

1.	Record Nr.	UNINA9910809855003321
	Autore	Shaw Peter
	Titolo	100 great leading well ideas // Dr. Peter Shaw
	Pubbl/distr/stampa	Singapore : , : Marshall Cavendish Business, , 2017 ©2017
	ISBN	981-4779-35-0
	Descrizione fisica	1 online resource (241 pages)
	Disciplina	658.4092
	Soggetti	Leadership Industrial management
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910830647803321
	Autore	Darby Mark
	Titolo	Alliance brand [[electronic resource] ] : fulfilling the promise of partnering // Mark Darby
	Pubbl/distr/stampa	Chichester ; ; Hoboken, NJ, : John Wiley & Sons, c2006
	ISBN	1-119-20899-8 1-280-51915-0 9786610519156 0-470-03530-7
	Descrizione fisica	1 online resource (410 p.)
	Disciplina	658.044 658/.044
	Soggetti	Strategic alliances (Business)
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.

Cover; CONTENTS; FOREWORD BY JEFF ALEXANDER, SEEDA; ACKNOWLEDGEMENTS; PREFACE; PART I: USING ALLIANCES TO CREATE VALUE; 1: HOW VALUE AND ADVANTAGE AFFECT FIRM ACTIVITIES; WHAT IS VALUE; UNDERSTANDING COMPETITIVE ADVANTAGE; 2: UNDERSTANDING ALLIANCES; ALLIANCE AMBIGUITY; DEFINING ALLIANCES; WHAT ALLIANCES ARE NOT; ASSETS ARE WHAT YOU ACCESS; ALLIANCES PERVADE THE VALUE CHAIN; ALLIANCES HAVE DIFFERING VALUES AND IMPORTANCE; PARTNERS COME FROM VARIOUS SOURCES; COMPLEX RELATIONSHIPS; 3: FORCES DRIVING FOR ALLIANCES; CUSTOMER DEMANDS AND INDUSTRY STANDARDS INCREASING PACE OF CHANGE WITH GROWTH AND COST PRESSURES REGULATION AND GOVERNANCE; INCREASING M&A CHALLENGES; CAPITAL, SIZE, LEARNING AND COMPETITIVE THREAT; 4: WHAT WINNING ALLIANCES LOOK LIKE; ALLIANCE SPIRIT; BUILDING TRUST; WHAT AN ORGANISATION THAT WINS WITH ALLIANCES DOES FOR SUCCESS; 5: FORCES CHALLENGING ALLIANCE SUCCESS; ALLIANCE FAILURE RATES; OTHER FORCES CHALLENGING SUCCESS; 6: ALLIANCE BRAND; REPUTATION IN CONTEXT; BRAND IN CONTEXT; ALLIANCE BRAND; A TIMELY INITIATIVE; EXAMPLES OF ALLIANCE BRANDS; GETTING RESULTS, REPUTATION AND ALLIANCE BRAND STATUS DOES YOUR ORGANISATION NEED AN ALLIANCE BRAND? PART I: SUMMARY; PART II: HAVING A CAPABILITY TO PARTNER; 7: CLARITY ON STRATEGY AND DIRECTION; THE IMPORTANCE OF CLARITY ON STRATEGY AND DIRECTION; PITFALLS TO AVOID; ACHIEVING CLARITY ON STRATEGY AND DIRECTION; HOW TO ENSURE THE STRATEGY AND DIRECTION CREATE VALUE; 8: CLARITY ON CORE COMPETENCES; THE IMPORTANCE OF CLARITY ON CORE COMPETENCES; DEFINING CORE COMPETENCES; EFFECTIVE INTERNAL ANALYSIS; THE CHALLENGES OF INTERNAL ANALYSIS; WHAT HAPPENS NEXT; 9: ABILITY TO MAKE EFFECTIVE STRATEGIC CHOICES; ALLIANCES ARE ONLY ONE OPTION STRENGTHS AND WEAKNESSES OF OTHER OPTIONS BRINGING IT TOGETHER IN A COHERENT FRAMEWORK; 10: ATTRACTIVENESS OF ASSETS; USING ASSETS EFFECTIVELY; LEVERAGING ASSETS; IDENTIFYING ASSETS; ASSESSING VALUES; CONDUCTING ASSET RISK ASSESSMENTS; SETTING THE FRAMEWORK FOR USE AND MONITORING ITS EFFECTIVENESS; 11: ABILITY TO COLLABORATE INTERNALLY AND EXTERNALLY; COLLABORATIVE CULTURES; FACTORS AFFECTING COLLABORATION; 12: ABILITY TO GOVERN EFFECTIVELY AND MANAGE COMPLEX RELATIONSHIPS; VIEW INCREASING LEGISLATION AS OPPORTUNITY NOT THREAT; DEALING EFFECTIVELY WITH COMPLEX RELATIONSHIPS MANAGING RECIPROCITY 13: EFFECTIVENESS OF ALLIANCE INFRASTRUCTURE; ABILITY TO SEGMENT, MEASURE AND MANAGE OVERALL PORTFOLIO PERFORMANCE; PROGRAMME FIT AND IMPORTANCE WITHIN THE FIRM; RESOURCES FOCUSED ON ALLIANCE ACTIVITY; EASE OF DOING AND NOT DOING BUSINESS WITH OTHER PARTIES; PROPOSITION ATTRACTIVENESS; ABILITY TO SELECT THE RIGHT PARTNERS AND RELATIONSHIPS; ABILITY TO DELIVER ON ALLIANCE COMMITMENTS; ABILITY TO DEVELOP, PROTECT AND SHARE KNOWLEDGE; PART II: SUMMARY; PART III: WINNING WITH ALLIANCES; 14: PHASE 1: PRE-ALLIANCE; CONTEXT; PHASE 1 AIMS; OUTPUT A: FORCES PUSHING FOR THE ALLIANCE OUTPUT B: ALLIANCE AS THE RIGHT CHOICE

As pressure continues to build on organisations to achieve more with less, partnering offers tremendous promise as a strategic solution. However, up to 70% of such initiatives fail to meet their objectives. In this book, alliance expert Mark Darby argues that, in the age of the

extended enterprise, firms must display a positive reputation and hard results from their alliances in order to attract the best partners and stand out from the growing crowd of potential allies. Building on this, he introduces the Alliance Brand concept, explores its critical success factors, and shows in detail how to

3. Record Nr.	UNINA9910254180203321
Titolo	Advances in Ergonomics in Design : Proceedings of the AHFE 2016 International Conference on Ergonomics in Design, July 27-31, 2016, Walt Disney World®, Florida, USA // edited by Francisco Rebelo, Marcelo Soares
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2016
ISBN	3-319-41983-8
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XVI, 841 p. 250 illus., 165 illus. in color.)
Collana	Advances in Intelligent Systems and Computing, , 2194-5365 ; ; 485
Disciplina	620.82
Soggetti	Computational intelligence Engineering design User interfaces (Computer systems) Human-computer interaction Cognitive psychology Manufactures Computational Intelligence Engineering Design User Interfaces and Human Computer Interaction Cognitive Psychology Machines, Tools, Processes
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Virtual Reality Challenges for the Future of Design -- Usability and User Experience in Design -- Human Factors in Design and Management -- Ergonomic Design for Industry and musculoskeletal disorders (MSD's)

-- Ergonomics in Clothing and Footwear Design -- User Research in Design -- Information Design -- Assistive Technology in Design -- Innovative Design.

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## Sommario/riassunto

This book provides readers with a timely snapshot of ergonomics research and methods applied to design, development, prototyping, as well as evaluation, training and manufacturing of products, systems and services. It includes theoretical contributions, case studies, and reports on technical interventions. The book covers a wide range of topics in ergonomic design, such as ecological design, educational and game design, cultural and ethical aspects in design, user research and human-computer-interaction in design, as well as design for accessibility and extreme environments, and many others. The book gives special emphasis to new technologies such as virtual reality, state-of-the-art methodologies in information design, and human-computer interfaces. Based on the AHFE 2016 International Conference on Ergonomics in Design, held on July 27-31, 2016, in Walt Disney World®, Florida, USA, this book represents a timely guide for both researcher and design practitioners, including industrial designers, human-computer interaction and user experience researchers, production engineers and applied psychologists.

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