

1. Record Nr.	UNINA9910337785203321
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Titolo	Business Leadership and Market Competitiveness : New Paradigms for Design, Governance, and Performance // by Andrée Marie López-Fernández
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Pivot, , 2019
ISBN	3-030-03347-3
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (129 pages)
Collana	Palgrave pivot
Disciplina	658.4012 658.4092
Soggetti	Leadership Corporate governance Organization Planning Business Strategy/Leadership Corporate Governance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Leadership Taxonomy -- 2. Corporate Governance -- 3. Performance Management -- 4. Collaborator Management -- 5. Organizational Design -- 6. Future Directions. .
Sommario/riassunto	“Corporate decision-making is becoming complex as society, business, and corporate governance are triangulated in the global marketplace today. This book puts forth new dimensions in current business practices for strategic decision making over the traditional wisdom of managers. The book offers a series of conceptual models that will lead to a shift in readers’ mindsets. A must read for managers and change leaders...” — Rajagopal, Professor and National Researcher, EGADE Business School, Mexico Competitive paradigms, which are constantly being shifted, and turbulent environmental conditions, which today are a constant, tend to dictate rather than inform strategic decision making regarding an organization’s status quo and desired outcomes. As such, there is a need for organizational leaders to re-examine current

practices. This book provides insight into business dynamics and the internal and external factors that, when strategically aligned, provide satisfaction, added value, and enhanced performance. Andrée Marie López-Fernández is Professor and Researcher at Universidad Panamericana, Mexico. Her research areas of interest include corporate social responsibility, digital marketing, and consumer behavior. She is the author of *Convergence of Corporate Social Responsibility and Business Growth* (2015).
