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| Record Nr. | UNINA9910466158403321 |
| Autore | MacIntosh Robert |
| Titolo | Introducing management in a global context [[electronic resource] /] / Robert MacIntosh and Kevin O'Gorman |
| Pubbl/distr/stampa | Oxford, : Goodfellow Publishers, 2015 |
| ISBN | 9781910158494 (e-book) 9781910158470 (hbk.) 9781910158487 (pbk.) |
| Descrizione fisica | 1 online resource (xviii, 222 p.) : ill |
| Collana | The global management series |
| Altri autori (Persone) | O'GormanKevin |
| Disciplina | 658 |
| Soggetti | International business enterprises - Management Management Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Ch 1 Introducing Management: Art or science? (O'Gorman, Farrington and Gregor); Ch 2 Strategic Management (MacIntosh); Ch 3 Marketing and Consumer Behaviour (Hogg, Gori and Hisbent); Ch 4 Operations and Performance Management (Bititci and Jwijati); Ch 5 Managing People: Practice and Theory (Marks and Maclean); Ch 6 Managing Change (MacIntosh, Andrews and McLeod); Ch 7 Entrepreneurship and Business Growth (Galloway and Stirzaker); Ch 8 Economics and Regional Development (Danson and Kerry); Ch 9 Managing Quality (Antony); Ch 10 Business Ethics in a Global Context (Jack, Glasgow, Farrington and O'Gorman); Ch 11 Running a Global Organization; (MacIntosh, Krebs and Jones); Ch 12 Becoming a Manager (Collinson and Queenan); Index. |
| Sommario/riassunto | Managing a global business introduces particular challenges; managers must decide whether to standardize and centralize or to devolve key decisions to local markets, how to handle performance management, talent management and a range of other concerns. In this core text a range of leading experts present an introduction to management in a global context. Covering the major management disciplines, 'Introducing Management in a Global Context' provides an introductory overview of key topic areas and to glimpse the latest research in |

domains such as strategy, technology and change, economics and development, politics and the social world, marketing, ethics and corporate decision making. To help support their learning, readers have access to a range of online resources including chapter-by-chapter multiple choice questions which will enable them to assess how well they have grasped individual chapters. The text also features a range of supplementary readings, in-text exercises and cases/examples to help bring concepts to life. Understanding the content and context of this book will help shape you as a globally oriented manager. Includes: In-text exercises and end of chapter review questions with 'solutions'; PowerPoint slide sets for each chapter, suitable for 2 hours teaching; Exemplar papers for each topic area to encourage further reading and research; "Who to Read" summaries at the end of each chapter identifying leading thinkers in the field; MCQs which could be used for class test or self-assessment purposes to enhance student learning. Kevin O'Gorman was formerly Professor of Management and Business History and Head of Business Management in the School of Languages and Management in Heriot-Watt University, Edinburgh. He trained in Glasgow, Salamanca and Rome as a philosopher, theologian and historian. His research interests have a dual focus: Origins, history and cultural practices of hospitality, and philosophical, ethical and cultural underpinnings of contemporary management practices. Using a wide range of methodological approaches he has published over 80 journal articles, books, chapters, and conference papers in business and management studies. Robert MacIntosh is Professor of Strategy and Head of the School of Management and Languages at Heriot-Watt University. He trained as an engineer and has worked at the Universities of Glasgow and Strathclyde. His research on the ways in which top teams develop strategy and on organizational change has been published in a wide range of outlets. He has a long-standing interest in research methods for business and management studies and has published on the relevance of management research using methods that include ethnography and action research. He has consulted extensively with public and private sector organizations and sits on the board of the charity Turning Point Scotland.

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Titolo	Hate, prejudice and discrimination / / guest editors, Robert J. Cramer and Phyllis Gerstenfeld
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ISBN	1-78714-097-0
Descrizione fisica	1 online resource (77 pages) : illustrations
Collana	Journal of aggression, conflict and peace research, , 1759-6599 ; ; volume 8, number 4 2016
Disciplina	153
Soggetti	Hate
	Prejudices
	Discrimination
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia