

1. Record Nr.	UNINA9910704764203321
Autore	Florita Anthony
Titolo	Identifying wind and solar ramping events : preprint / / A. Florita, B.-M. Hodge, and K. Orwig
Pubbl/distr/stampa	[Golden, Colo.] : , : National Renewable Energy Laboratory, , 2013
Descrizione fisica	1 online resource (6 pages) : color illustrations
Collana	NREL/CP ; ; 5500-57447
Soggetti	Electric power-plants - Load Electric power systems - Load dispatching Electric power distribution Renewable energy sources Conference papers and proceedings.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed Sept. 9, 2013). "January 2013." "To be presented at the IEEE Green Technologies Conference, Denver, Colorado, April 4-5, 2013."
Nota di bibliografia	Includes bibliographical references (page 6).

2. Record Nr.	UNIORUON00234695
Autore	Consiglio d'Europa
Titolo	Common european framework of reference for language : learning, teaching, assessment / Council of Europe, Council for Cultural Co-operation Education Committee Modern Languages Division, Strasbourg
Pubbl/distr/stampa	Cambridge, : Cambridge University Press, 2002
ISBN	05-210-0531-0
Edizione	[3rd printing]
Descrizione fisica	xvi, 260 p. ; 25 cm
Disciplina	407
Soggetti	LINGUE - Insegnamento
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

3. Record Nr.	UNINA9910154782703321
Autore	Bovee Courtland L
Titolo	Business in Action, Global Edition
Pubbl/distr/stampa	, : Pearson Education UK, , 2015 ©2015
ISBN	1-292-07707-7
Edizione	[7th ed.]
Descrizione fisica	1 online resource (602 pages)
Altri autori (Persone)	ThillJohn V
Soggetti	Business education Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Cover -- Title -- Copyright -- Contents -- Preface -- Prologue: Using This Course to Help Launch Your Career -- PART 1 Setting the Stage: The Business of Business -- CHAPTER 1 Developing a Business Mindset -- BEHIND THE SCENES YOLANDA DIAZ: BUILDING HER DREAM WITH HARD WORK AND STRONG BUSINESS SENSE -- INTRODUCTION -- Understanding What Businesses Do -- ADDING VALUE: THE BUSINESS OF BUSINESS -- Competing to Attract and Satisfy Customers -- Accepting Risks in the Pursuit of Rewards -- Identifying Major Types of Businesses -- Making the Leap from Buyer to Seller -- Seeing Business from the Inside Out -- Appreciating the Role of Business in Society -- Using This Course to Jump-Start Your Career -- Recognizing the Multiple Environments of Business -- The Social Environment -- The Technological Environment -- The Economic Environment -- The Legal and Regulatory Environment -- The Market Environment -- Identifying the Major Functional Areas in a Business Enterprise -- Research and Development -- Manufacturing, Production, and Operations -- Marketing, Sales, Distribution, and Customer Support -- Finance and Accounting -- Human Resources -- Business Services -- Exploring Careers in Business -- Operations Manager -- Human Resources Specialist -- Information Technology Manager -- Marketing Specialist -- Sales Professional -- Accountant -- Financial manager -- Achieving Professionalism -- Striving to Excel -- Being Dependable and

Accountable -- Being a Team Player -- Communicating Effectively -- Demonstrating Etiquette -- Making Ethical Decisions -- Maintaining a Confident, Positive Outlook -- BEHIND THE SCENES YOLANDA DIAZ GROWS MIRADOR ENTERPRISES INTO A MULTIMILLION-DOLLAR SUCCESS STORY -- KEY TERMS -- TEST YOUR KNOWLEDGE -- EXPAND YOUR KNOWLEDGE -- PRACTICE YOUR SKILLS -- CHAPTER 2 Understanding Basic Economics.

BEHIND THE SCENES WILL THE SUN KEEP SHINING ON SUNTECH POWER?

-- Introduction -- What Is This Thing Called the Economy? -- Factors of Production -- The Economic Impact of Scarcity -- Economic Systems -- Free-Market Systems -- Planned Systems -- Nationalization and Privatization -- The Forces of Demand and Supply -- Understanding Demand -- Understanding Supply -- Understanding How Demand and Supply Interact -- The Macro View: Understanding How an Economy Operates -- Competition in a Free-Market System -- Business Cycles -- Unemployment -- Inflation -- Government's Role in a Free-Market System -- Protecting Stakeholders -- Fostering Competition -- Antitrust Legislation -- Merger and Acquisition Approvals --

Encouraging Innovation and Economic Development -- Stabilizing and Stimulating the Economy -- Economic Measures and Monitors -- Price Indexes -- National Economic Output -- BEHIND THE SCENES CAN SUNTECH SURVIVE THE ECONOMICS OF SOLAR POWER? -- KEY TERMS -- TEST YOUR KNOWLEDGE -- EXPAND YOUR KNOWLEDGE -- PRACTICE YOUR SKILLS -- CHAPTER 3 The Global Marketplace -- BEHIND THE SCENES H&M: FIRST SWEDEN, THEN THE WORLD -- Introduction --

Fundamentals of International Trade -- Why Nations Trade -- How International Trade Is Measured -- Foreign Exchange Rates and Currency Valuations -- Conflicts in International Trade -- Free Trade -- Government Intervention in International Trade -- International Trade Organizations -- Organizations Facilitating International Trade -- The World Trade Organization (WTO) -- The International Monetary Fund (IMF) -- The World Bank -- Trading Blocs -- North American Free Trade Agreement (NAFTA) -- The European Union (EU) -- The Asia-Pacific Economic Cooperation (APEC) -- The Global Business Environment -- Cultural Differences in the Global Business Environment -- Legal Differences in the Global Business Environment.

Forms of International Business Activity -- Importing and Exporting -- International Licensing -- International Franchising -- International Strategic Alliances and Joint Ventures -- Foreign Direct Investment -- Strategic Approaches to International Markets -- Organizational Strategies for International Expansion -- Functional Strategies for International Expansion -- BEHIND THE SCENES H&M EXPANDS IT GLOBAL FOOTPRINT, BUT NOT WITHOUT COMPETITION AND CHALLENGES -- KEY TERMS -- TEST YOUR KNOWLEDGE -- EXPAND YOUR KNOWLEDGE -- PRACTICE YOUR SKILLS -- CHAPTER 4 Business Ethics and Corporate Social Responsibility -- BEHIND THE SCENES NIKE'S GLOBAL PRESENCE PUTS IT ON THE FRONT LINES OF CORPORATE SOCIAL RESPONSIBILITY -- Introduction -- Ethics in Contemporary Business -- What Is Ethical Behavior? -- Factors Influencing Ethical Behavior -- Cultural Differences -- Knowledge -- Organizational Behavior -- Ethical Decision Making -- Corporate Social Responsibility -- The Relationship Between Business and Society -- Philanthropy Versus Strategic CSR -- Perspectives on Corporate Social Responsibility -- Minimalist CSR -- Defensive CSR -- Cynical CSR -- Proactive CSR -- Resolving the CSR Dilemma -- CSR: The Natural Environment -- Efforts to Conserve Resources and Reduce Pollution -- The Trend Toward Sustainability -- CSR: Consumers -- The Right to Buy Safe Products -- And to Buy Them Safely -- The Right to Be Informed -- The Right to

Choose Which Products to Buy -- The Right to Be Heard -- CSR: Employees -- The Push for Equality in Employment -- Affirmative Action -- People with Disabilities -- Occupational Safety and Health -- BEHIND THE SCENES NIKE BUILDS A SUSTAINABLE BUSINESS THROUGH SUSTAINABLE DESIGN AND MANUFACTURING -- KEY TERMS -- TEST YOUR KNOWLEDGE -- EXPAND YOUR KNOWLEDGE -- PRACTICE YOUR SKILLS.

PART 2 Building the Framework: Business Ownership and Entrepreneurship -- CHAPTER 5 Forms of Ownership -- BEHIND THE SCENES SCANNING THE SKIES FOR HELP AT SIRIUS SATELLITE RADIO -- Introduction -- Sole Proprietorships -- Advantages of Sole Proprietorships -- Disadvantages of Sole Proprietorships -- Partnerships -- Advantages of Partnerships -- Disadvantages of Partnerships -- Keeping It Together: The Partnership Agreement -- Corporations -- Advantages of Corporations -- Disadvantages of Corporations -- Special Types of Corporations -- Corporate Governance -- Shareholders -- Board of Directors -- Corporate Officers -- Mergers and Acquisitions -- Advantages of Mergers and Acquisitions -- Disadvantages of Mergers and Acquisitions -- Merger and Acquisition Defenses -- Strategic Alliances and Joint Ventures -- Strategic Alliances -- Joint Ventures -- BEHIND THE SCENES TEAMING UP FOR SURVIVAL AT SIRIUS XM -- KEY TERMS -- TEST YOUR KNOWLEDGE -- EXPAND YOUR KNOWLEDGE -- PRACTICE YOUR SKILLS -- CHAPTER 6 Entrepreneurship and Small-Business Ownership -- BEHIND THE SCENES BRINGING TRADITIONAL HEALING WISDOM TO MODERN CONSUMERS AT SISTER SKY -- Introduction -- The Big World of Small Business -- Economic Roles of Small Businesses -- Characteristics of Small Businesses -- Factors Contributing to the Increase in the Number of Small Businesses -- E-Commerce, Social Media, and Other Technologies -- Growing Diversity in Entrepreneurship -- Downsizing and Outsourcing -- The Entrepreneurial Spirit -- Why People Start their Own Companies -- Qualities of Successful Entrepreneurs -- Innovating Without Leaving: Intrapreneurship -- The Start-Up Phase: Planning and Launching a New Business -- Small-Business Ownership Options -- Blueprint for an Effective Business Plan -- The Growth Phase: Nurturing and Sustaining a Young Business -- The New Business Failure Rate. Advice and Support for Business Owners -- Government Agencies and Not-for-Profit Organizations -- Business Partners -- Mentors and Advisory Boards -- Print and Online Media -- Networks and Support Groups -- Business Incubators -- Financing Options for Small Businesses -- Private Financing -- Banks and Microlenders -- Venture Capitalists -- Angel Investors -- Credit Cards and Personal Lines of Credit -- Small Business Administration Assistance -- Public Financing -- Crowdfunding -- The Franchise Alternative -- Types of Franchises -- Advantages of Franchising -- Disadvantages of Franchising -- How to Evaluate a Franchising Opportunity -- BEHIND THE SCENES BUILDING AN AUTHENTIC AND PURPOSEFUL BUSINESS AT SISTER SKY -- KEY TERMS -- TEST YOUR KNOWLEDGE -- EXPAND YOUR KNOWLEDGE -- PRACTICE YOUR SKILLS -- PART 3 Guiding the Enterprise: Leadership, Organization, and Operations -- CHAPTER 7 Management Roles, Functions, and Skills -- BEHIND THE SCENES WEGMANS SATISFIES CUSTOMERS BY PUTTING EMPLOYEES FIRST -- Introduction -- The Roles of Management -- Interpersonal Roles -- Informational Roles -- Decisional Roles -- The Planning Function -- Defining the Mission, Vision, and Values -- Assessing Strengths, Weaknesses, Opportunities, and Threats -- Developing Forecasts -- Analyzing the Competition -- Establishing Goals and Objectives -- Developing Action Plans -- The

Organizing Function -- Top Managers -- Middle Managers -- First-Line Managers -- The Leading Function -- Developing an Effective Leadership Style -- Coaching and Mentoring -- Managing Change -- Building a Positive Organizational Culture -- The Controlling Function -- The Control Cycle -- Establishing Performance Standards -- Measuring Performance and Responding as Needed -- Crisis Management: Maintaining Control in Extraordinary Circumstances -- Essential Management Skills -- Interpersonal Skills.

Technical Skills.

Sommario/riassunto

For courses in Introduction to Business An introduction to business text can be comprehensive without being overly complex and overwhelming-and this text proves it! Business in Action, Seventh Edition is uniquely positioned to help today's students become tomorrow's focused, highly productive business professionals. It is the only introduction to business text that emphasizes efficient, focused, objectives-driven learning in every aspect. Teaching and Learning Experiences Use a program that presents a better teaching and learning experience-for you and your students. Use an objective-driven structure to help students learn and retain information: Every chapter is organized into six segments and paired with clear learning objectives to help students retain complex material. Build skills, awareness, and insight with strong pedagogy tools: Reinforce key introductory business concepts with end-of-chapter materials, Behind the Scenes chapter-opening vignettes, critical thinking questions, and case studies. Extend the value of your textbook with multimedia content: The unique Real-Time Updates system automatically provides weekly content updates, including interactive websites, podcasts, PowerPoint presentations, online videos, PDFs, and articles. MyBizLab® is not included. Students, if MyBizLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN. MyBizLab should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information. MyBizLab is an online homework, tutorial, and assessment product designed to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts.
