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| 1. Record Nr. | UNINA990001884370403321 |
| Autore | George, Raymond A.T. |
| Titolo | Technologie des graines de legumes : guide pour la production, le tri, le traitement, l' emmagasinage e la controlequalitatif des graines de legumes / Raymond A.T. George |
| Pubbl/distr/stampa | Roma, : FAO, 1983 |
| ISBN | 92-5-201024-6 |
| Descrizione fisica | XVII, 148 p. : ill. ; 30 cm |
| Disciplina | 635.65 |
| Locazione | FAGBC |
| Collocazione | 60 FAO A 10 |
| Lingua di pubblicazione | Francese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |

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| 2. Record Nr. | UNINA9910829192603321 |
| Autore | Sherman Len <1956-> |
| Titolo | If you're in a dogfight, become a cat! : strategies for long-term growth // Leonard Sherman |
| Pubbl/distr/stampa | New York : , : Columbia Business School Publishing, , 2017 ©2017 |
| ISBN | 0-231-54282-8 |
| Descrizione fisica | 1 online resource (361 pages) : illustrations |
| Collana | Columbia Business School Publishing |
| Disciplina | 658.4/012 |
| Soggetti | Strategic planning Industrial management |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di contenuto | Frontmatter -- Contents -- Preface -- Chapter One. The Origins of Modern Business Strategy Thinking -- Chapter Two. There's No Such Thing as a Bad Industry -- Chapter Three. Why Are We in Business? -- Chapter Four. The Search for the Holy Grail of Business: Long-Term Profitable Growth -- Chapter Five. Do You Know What Your Strategy Is? -- Chapter Six. Getting Strategy Right -- Chapter Seven. Creating Strong Brands -- Chapter Eight. Brand Builders and Killers -- Chapter Nine. What Makes Products Meaningfully Different? -- Chapter Ten. Where Do Great Ideas Come From? -- Chapter Eleven. Strategies to Break Away from the Pack -- Chapter Twelve. Hitting the Bull's-Eye -- Notes -- Index |
| Sommario/riassunto | Businesses often find themselves trapped in a competitive dogfight, scratching and clawing for market share with products consumers view as largely undifferentiated. Conventional wisdom suggests that dogfights are to be expected as marketplaces mature, giving rise to the notion that there are "bad" industries where it is unlikely that any company can succeed. But there are notable exceptions in which enlightened executives have changed the rules to grasp the holy grail of business: long-term profitable growth. Rather than joining the dogfights raging within their industry, companies such as Apple, FedEx, and Starbucks have chosen to become metaphorical cats, continuously renewing their distinctive strategies to compete on their own terms. In If |

You're in a Dogfight, Become a Cat, Leonard Sherman draws on four decades of experience in management consulting, venture capital, and teaching business strategy at Columbia Business School to share practical advice on two of the most vexing issues facing business executives: why is it so hard to achieve long-term profitable growth, and what can companies do to break away from the pack? Sherman takes the reader on a provocative journey through the building blocks of business strategy by challenging conventional wisdom on a number of questions that will redefine management best practices: What should be the overarching purpose of your business? Do you really know what your strategy is? Is there such a thing as a bad industry? Where do great ideas come from and how do I find them? What makes products meaningfully different? What makes and breaks great brands? How and when should I disrupt my own company? What are the imperatives to achieving long-term profitable growth? Filled with dozens of illustrative examples of inspiring successes and dispiriting falls from grace, this book provides deep insights on how to become the cat in a dogfight, whether you are a CEO, mid-level manager, aspiring business school student, or curious observer interested in achieving sustained profitable growth.

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| 3. Record Nr. | UNINA9910148852503321 |
| Autore | García-Alcaraz Jorge Luis |
| Titolo | Kaizen Planning, Implementing and Controlling / / by Jorge Luis García-Alcaraz, Midiala Oropesa-Vento, Aidé Aracely Maldonado-Macías |
| Pubbl/distr/stampa | Cham : , : Springer International Publishing : , : Imprint : Springer, , 2017 |
| Edizione | [1st ed. 2017.] |
| Descrizione fisica | 1 online resource (XXVII, 314 p. 28 illus., 27 illus. in color.) |
| Collana | Management and Industrial Engineering, , 2365-0540 |
| Disciplina | 684.1 |
| Soggetti | Industrial management Production management Statistics Industrial Management Production Statistics in Engineering, Physics, Computer Science, Chemistry and Earth Sciences |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di bibliografia | Includes bibliographical references. |
| Nota di contenuto | Kaizen and lean manufacturing -- Literature review -- Adopting Kaizen -- Methodology -- Descriptive analysis of the simple -- Descriptive analysis of items: Kaizen planning stage -- Descriptive analysis of items: Kaizen execution phase -- Descriptive analysis of items: Kaizen control phase -- Descriptive analysis of Kaizen benefits -- Validation of variables -- Kaizen planning phase models: Activities and Benefits -- Kaizen execution phase models: Activities and Benefits -- Kaizen control phase models: Activities and Benefits. |
| Sommario/riassunto | This book reports a literature review on kaizen, its industrial applications, critical success factors, benefits gained, journals that publish about it, main authors (research groups) and universities. Kaizen is treated in this book in three stages: planning, implementation and control. The authors provide a questionnaire designed with activities in every stage, highlighting the benefits gained in each stage. The study has been applied to more than 400 managers and leaders in |

continuous improvement in Mexican maquiladoras. A univariate analysis is provided to the activities in every stage. Moreover, structural equation models associating those activities with the benefits gained are presented for a statistical validation. Such a relationship between activities and benefits helps managers to identify the most important factor affecting their benefits and financial income.
