUS LEASE DECISION THAT IS PREVALENT IN THE INDUSTRY, A VALUATION PROCESS FOR AVIATION ASSETS, THE RECENT TREND TOWARD PRIVATIZATION AND THE DIFFICULTY INHERENT IN THE VALUATION OF A PUBLICLY-OWNED OR SEMI-PUBLICLY OWNED ASSET. THE FOUNDATIONS OF AIRLINE FINANCE, NOW IN ITS SECOND EDITION, IS AN INTRODUCTORY TEXT THAT CAN BE USED EITHER AS A GENERAL FINANCIAL TEXT OR IN A SPECIALIZED CLASS THAT DEALS WITH AVIATION FINANCE IN PARTICULAR.

THE EDUCATION OF A VALUE INVESTOR GUY SPIER 2014-09-09 WHAT HAPPENS WHEN A YOUNG WALL STREET INVESTMENT BANKER SPENDS A SMALL FORTUNE TO HAVE LUNCH WITH WARREN BUFFETT? HE BECOMES A REAL VALUE INVESTOR. IN THIS FASCINATING INSIDE STORY, GUY SPIER DETAILS HIS CAREER FROM HARVARD MBA TO HEDGE FUND MANAGER. BUT THE PATH WAS NOT SO STRAIGHTFORWARD. SPIER REVEALS HIS TRANSFORMATION FROM A GORDON GEKKO WANNABE, DRIVEN BY GREED, TO A SOPHISTICATED INVESTOR WHO ENJOYS SUCCESS WITHOUT SELLING HIS SOUL TO THE HIGHEST BIDDER. SPIER'S JOURNEY IS SIMILAR TO THE THOUSANDS THAT FLOCK TO WALL STREET EVERY YEAR WITH THEIR SHINY NEW DIPLOMAS, AIMING TO BE KING OF WALL STREET. YET WHAT GUY REALIZED JUST IN THE NICK OF TIME WAS THAT THE KING REALLY LIVED 1,500 MILES AWAY IN OMAHA, NEBRASKA. SPIER DETERMINEDLY SET OUT TO CREATE A NEW CAREER IN HIS OWN WAY. ALONG THE WAY HE LEARNED SOME POWERFUL LESSONS WHICH INCLUDE: WHY THE RIGHT MENTORS AND PARTNERS ARE CRITICAL TO LONG TERM SUCCESS ON WALL STREET; WHY A TOPNOTCH EDUCATION CAN SOMETIMES GET IN THE WAY OF YOUR SUCCESS; THAT REAL LEARNING DOESN'T BEGIN UNTIL YOU ARE ON YOUR OWN; AND HOW THE BEST LESSONS FROM WARREN BUFFETT HAVE LESS TO DO WITH INVESTING AND MORE TO DO WITH BEING TRUE TO

YOURSELF. SPIER ALSO REVEALS SOME OF HIS OWN WINNING INVESTMENT STRATEGIES, DETAILING DEALS THAT WERE WINNERS BUT ALSO WHAT HE LEARNED FROM DEALS THAT WENT SOUTH. PART MEMOIR, PART WALL STREET ADVICE, AND PART HOW-TO, GUY SPIER TAKES READERS ON A RIDE THROUGH WALL STREET BUT MORE IMPORTANTLY PROVIDES THOSE THAT WANT TO TAKE A DIFFERENT PATH WITH THE INSIGHT, GUIDANCE, AND INSPIRATION THEY NEED TO CARVE OUT THEIR OWN DEFINITION OF SUCCESS.

BANKABLE BUSINESS PLANS EDWARD G. ROGOFF 2007 THIS BOOK GUIDES READERS THROUGH A VERY COMPREHENSIVE, STEP-BY-STEP PROCESS TO PRODUCE PROFESSIONAL-QUALITY BUSINESS PLANS TO ATTRACT THE FINANCIAL BACKING ENTREPRENEURS NEED, NO MATTER WHAT THEIR DREAM.

AIRLINE FINANCE PETER S. MORRELL 2007 REVISED AND UPDATED IN ITS THIRD EDITION, THIS INTERNATIONALLY RENOWNED AND RESPECTED BOOK PROVIDES THE ESSENTIALS TO UNDERSTANDING ALL AREAS OF AIRLINE FINANCE. DESIGNED TO ADDRESS EACH OF THE DISTINCT AREAS OF FINANCIAL MANAGEMENT IN AN AIR TRANSPORT INDUSTRY CONTEXT, IT ALSO SHOWS HOW THESE FIT TOGETHER, WHILE EACH CHAPTER AND TOPIC PROVIDES A DETAILED RESOURCE WHICH CAN BE ALSO CONSULTED SEPARATELY. THOROUGHLY AMENDED AND UPDATED THROUGHOUT, THE THIRD EDITION REFLECTS THE MANY DEVELOPMENTS THAT HAVE AFFECTED THE INDUSTRY SINCE 2001. IT FEATURES SEVERAL IMPORTANT NEW TOPICS, INCLUDING LOW COST CARRIERS (LCCs), FUEL HEDGING AND US CHAPTER 11 PROVISIONS. *THE GRACE WALK EXPERIENCE* STEVE McVEY 2008-03-01 FOR YEARS, STEVE McVEY'S GRACE WALK (MORE THAN 200,000 COPIES SOLD) HAS INSPIRED CHRISTIANS TO LEAVE BEHIND A PERFORMANCE AND FEAR-BASED FAITH TO EMBRACE A FAITH LIVED IN ABUNDANCE AND GRACE. NOW THE GRACE WALK EXPERIENCE WORKBOOK HELPS READERS MOVE THAT MESSAGE OF HOPE FROM THEIR HEADS TO THEIR HEARTS AS THEY EXPLORE EIGHT TRUTHS THAT HAVE CHANGED LIVES WORLDWIDE DAILY, INTERACTIVE STUDIES THAT REVEAL GRACE AS MUCH MORE THAN A DOCTRINE WAYS TO QUIT "DOING" FOR GOD SO THAT HE CAN LIVE THROUGH THEM ILLUSTRATIONS OF THE WONDER AND MIRACLE OF FAITH AS GOD INTENDED GOD'S WORD, SALVATION, AND EVANGELISM WITH NEW PERSPECTIVE THIS EXCELLENT TOOL FOR CHURCH CLASSES, SMALL GROUP DISCUSSION, AND INDIVIDUAL STUDY WILL LEAD BELIEVERS TO UNDERSTAND THEIR IDENTITY IN CHRIST, LET GO OF LEGALISM, AND MAKE ROOM FOR THE OVERFLOWING LOVE, MERCY, AND PURPOSE OF LIFE LIVED WHOLLY IN GOD'S GRACE. *BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES* O. C. FERRELL 2006-12-27 THIS ACCESSIBLE, APPLIED TEXT COVERS THE COMPLEX ENVIRONMENT IN WHICH MANAGERS CONFRONT ETHICAL DECISION MAKING. USING A MANAGERIAL FRAMEWORK, THE AUTHORS ADDRESS THE OVERALL CONCEPTS, PROCESSES, AND BEST PRACTICES ASSOCIATED WITH SUCCESSFUL BUSINESS ETHICS PROGRAMS--HELPING STUDENTS SEE HOW ETHICS CAN BE INTEGRATED INTO KEY STRATEGIC BUSINESS DECISIONS. THE SEVENTH EDITION INCORPORATES COMPREHENSIVE AND RIGOROUS UPDATES THAT REFLECT THE EVER-INCREASING ACADEMIC AND GOVERNMENTAL ATTENTION BEING GIVEN TO THIS AREA. THE TEXTBOOK PROGRAM PROVIDES AN ABUNDANCE OF REAL-WORLD EXAMPLES AND CASES, AS WELL AS EXERCISES,

SIMULATIONS, AND PRACTICE TESTS THAT PROVIDE PLENTY OF OPPORTUNITY FOR STUDENTS TO MASTER THE TEXT MATERIAL. IMPORTANT NOTICE: MEDIA CONTENT REFERENCED WITHIN THE PRODUCT DESCRIPTION OR THE PRODUCT TEXT MAY NOT BE AVAILABLE IN THE EBOOK VERSION.

MARKETING MANAGEMENT PHILIP KOTLER 2012 THIS IS THE 14TH EDITION OF 'MARKETING MANAGEMENT' WHICH PRESERVES THE STRENGTHS OF PREVIOUS EDITIONS WHILE INTRODUCING NEW MATERIAL AND STRUCTURE TO FURTHER ENHANCE LEARNING.

OFFENSIVE MARKETING HUGH DAVIDSON 2012-06-25 OFFENSIVE MARKETING IS THE BEST SOURCE FOR COMPETITIVE EXECUTIVES WHO ARE SERIOUS ABOUT STRENGTHENING THEIR MARKETING SKILLS AND PRODUCING NEW OUTCOMES. THE AUTHORS BRING THE ACCLAIMED POISE (PROFITABLE, OFFENSIVE, INTEGRATED, STRATEGIC, EFFECTIVELY EXECUTED) FRAMEWORK TO A NORTH AMERICAN AUDIENCE. POISE BRINGS TOGETHER ADVANCES IN STRATEGY, INNOVATION, AND APPROACH TO PRODUCE A NEW LEVEL OF EFFECTIVENESS AND MARKET RESULTS. EXTENSIVELY USED BY COMPANIES AND INDIVIDUALS WORLDWIDE, THIS FRESHLY ADAPTED BOOK IS AN ESSENTIAL RESOURCE FOR ALL MARKETING STUDENTS AND PROFESSIONALS INTERESTED IN ACHIEVABLE STRATEGIES AND PROFITABLE MARKETING.

RISK MANAGEMENT AND INSURANCE SCOTT HARRINGTON 2003-07-15 FOR MANY YEARS, INTRODUCTORY INSURANCE TEXTBOOKS PRESENTED INSURANCE AS A SUBJECT BASED IN CONTRACTS. SLOWLY, THE COURSE HAS MOVED TOWARD A CONSUMER ORIENTATION, PROVIDING STUDENTS WITH A BROAD, DESCRIPTIVE SURVEY OF THE INSURANCE FIELD, COVERING TOPICS SUCH AS LEGAL ASPECTS, LIFE AND HEALTH, AND PROPERTY AND LIABILITY. OVER THE PAST 10 YEARS, TEXTBOOKS BEGAN TO PROMOTE, AND TO A LIMITED DEGREE, INCORPORATE A STRONGER BUSINESS RISK MANAGEMENT COMPONENT WHILE MAINTAINING A CONSUMER ORIENTATION. HARRINGTON/NIEHAUS' RISK MANAGEMENT AND INSURANCE 2E IS WRITTEN TO TAKE THE NEXT STEP OFFERING THE ESSENTIAL ASPECTS OF INSURANCE CONTRACTS AND THE INSURANCE INDUSTRY WHILE PROVIDING A SUBSTANTIALLY MORE CONCEPTUAL ANALYSIS AND ATTENTION TO BUSINESS RISK MANAGEMENT AND PUBLIC POLICY ISSUES THAT EXISTS IN CURRENT TEXTS.

BLUESTREAK BARBARA STURKEN PETERSON 2006-01 DESCRIBES THE EVOLUTION OF JETBLUE FROM AN UPSTART UNDERDOG INTO A REVOLUTIONARY COMPANY THAT HAS TRANSFORMED THE AVIATION BUSINESS, OFFERING A BEHIND-THE-SCENES LOOK AT THE COMPANY'S UNUSUAL CORPORATE CULTURE, ITS LEADERSHIP AND MANAGEMENT PRINCIPLES, AND INNOVATIVE APPROACH TO BUSINESS. REPRINT.

BUSINESS WEEK 2002

FUNDAMENTALS OF GLOBAL STRATEGY CORNELIS A. DE KLUYVER 2010-08-20 THE GLOBALIZATION OF THE COMPETITIVE LANDSCAPE HAS FORCED COMPANIES TO FUNDAMENTALLY RETHINK THEIR STRATEGIES. WHEREAS ONCE ONLY A FEW INDUSTRIES SUCH AS OIL COULD BE LABELED TRULY GLOBAL, TODAY MANY-FROM PHARMACEUTICALS TO AIRCRAFT TO COMPUTERS-HAVE BECOME GLOBAL IN SCALE AND SCOPE. AS A CONSEQUENCE, CREATING A GLOBAL COMPETITIVE ADVANTAGE HAS BECOME A KEY STRATEGIC ISSUE FOR

MANY COMPANIES. CRAFTING A GLOBAL STRATEGY REQUIRES MAKING DECISIONS ABOUT WHICH STRATEGY ELEMENTS CAN AND SHOULD BE GLOBALIZED AND TO WHAT EXTENT. *COMPETITION POLICY AND MERGER ANALYSIS IN DEREGULATED AND NEWLY COMPETITIVE INDUSTRIES* PETER C. CARSTENSEN 2008-01-01 THE THOROUGH ANALYSES PRESENTED IN THE BOOK PROVIDE THE READER WITH A GOOD OVERVIEW OF THE DEREGULATION PROCESS IN THE RESPECTIVE INDUSTRIES. . . COMPETITION POLICY AND MERGER ANALYSIS IN DEREGULATED AND NEWLY COMPETITIVE INDUSTRIES IS A VALUABLE RESOURCE FOR RESEARCHERS OF LAW, ECONOMICS, AND POLITICAL SCIENCE. . . VOLKER SOYEZ, EUROPEAN COMPETITION LAW REVIEW THIS COMPREHENSIVE BOOK CONTAINS CASE STUDIES ON THE EVOLUTION OF COMPETITION POLICY, WITH AN EMPHASIS ON MERGER POLICY, FOR SEVEN MAJOR US INDUSTRIES THAT HAVE EXPERIENCED SUBSTANTIAL DEREGULATION IN THE PAST FORTY YEARS ELECTRICITY, NATURAL GAS, TELECOMMUNICATIONS, RAILROADS, AIRLINES, HOSPITALS AND BANKING. ALSO INCLUDED IS A COMPARISON OF THE EU S EXPERIENCE IN ATTEMPTING TO BRING ABOUT COMPETITION IN THE ENERGY, FINANCE, AND AIRLINE INDUSTRIES. THE CONTRIBUTORS TO THE VOLUME, EACH A RECOGNIZED EXPERT ON THE INDUSTRY EXAMINED, EXPLORE THE POSITIVE AND NEGATIVE IMPLICATIONS OF THE SUBSTITUTION OF MARKET-ORIENTED PROCESSES FOR HISTORIC PATTERNS OF COMMAND AND CONTROL REGULATION. THE CHAPTERS REVEAL CLEAR SIMILARITIES IN THE ECONOMIC, LEGAL AND PUBLIC POLICY ISSUES THAT HAVE ARISEN FOLLOWING DEREGULATION OF THESE ECONOMIC SECTORS. TOGETHER THEY PROVIDE A GOOD BASIS TO DISCERN THE CONSISTENCY OF THE PROBLEMS AND THE RELATIVE SUCCESS OF DIFFERING RESPONSES TO THESE ISSUES OVER A RANGE OF INDUSTRIES GOING THROUGH SIMILAR TRANSFORMATION. WHILE TAKING A BASICALLY POSITIVE VIEW OF THE MOVEMENT AWAY FROM DIRECT REGULATION, THE CONTRIBUTORS IDENTIFY A NUMBER OF CONTINUING PROBLEMS WITH ACHIEVING WORKABLE COMPETITION IN THESE INDUSTRIES. THE THOROUGH ANALYSES PRESENTED HERE WILL BE OF GREAT VALUE TO LAW, ECONOMICS, AND POLITICAL SCIENCE RESEARCHERS INTERESTED IN DEREGULATION, ECONOMIC CONSULTANTS ADVISING GOVERNMENT AGENCIES OR PRIVATE PARTIES, ATTORNEYS WHO FOCUS ON DEREGULATED INDUSTRIES, POLICY PLANNERS AT THE AGENCIES OVERSEEING THESE INDUSTRIES, AND STUDENTS IN ADVANCED SEMINARS ON ECONOMIC REGULATION.

CASE STUDIES IN FINANCE ROBERT F. BRUNER 1994

CORPORATE GOVERNANCE ROBERT A. G. MONKS 2003-12-19 IN THE WAKE OF THE DRAMATIC SERIES OF CORPORATE MELTDOWNS: ENRON; TYCO; ADELPHIA; WORLDCom; THE TIMELY NEW EDITION OF THIS SUCCESSFUL TEXT PROVIDES STUDENTS AND BUSINESS PROFESSIONALS WITH A WELCOME UPDATE OF THE KEY ISSUES FACING MANAGERS, BOARDS OF DIRECTORS, INVESTORS, AND SHAREHOLDERS. IN ADDITION TO ITS AUTHORITATIVE OVERVIEW OF THE HISTORY, THE MYTH AND THE REALITY OF CORPORATE GOVERNANCE, THIS NEW EDITION HAS BEEN UPDATED TO INCLUDE: ANALYSIS OF THE LATEST CASES OF CORPORATE DISASTER; AN OVERVIEW OF CORPORATE GOVERNANCE GUIDELINES AND CODES OF PRACTICE IN DEVELOPING AND EMERGING MARKETS NEW CASES: ADELPHIA; ARTHUR

ANDERSEN; TYCO LABORATORIES; WORLD.COM; GERSTNER'S PAY PACKET AT IBM ONCE AGAIN IN THE NEW EDITION OF THEIR TEXTBOOK, ROBERT A. G. MONKS AND NELL MINOW SHOW CLEARLY THE ROLE OF CORPORATE GOVERNANCE IN MAKING SURE THE RIGHT QUESTIONS ARE ASKED AND THE NECESSARY CHECKS AND BALANCES IN PLACE TO PROTECT THE LONG-TERM, SUSTAINABLE VALUE OF THE ENTERPRISE. A CD-ROM CONTAINING A COMPREHENSIVE CASE STUDY OF THE ENRON COLLAPSE, COMPLETE WITH SENATE HEARINGS AND VIDEO FOOTAGE, ACCOMPANIES THE TEXT. FURTHER LECTURER RESOURCES AND LINKS ARE AVAILABLE AT WWW.BLACKWELLPUBLISHING.COM/MONKS

INTERNATIONAL CORPORATE FINANCE, + WEBSITE LAURENT L. JACQUE 2014-03-24 A THOROUGH INTRODUCTION TO CORPORATE FINANCE FROM A RENOWNED PROFESSOR OF FINANCE AND BANKING AS GLOBALIZATION REDEFINES THE FIELD OF CORPORATE FINANCE, INTERNATIONAL AND DOMESTIC FINANCE HAVE BECOME ALMOST INSEPARABLY INTERTWINED. IT'S INCREASINGLY DIFFICULT TO UNDERSTAND WHAT IS HAPPENING IN CAPITAL MARKETS WITHOUT A FIRM GRASP OF CURRENCY MARKETS, THE INVESTMENT STRATEGIES OF SOVEREIGN WEALTH FUNDS, CARRY TRADE, AND FOREIGN EXCHANGE DERIVATIVES PRODUCTS. INTERNATIONAL CORPORATE FINANCE OFFERS THOROUGH COVERAGE OF THE INTERNATIONAL MONETARY CLIMATE, INCLUDING ISLAMIC FINANCE, ASIAN BANKING, AND CROSS-BORDER MERGERS AND ACQUISITIONS. ADDITIONALLY, THE BOOK OFFERS KEEN INSIGHT ON GLOBAL CAPITAL MARKETS, EQUITY MARKETS, AND BOND MARKETS, AS WELL AS FOREIGN EXCHANGE RISK MANAGEMENT AND HOW TO FORECAST EXCHANGE RATES. OFFERS A COMPREHENSIVE DISCUSSION OF THE CURRENT STATE OF INTERNATIONAL CORPORATE FINANCE PROVIDES SIMPLE RULES AND PRAGMATIC ANSWERS TO KEY MANAGERIAL QUESTIONS AND ISSUES INCLUDES CASE STUDIES AND REAL-WORLD DECISION-MAKING SITUATIONS FOR ANYONE WHO WANTS TO UNDERSTAND HOW FINANCE WORKS IN TODAY'S HYPER-CONNECTED GLOBAL ECONOMY, INTERNATIONAL CORPORATE FINANCE IS AN INSIGHTFUL, PRACTICAL GUIDE TO THIS COMPLEX SUBJECT.

BUSINESS PERIODICALS INDEX 2002

INTERNATIONAL MERGERS AND ACQUISITIONS PETER J. BUCKLEY 2002 THIS TITLE FOCUSES ON THE FINANCIAL, CULTURAL AND STRATEGIC ASPECTS OF INTERNATIONAL MERGERS AND ACQUISITIONS ACTIVITY AND HAS A GLOBAL, CROSS-CULTURAL PERSPECTIVE.

ENTERPRISE ARCHITECTURE AS STRATEGY JEANNE W. ROSS 2006 ENTERPRISE ARCHITECTURE DEFINES A FIRM'S NEEDS FOR STANDARDIZED TASKS, JOB ROLES, SYSTEMS, INFRASTRUCTURE, AND DATA IN CORE BUSINESS PROCESSES. THIS BOOK EXPLAINS ENTERPRISE ARCHITECTURE'S VITAL ROLE IN ENABLING - OR CONSTRAINING - THE EXECUTION OF BUSINESS STRATEGY. IT PROVIDES FRAMEWORKS, CASE EXAMPLES, AND MORE.

INTRODUCTION TO BUSINESS LAWRENCE J. GITMAN 2018 INTRODUCTION TO BUSINESS COVERS THE SCOPE AND SEQUENCE OF MOST INTRODUCTORY BUSINESS COURSES. THE BOOK PROVIDES DETAILED EXPLANATIONS IN THE CONTEXT OF CORE THEMES SUCH AS CUSTOMER SATISFACTION, ETHICS, ENTREPRENEURSHIP, GLOBAL BUSINESS, AND MANAGING CHANGE. INTRODUCTION TO BUSINESS INCLUDES HUNDREDS OF CURRENT BUSINESS EXAMPLES FROM A

RANGE OF INDUSTRIES AND GEOGRAPHIC LOCATIONS, WHICH FEATURE A VARIETY OF INDIVIDUALS. THE OUTCOME IS A BALANCED APPROACH TO THE THEORY AND APPLICATION OF BUSINESS CONCEPTS, WITH ATTENTION TO THE KNOWLEDGE AND SKILLS NECESSARY FOR STUDENT SUCCESS IN THIS COURSE AND BEYOND.

THE AIRLINE BUSINESS RIGAS DOGANIS 2006 THE SECOND EDITION OF RIGAS DOGANIS' BOOK BRINGS THE AIRLINE INDUSTRY STORY UP TO DATE, EXPLORING AIRLINE MERGERS AND ALLIANCES, PRICE WARS, THE IMPACT OF DISASTERS AND THE FUTURE PROSPECTS FOR THE INDUSTRY AS A WHOLE.

INTRODUCTION TO AIR TRANSPORT ECONOMICS BIJAN VASIGH 2016-05-06 INTRODUCTION TO AIR TRANSPORT ECONOMICS: FROM THEORY TO APPLICATIONS UNIQUELY MERGES THE INSTITUTIONAL AND TECHNICAL ASPECTS OF THE AVIATION INDUSTRY WITH THEIR THEORETICAL ECONOMIC UNDERPINNINGS. IN ONE COMPREHENSIVE TEXTBOOK IT APPLIES ECONOMIC THEORY TO ALL ASPECTS OF THE AVIATION INDUSTRY, BRINGING TOGETHER THE NUMEROUS AND INFORMATIVE ARTICLES AND INSTITUTIONAL DEVELOPMENTS THAT HAVE CHARACTERIZED THE FIELD OF AIRLINE ECONOMICS IN THE LAST TWO DECADES AS WELL AS ADDING A NUMBER OF AREAS ORIGINAL TO AN AVIATION TEXT. ITS INTEGRATIVE APPROACH OFFERS A FRESH POINT OF VIEW THAT WILL FIND FAVOR WITH MANY STUDENTS OF AVIATION. THE BOOK OFFERS A SELF-CONTAINED THEORY AND APPLICATIONS-ORIENTED TEXT FOR ANY INDIVIDUAL INTENT ON ENTERING THE AVIATION INDUSTRY AS A PRACTICING PROFESSIONAL IN THE MANAGEMENT AREA. IT WILL BE OF GREATEST RELEVANCE TO UNDERGRADUATE AND GRADUATE STUDENTS INTERESTED IN OBTAINING A MORE COMPLETE UNDERSTANDING OF THE ECONOMICS OF THE AVIATION INDUSTRY. IT WILL ALSO APPEAL TO MANY PROFESSIONALS WHO SEEK AN ACCESSIBLE AND PRACTICAL EXPLANATION OF THE UNDERLYING ECONOMIC FORCES THAT SHAPE THE INDUSTRY. THE SECOND EDITION HAS BEEN EXTENSIVELY UPDATED THROUGHOUT. IT FEATURES NEW COVERAGE OF MACROECONOMICS FOR MANAGERS, EXPANDED ANALYSIS OF MODERN REVENUE MANAGEMENT AND PRICING DECISIONS, AND ALSO REFLECTS THE MANY SIGNIFICANT DEVELOPMENTS THAT HAVE OCCURRED SINCE THE ORIGINAL'S PUBLICATION. INSTRUCTORS WILL FIND THIS MODERNIZED EDITION EASIER TO USE IN CLASS, AND SUITABLE TO A WIDER VARIETY OF UNDERGRADUATE OR GRADUATE COURSE STRUCTURES, WHILE INDUSTRY PRACTITIONERS AND ALL READERS WILL FIND IT MORE INTUITIVELY ORGANIZED AND MORE USER FRIENDLY.

THE STARTUP OWNER'S MANUAL STEVE BLANK 2020-03-17 MORE THAN 100,000 ENTREPRENEURS RELY ON THIS BOOK FOR DETAILED, STEP-BY-STEP INSTRUCTIONS ON BUILDING SUCCESSFUL, SCALABLE, PROFITABLE STARTUPS. THE NATIONAL SCIENCE FOUNDATION PAYS HUNDREDS OF STARTUP TEAMS EACH YEAR TO FOLLOW THE PROCESS OUTLINED IN THE BOOK, AND IT'S TAUGHT AT STANFORD, BERKELEY, COLUMBIA AND MORE THAN 100 OTHER LEADING UNIVERSITIES WORLDWIDE. WHY? THE STARTUP OWNER'S MANUAL GUIDES YOU, STEP-BY-STEP, AS YOU PUT THE CUSTOMER DEVELOPMENT PROCESS TO WORK. THIS METHOD WAS CREATED BY RENOWNED SILICON VALLEY STARTUP EXPERT STEVE BLANK, CO-CREATOR WITH ERIC RIES OF THE "LEAN STARTUP" MOVEMENT AND

TESTED AND REFINED BY HIM FOR MORE THAN A DECADE. THIS 608-PAGE HOW-TO GUIDE INCLUDES OVER 100 CHARTS, GRAPHS, AND DIAGRAMS, PLUS 77 VALUABLE CHECKLISTS THAT GUIDE YOU AS YOU DRIVE YOUR COMPANY TOWARD PROFITABILITY. IT WILL HELP YOU: • AVOID THE 9 DEADLY SINS THAT DESTROY STARTUPS' CHANCES FOR SUCCESS • USE THE CUSTOMER DEVELOPMENT METHOD TO BRING YOUR BUSINESS IDEA TO LIFE • INCORPORATE THE BUSINESS MODEL CANVAS AS THE ORGANIZING PRINCIPLE FOR STARTUP HYPOTHESES • IDENTIFY YOUR CUSTOMERS AND DETERMINE HOW TO "GET, KEEP AND GROW" CUSTOMERS PROFITABLY • COMPUTE HOW YOU'LL DRIVE YOUR STARTUP TO REPEATABLE, SCALABLE PROFITS. THE STARTUP OWNER'S MANUAL WAS ORIGINALLY PUBLISHED BY K&S RANCH PUBLISHING INC. AND IS NOW AVAILABLE FROM WILEY. THE COVER, DESIGN, AND CONTENT ARE THE SAME AS THE PRIOR RELEASE AND SHOULD NOT BE CONSIDERED A NEW OR UPDATED PRODUCT.

STRATEGY IN AIRLINE LOYALTY Evert R. de Boer 2017-10-09 This book offers the first comprehensive exploration of frequent flyer programs. By combining academic research with extensive insights and examples from the actual business world, it explores the key drivers and strategies of airline loyalty marketing today in an unprecedented manner. *STRATEGY IN AIRLINE LOYALTY* also explores how the programs have evolved over time from marketing programs to financial powerhouses, identifying both the catalysts for change, as well as the strategic options and underlying trade-offs available to airlines. Covering diverse angles ranging from behavioral economics, to accounting, and structural design, the book reviews every core aspect of frequent flyer programs and offers extensive frameworks and definitions. The book provides a useful and complete reference for researchers, and helps those interested in frequent flyer programs to develop a better understanding of their past, present and future.

FLYING HIGH James Wynbrandt 2010-12-17 *FLYING HIGH* traces the incredible career of the founder and chairman of JetBlue, David Neeleman, from his teenage ventures and beginnings in the travel industry, to his short stint at Southwest Airlines and the ultimate launch of JetBlue. In a series of interviews with Neeleman's friends, associates, and high-ranking officials in both business and aviation, this book tells the story of Neeleman and explores the rules of success he both lives and builds his companies by.

THE INNOVATION STACK Jim McKelvey 2020-03-10 From the co-founder of Square, an inspiring and entertaining account of what it means to be a true entrepreneur and what it takes to build a resilient, world-changing company. In 2009, a St. Louis glassblowing artist and recovering computer scientist named Jim McKelvey lost a sale because he couldn't accept American Express cards. Frustrated by the high costs and difficulty of accepting credit card payments, McKelvey joined his friend Jack Dorsey (the co-founder of Twitter) to launch Square, a startup

that would enable small merchants to accept credit card payments on their mobile phones. With no expertise or experience in the world of payments, they approached the problem of credit cards with a new perspective, questioning the industry's assumptions, experimenting and innovating their way through early challenges, and achieving widespread adoption from merchants small and large. But just as Square was taking off, Amazon launched a similar product, marketed it aggressively, and undercut Square on price. For most ordinary startups, this would have spelled the end. Instead, less than a year later, Amazon was in retreat and soon discontinued its service. How did Square beat the most dangerous company on the planet? Was it just luck? These questions motivated McKelvey to study what Square had done differently from all the other companies Amazon had killed. He eventually found the key: a strategy he calls the Innovation Stack. McKelvey's fascinating and humorous stories of Square's early days are blended with historical examples of other world-changing companies built on the Innovation Stack to reveal a pattern of ground-breaking, competition-proof entrepreneurship that is rare but repeatable. The Innovation Stack is a thrilling business narrative that's much bigger than the story of Square. It is an irreverent first-person look inside the world of entrepreneurship, and a call to action for all of us to find the entrepreneur within ourselves and identify and fix unsolved problems--one crazy idea at a time.

AIRLINE OPERATIONS AND MANAGEMENT Gerald N. Cook 2017-02-03 *AIRLINE OPERATIONS AND MANAGEMENT: A MANAGEMENT TEXTBOOK* is a survey of the airline industry, mostly from a managerial perspective. It integrates and applies the fundamentals of several management disciplines, particularly economics, operations, marketing and finance, in developing the overview of the industry. The focus is on tactical, rather than strategic, management that is specialized or unique to the airline industry. The primary audiences for this textbook are both senior and graduate students of airline management, but it should also be useful to entry and junior level airline managers and professionals seeking to expand their knowledge of the industry beyond their own functional area.

THE LITTLE BOOK THAT BUILDS WEALTH Pat Dorsey 2010-12-28 In *THE LITTLE BOOK THAT BUILDS WEALTH*, author Pat Dorsey—the director of equity research for leading independent investment research provider Morningstar, Inc.—reveals why competitive advantages, or economic moats, are such strong indicators of great long-term investments and examines four of their most common sources: intangible assets, cost advantages, customer-switching costs, and network economics. Along the way, he skillfully outlines this proven approach and reveals how you can effectively apply it to your own investment endeavors.

MERGERS Patrick A. Gaughan 2005-05-20 A powerful guide for seeking out the best acquisition and merger targets as increasingly more companies look to

MERGERS AND ACQUISITIONS (M&As) AS A SOURCE OF NEW GROWTH AND REVENUE, THERE IS AN EVEN GREATER CHANCE THAT THESE M&As WILL GO BAD. THIS INSIGHTFUL GUIDE FOCUSES ON ONE OF THE MOST OFTEN DEBATED AND KEY ISSUES IN MERGERS AND ACQUISITIONS—WHY SOME DEALS FAIL MISERABLY AND WHY OTHERS PROSPER. IT PROVIDES A COMPLETE ROAD MAP FOR WHAT POTENTIAL BUYERS SHOULD LOOK FOR WHEN PICKING A TARGET AND WHAT CHARACTERISTICS OF SELLERS THEY SHOULD STEER CLEAR OF, AS WELL AS PITFALLS TO AVOID DURING THE M&A PROCESS. REAL-WORLD EXAMPLES ARE PROVIDED OF HIGH-PROFILE FAILURES—QUAKER OATS, UNITED AIRLINES, SEARS, AND MATTTEL—AND HIGH-PROFILE SUCCESSES—GENERAL ELECTRIC AND CISCO. PATRICK A. GAUGHAN (NEW YORK, NY) IS PRESIDENT OF ECONOMETRIX RESEARCH ASSOCIATES AND A PROFESSOR OF ECONOMICS AND FINANCE AT THE COLLEGE OF BUSINESS, FAIRLEIGH DICKINSON UNIVERSITY. HE IS ACTIVELY ENGAGED IN THE PRACTICE OF BUSINESS VALUATIONS FOR MERGERS AND ACQUISITIONS, AS WELL AS OTHER RELATED APPLICATIONS.

LOW COST CARRIERS - EVOLUTION, STRATEGIES AND PERFORMANCE VANESSA BLAHA 2003-07-14 SEMINAR PAPER FROM THE YEAR 2003 IN THE SUBJECT BUSINESS ECONOMICS - BUSINESS MANAGEMENT, CORPORATE GOVERNANCE, GRADE: 1,7 (A-), UNIVERSITY OF COLOGNE (BUSINESS PLANNING AND LOGISTICS), COURSE: GLOBAL COMPETITION IN THE AVIATION INDUSTRY, 35 ENTRIES IN THE BIBLIOGRAPHY, LANGUAGE: ENGLISH, ABSTRACT: IN THE LAST THREE DECADES LOW-COST CARRIERS (HENCE FORWARD REFERRED TO AS LCCs) HAVE CAPTIVATED TRAVELLERS BY MAKING THE WORLD SMALLER THROUGH CHEAP SHORT-HAUL FLIGHTS. TRAVELLERS IN THE UNITED STATES HAVE BENEFITED FROM THIS CONCEPT SINCE THE 1970s; WHEREAS, THE DEVELOPMENT IN EUROPE HAS BEEN MUCH MORE RECENT. LATELY, LCCs HAVE BEEN QUITE A HOT TOPIC ESPECIALLY SINCE THE TERRORIST ATTACKS ON SEPTEMBER 11, 2001. MANY LCCs HAVE AMAZED INVESTORS WITH THEIR FINANCIAL PERFORMANCE, AS THEY SUCCESSFULLY EARNED PROFITS IN A TIME WHEN MOST CONVENTIONAL CARRIERS REPORTED MAJOR LOSSES. IN EUROPE, LCCs HAVE ENTERED THE MARKET IN ORDER TO GAIN MARKET SHARE AND TO TAKE PART IN THE SUCCESS OF THE BUSINESS. IN GERMANY, THE LCC MARKET HAS TAKEN OFF WITH THE EMERGENCE OF TWO NEW CARRIERS IN THE END OF 2002. TO BEST UNDERSTAND THE LOW-COST CONCEPT, THE EVOLUTION OF LCCs IN THE UNITED STATES AND IN EUROPE IS EXAMINED IN THE SECOND CHAPTER. FURTHERMORE, THE BACKGROUND OF THE MOST SUCCESSFUL LCC SOUTHWEST, STILL BEING THE ROLE MODEL FOR OTHER LCCs, IS PRESENTED. IN THE THIRD CHAPTER THE COMPETITION THEORY OF MICHAEL PORTER IS DISCUSSED IN ORDER TO BE ABLE TO ANALYSE THE COMPETITIVE STRATEGIES FOLLOWED BY THE LCCs IN THE CHAPTER FOUR. THE FIFTH CHAPTER GIVES A BRIEF OUTLINE ON THE MOST STRIVING MARKETING STRATEGIES AMONG LCCs. MARKETING STRATEGIES ARE EXAMINED IN THE FIFTH CHAPTER. THE PERFORMANCE OF LCCs IS ANALYSED IN THE SIXTH CHAPTER, AND A COMPARISON TO THE PERFORMANCE OF CONVENTIONAL CARRIERS IS CONDUCTED. AN OUTLOOK FOR THE FUTURE CAN BE FOUND IN CHAPTER SEVEN.

TECHNOLOGY VENTURES RICHARD C. DORF 2008 TECHNOLOGY VENTURES IS THE FIRST

TEXTBOOK TO THOROUGHLY EXAMINE A GLOBAL PHENOMENON KNOWN AS TECHNOLOGY ENTREPRENEURSHIP. NOW IN ITS SECOND EDITION, THIS BOOK INTEGRATES THE MOST VALUABLE ENTREPRENEURSHIP AND TECHNOLOGY MANAGEMENT THEORIES FROM SOME OF THE WORLD'S LEADING SCHOLARS AND EDUCATORS WITH CURRENT EXAMPLES OF NEW TECHNOLOGIES AND AN EXTENSIVE SUITE OF MEDIA RESOURCES. DORF AND BYERS COMPREHENSIVE COLLECTION OF ACTION-ORIENTED CONCEPTS AND APPLICATIONS PROVIDES BOTH STUDENTS AND PROFESSIONALS WITH THE TOOLS NECESSARY FOR SUCCESS IN STARTING AND GROWING A TECHNOLOGY ENTERPRISE. TECHNOLOGY VENTURES DETAILS THE CRITICAL DIFFERENCES BETWEEN SCIENTIFIC IDEAS AND TRUE BUSINESS OPPORTUNITIES. **THE WORLD IS FLAT [FURTHER UPDATED AND EXPANDED; RELEASE 3.0]** THOMAS L. FRIEDMAN 2007-08-07 THIS NEW EDITION OF FRIEDMAN'S LANDMARK BOOK EXPLAINS THE FLATTENING OF THE WORLD BETTER THAN EVER— AND TAKES A NEW MEASURE OF THE EFFECTS OF THIS CHANGE ON EACH OF US.

THE DIGITAL ECONOMY EDWARD J. MALECKI 2007-12-07 INFORMATION TECHNOLOGIES (IT) SHAPE ECONOMIC SPACE, BUT WE HAVE NO CLEAR MAP OF THE CYBER ECONOMY SINCE THE "DIGITAL REVOLUTION" BEGAN IN THE EARLY 1970s. THE DIGITAL ECONOMY OFFERS AN UP-TO-DATE, CRITICAL SYNTHESIS THAT LINKS THE VARIOUS ASPECTS OF THE DIGITAL OR CYBER ECONOMY FROM THE PERSPECTIVE OF REAL FIRMS. A GEOGRAPHIC APPROACH EMPHASIZES HOW IT HAS MADE BUSINESSES LESS DEPENDENT ON LOCATIONAL CONSTRAINTS, AND THE TANGIBLE EFFECTS ON PLACES AND REGIONS ARE PLACED AT THE CORE OF THE ANALYSIS. CASE STUDIES OF COMPANIES, INCLUDING AMAZON, DELL, LI & FUNG, AND VOLVO, DEMONSTRATE THAT THE GEOGRAPHY OF DIGITALLY-DRIVEN PRODUCTION IS THE OUTCOME OF BOTH DISPERSION AND AGGLOMERATION DYNAMICS. GLOBAL CORPORATIONS ARE SHOWN TO HAVE FOOTPRINTS THAT IGNORE— TO SOME DEGREE— DISTANCE AND TIME, YET CREATIVE AND COORDINATING ACTIVITIES REMAIN ANCHORED IN URBAN INNOVATIVE ECOSYSTEMS SUCH AS SILICON VALLEY AND BANGALORE. THESE TRENDS HAVE BEEN MADE POSSIBLE BY THE DEVELOPMENT OF A WORLDWIDE AND INTEGRATED TELECOMMUNICATIONS NETWORK, WHOSE UNEQUAL PRESENCE DICTATES THE CAPABILITIES OF PLACES AND COMMUNITIES TO BE CONNECTED TO THE GLOBAL ECONOMY. HOWEVER, THE THREAT OF THE DIGITAL DIVIDE MUST NOT BE OVERSTATED. IN CITIES, RURAL AREAS, AND EMERGING COUNTRIES, LOCAL DEVELOPMENT IS WRAPPED UP IN HUMAN CAPITAL, RATHER THAN TECHNOLOGY. THIS ENGAGING AND ACCESSIBLE TEXT DESCRIBES AND EXPLAINS THE PATTERNS AND DYNAMICS OF TODAY'S DIGITAL ECONOMIC SPACE. THE EFFECTS ON PLACES AND REGIONS AND THE PEOPLE IN THEM ARE AT THE CORE OF THE AUTHORS' ANALYSIS, ILLUSTRATED BY MANY REAL EXAMPLES. THIS BOOK WILL BE USEFUL TO ANYONE STUDYING BUSINESS AND MANAGEMENT, GEOGRAPHY AND INFORMATION AND COMMUNICATION STUDIES.

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MANAGING AIRPORTS ANNE GRAHAM 2012-05-16 APPROACHING MANAGEMENT TOPICS FROM A STRATEGIC AND COMMERCIAL PERSPECTIVE RATHER THAN FROM AN OPERATIONAL AND TECHNICAL ANGLE, MANAGING AIRPORTS, SECOND EDITION, PROVIDES AN INNOVATIVE INSIGHT

INTO THE PROCESSES BEHIND RUNNING A SUCCESSFUL AIRPORT. IT CONTAINS EXAMPLES AND CASE STUDIES FROM AIRPORTS ALL OVER THE WORLD TO AID UNDERSTANDING OF THE KEY TOPIC AREAS AND TO PLACE THEM IN A PRACTICAL CONTEXT. THE BOOK: * TACKLES THE KEY AIRPORT MANAGEMENT ISSUES RELATED TO ECONOMIC PERFORMANCE, MARKETING AND SERVICE PROVISION WITHIN THE CONTEXT OF THE INDUSTRY'S WIDER DEVELOPMENT * SYSTEMATICALLY CONSIDERS THE IMPACT THAT AIRPORTS HAVE ON THE SURROUNDING

COMMUNITY, FROM BOTH AN ENVIRONMENTAL AND ECONOMIC VIEWPOINT * ANALYSES THE CONTEMPORARY TRENDS TOWARDS PRIVATIZATION AND GLOBALIZATION THAT ARE FUNDAMENTALLY CHANGING THE NATURE OF THE INDUSTRY ACCESSIBLE AND UP-TO-DATE, MANAGING AIRPORTS SECOND EDITION, IS IDEAL FOR STUDENTS, LECTURERS AND RESEARCHERS OF TRANSPORT AND TOURISM, AND PRACTITIONERS WITHIN THE AIR TRANSPORT INDUSTRY. AIRPORT CASE STUDIES INCLUDE THOSE FROM BAA, VIENNA, AER RIANTA, AMSTERDAM, AUSTRALIA AND THE USA.