

Strategic Brand Management A European Perspective

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international business is a well established research field in which regionalisation has recently gained significant prominence europe comprises marketplaces characterised by unique patterns of highly advanced economic integration no other marketplace in the world has progressed to the same levels of harmonisation across sovereign countries and economies european business is a subject in its own right with its own research momentum contemporary research evidences that firms view europe as a challenging mostly yet not entirely mature market location yet this location often seen from a multi country

perspective is subject to complexities revealing strategic corporate strengths and weaknesses theory concepts and models known from international business hence often vary in their applicability and relevance in this business environment this comprehensive reference volume brings together a global team of contributors to analyse and overview the key issues themes and phenomena that affect business in europe with interdisciplinary perspectives the book covers crucial themes that any european business research needs to acknowledge including business cultures and identity entrepreneurship and innovation m a and institutional trends european hrm migration climate change issues brexit and more the selection of authors from 17 countries worldwide reflects the international scope of this research field and its agenda a unique resource this book provides an essential guide to researchers research students and scholars of business and the social sciences as well as the informed business community

this book provides a comprehensive assessment of how the eu has performed in facilitating mediation conflict resolution and peacebuilding across the globe

this book provides cutting edge research and knowledge and an academic study of the impact of globalisation in different areas affecting management and how management is responding it gives a comprehensive analysis of what is actually happening and likely future trends it is not just a focus on convergence arguments but integrates a broader view of still remaining regional and national differences in management and organisation the book draws on new theoretical approaches in the field of international business highlighting areas such as anglo german subsidiaries of mncs hrm practices and change management processes or employment relations in us based mncs in europe and many other aspects

this book sheds light on the complexities of the european union s eu influence in a world dominated by global power politics written by an eu diplomat it explores the dynamic landscape of soft power with a focus on key regions such as the western balkans eastern partnership southern neighborhood and sub saharan africa presenting the economic diplomatic and cultural dimensions the book critically evaluates the eu s effectiveness in shaping behavior amid intensifying global power competition with a unique perspective gained from on the ground experience in kosovo ukraine and rwanda the author navigates the eu s responses to challenges including russia s hard power approach a must read for policymakers and diplomats this book blends academic analysis with practical insights offering valuable lessons and recommendations for mastering the language of power in today s global politics ideal for students and professionals it provides a comprehensive exploration of eu foreign policy dynamics

based on research on the european human capital and mobility programme this book provides an overview of the evolution of middle management in europe including comparative analysis of their changing role analysis of the evolution of managerial practices a study of the consequences of quality management on

middle managers

the field of talent management has grown and advanced exponentially over the past several years as organizations large and small public and private global and domestic have realized that to gain and sustain a global competitive advantage they must manage their talents effectively talent management has become a major theoretical and empirical topic of intellectual curiosity from various disciplinary perspectives such as human resource management arts and entertainment management international management etc this companion is an indispensable source that provides an authoritative in depth and comprehensive examination of emerging talent management topics divided into five thematic sections that provide a unique overarching structure to organize forty one chapters written by leading and renowned international scholars this companion assesses essential knowledge trends debates and avenues for future research in a single volume evolution and conceptualization of talent management the external context of talent management the internal context of talent management individuals workforce and processes of talent management and outcomes of talent management in this way the companion is essential reading for anyone involved in the scholarly study of talent management including academic researchers advanced postgraduate and graduate students and management consultants for further debate on talent management readers might be interested in the supplementary volume contemporary talent management a research companion sold separately

management research european perspectives brings together experts in the field to take stock of european management research and reflect on its distinctiveness building on a successful series of papers published in the european management journal this book contains international contributions providing a range of scholarly perspectives on the reality of european management research the state of management scholarship has recently been a topic of great interest focusing on such matters as the role of universities versus businesses in shaping research agendas the so called rigour relevance debate the use of measurements in quality assessment of research outputs the role of journal rankings and the merits of the journal review system missing however is any discussion of what if anything constitutes a european approach to management research how does it differ from other styles used in the rest of the world and why is there a need for such distinctiveness it has been noted that european management scholars have a lower success rate for publishing theoretical papers than their north american counterparts which is surprising given that europe has been the cradle of many generative intellectual traditions european scholars may be the heirs to those traditions but they are sometimes criticised for failing to channel this legacy into authoritative theoretical contributions in elite us based management journals this book provides insightful contributions to the debate and offers critical reflections on what european based scholars have to offer the study of management

in this comprehensive book the varied and particular challenges for human resource management in the eu are fully explored

this book explores how the european commission faced the challenge of enlargement based on extensive interviews the work provides a lively and readable picture of life within the commission exploring how thousands of newcomers were recruited and socialized and how they changed the organization including its gender balance

marketing 5 0 introduces academics and marketers to the concept of human mimicking technologies to create communicate deliver and enhance value across the customer journey

european politicians often speak of their efforts to manage globalization at one level this is merely a rhetorical device to make globalization more palatable to citizens and prove that policy makers are still firmly in control of their country's fate this volume argues that the advocacy of managed globalization goes beyond rhetoric and actually has been a primary driver of major european union eu policies in the past twenty years the eu has indeed tried to manage globalization through the use of five major mechanisms 1 expanding policy scope 2 exercising regulatory influence 3 empowering international institutions 4 enlarging the territorial sphere of eu influence and 5 redistributing the costs of globalization these mechanisms are neither entirely novel nor are they always effective but they provide the contours of an approach to globalization that is neither ad hoc deregulation nor old style economic protectionism the recent financial crisis may have seemed initially to vindicate the european efforts to manage globalization but it also represented the limits of such efforts without the full participation of the us and china the eu cannot rig the game of globalization but it can try to provide predictability oversight and regularity with rules that accommodate european interests this book was based on a special issue of journal of european public policy

the field of professional academic and vocational qualifications is ever changing the new edition of this highly successful and practical guide provides thorough information on all developments fully indexed it includes details on all university awards and over 200 career fields their professional and accrediting bodies levels of membership and qualifications it acts as an one stop guide for careers advisors students and parents and will also enable human resource managers to verify the qualifications of potential employees

in a concise and crisp manner this book presents the state of the art in ecological economics an interdisciplinary field focused on the analysis of sustainability of global national and regional economic systems an elegant guide the book offers a range of cutting edge methods used in sustainability research including multicriteria decision aid mcda input output analysis and life cycle analysis this book is packed with references for students with some background in

economics environmental science or mathematics who aim to develop the analytical skills required for redirecting our development path towards sustainability in government international organisations academia non profit sector and business as such the book is primarily aimed at msc and first year phd students reading for degrees in environmental change and management ecological economics environmental management philosophy politics and economics and those taking part in similar programmes the book strives to develop the idea that a significant adjustment of the current economic theories is required an idea supported by the emerged world economic crisis the climatic and biodiversity crisis the world is currently facing and the enormously slow progress that has been made in the field of reorientation of the global economy towards sustainability the practical case studies provided focus on the most pressing topics of today and the book adopts a positive approach for problem solving and strategic development which is aimed at educating the future decision makers and business leaders

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