

1. Record Nr.	UNINA9910271041803321
Autore	Leker Jens
Titolo	Business chemistry : how to build and sustain thriving businesses in the chemical industry // edited by Jens Leker, University of Munster, Munster, Stephan von Delft, University of Twente, Netherlands, Carsten Gelhard, University of Glasgow, Glasgow, UK
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2018 ©2018
ISBN	1-118-85850-6 1-118-85852-2 1-118-85854-9
Edizione	[1st edition]
Descrizione fisica	1 online resource (354 pages)
Disciplina	660.068
Soggetti	Chemical industry - Management Pharmaceutical industry - Management Industrial management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Business Chemistry: How to Build and Sustain Thriving Businesses in the Chemical Industry is a concise text aimed at chemists, other natural scientists, and engineers who want to develop essential management skills. Written in an accessible style with the needs of managers in mind, this book provides an introduction to essential management theory, models, and practical tools relevant to the chemical industry and associated branches such as pharmaceuticals and consumer goods. Drawing on first-hand management experience and in-depth research projects, the authors of this book outline the key topics to build and sustain businesses in the chemical industry. The book addresses important topics such as strategy and new business development, describes global trends that shape chemical companies, and looks at recent issues such as business model innovation. Features of this practitioner-oriented book include: Eight chapters covering all the management topics relevant to chemists, other natural scientists and

engineers. Chapters co-authored by experienced practitioners from companies such as Altana, A.T. Kearney, and Evonik Industries. Featured examples and cases from the chemical industry and associated branches throughout chapters to illustrate the practical relevance of the topics covered. Contemporary issues such as business model design, customer and supplier integration, and business co-operation.
