

1. Record Nr.	UNINA9910452943203321
Titolo	Health risk communication [[electronic resource] /] / Marijke Lemal and Joav Merrick, editors
Pubbl/distr/stampa	Hauppauge, N.Y., : Nova Science Publishers, Inc., 2013
ISBN	1-62257-552-0
Descrizione fisica	1 online resource (190 p.)
Collana	Health and human development
Altri autori (Persone)	LemalMarijke MerrickJoav
Soggetti	Health risk communication Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	section 1. Health risk communication -- section 2. Acknowledgments -- section 3. Index.

2. Record Nr.	UNINA9910298169203321
Autore	Endres Herbert
Titolo	Adaptability Through Dynamic Capabilities : How Management Can Recognize Opportunities and Threats // by Herbert Endres
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2018
ISBN	3-658-20157-6
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XVII, 184 p. 12 illus.)
Disciplina	658.83
Soggetti	Marketing research Leadership Organization Planning Market Research/Competitive Intelligence Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Frameworks and Theories addressing Adaptability and Sustainable Competitive Advantages -- The Dynamic Capabilities Framework – How firms can survive -- The Sensing Capability – How to recognize opportunities and threats.
Sommario/riassunto	This book discusses theories and frameworks addressing the adaptability and sustainable competitive advantages of firms, including dynamic capabilities. This work develops and examines a concept that makes dynamic capabilities more tangible and provides guidance to managers and researchers on how to develop and maintain sustainable competitiveness. The focus thereby lies on sensing, i.e., the capability of firms to recognize opportunities and threats in their environment, and its effect on a firm's financial success. The insights from this work will shift managers' attention from the more static resource-based view to the dynamic capabilities perspective on firms. Contents • Frameworks and Theories addressing Adaptability and Sustainable Competitive Advantages • The Dynamic Capabilities Framework – How firms can survive • The Sensing Capability – How to recognize

opportunities and threats Target Groups • Researchers and students in the field of entrepreneurship, strategic management, innovation management, organizational behavior, and marketing • Directors, marketing managers, business consultants and analysts, strategy developers and market researchers The Author Dr. Herbert Endres, MBA is Assistant Professor (Akademischer Rat) for Marketing and Management at the Faculty of Business, Economics, and Management Information Systems, University of Regensburg. Before he started his PhD, he had worked in leading marketing and management positions in the industry.
