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Autore	Ferrari, Giulio Cesare
Titolo	Scritti di psicologia / introduzione di Mario Quaranta
Pubbl/distr/stampa	Bologna : Pitagora, 1985
Descrizione fisica	XXVI, 256 p. ; 24 cm
Collana	Classici della psicologia italiana
Altri autori (Persone)	Quaranta, Mario
Disciplina	150
Soggetti	Psicologia - Studi
Lingua di pubblicazione	Italiano
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Livello bibliografico	Monografia
2. Record Nr.	UNINA9910794103503321
Titolo	Adapting to environmental challenges : new research in strategy and international business / / edited by Simon Torp (University of Aarhus, Denmark), Professor Torben Juul Andersen (Department of International Economics and Management, Copenhagen Business School, Denmark)
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ISBN	1-83982-478-6 1-83982-476-X
Descrizione fisica	1 online resource (249 pages)
Collana	Emerald studies in global strategic responsiveness
Disciplina	658
Soggetti	Industrial management Industrial management - Decision making Sustainable development Social responsibility of business Business & Economics - Management Business strategy
Lingua di pubblicazione	Inglese

Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references.
Sommario/riassunto	<p>The global business environment is as turbulent as ever and organizations must adapt to the changing conditions to survive and persevere. <i>Adapting To Environmental Challenges: New Research In Strategy And International Business</i> provides new promising insights on the effects of middle management involvement in adaptive strategy-making processes and applications of interactive control systems in the pursuit of more durable corporate outcomes. The empirical evidence suggests that responsible corporate behaviour drives higher market-valuations of firms and the application of green technologies is associated with more sustainable performance outcomes. For international organizations that operate across a multiplicity of cultural contexts, the ability to manage responsible corporate behavior must be interpreted in the local contexts and not only in a headquarter context, which is the norm. Hence, multinational managers must appreciate and understand the cultural differences to disentangle the managerial challenges in dynamic global markets where resource-poor firms can forge their international market positions by offering advantageous value-to-price trade-offs induced by supportive cultural values.</p> <p><i>Adapting To Environmental Challenges: New Research In Strategy And International Business</i> provide new relevant perspectives and insights to understand strategic adaptation in international business contexts based on corporate responsible behavior and cultural sensitivity as the ingredients for agile operations and a resilient multinational organization.</p>