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Autore	Héritier-Augé, Françoise
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Nota di contenuto	Front Cover; The Pragmatic MBA for Scientific and Technical Executives; Copyright Page; Dedication; Contents; Preface; Foreword; 1 Marketing; Introduction; Market Segmentation; Additional Reading; Additional Reading; The Marketing Mix; Additional Reading; General References and Websites Related to Marketing; 2 Economics; Introduction; Markets; Additional Reading; Additional Reading; Gross Domestic Product; Additional Reading; Inflation; Additional Reading; Exchange Rates; Additional Reading; Additional Reading; Additional Reading; Innovation and Economics; Additional Reading General References and Websites in Economics3 Corporate Strategy; Introduction; Business Portfolio Model; Additional Reading; Five Forces Model; Additional Reading; Resource-Based View of the Firm; Additional Reading; Delta Model; Additional Reading; General References and Websites in Strategy; 4 Management and Leadership;

Introduction; Team Structure; Additional Reading; Team Construction; Additional Reading; Leadership Dynamics; Additional Reading; Additional Reading; Change Management; Additional Reading; General References and Websites on Leadership and Management; 5 Portfolio Management
IntroductionCommon Traits; Additional Reading; Considerations in Portfolio Management; Additional Reading; Additional Reading; Additional Reading; Additional Reading; Models for Portfolio Management; Additional Reading; Additional Reading; Additional Reading; Additional Reading; Additional Reading; General References in Portfolio Management; 6 Finance and Accounting; Introduction; Financial Statements; Ratios; Discounted Cash Flow; General References and Websites in Finance; 7 Product Development; Introduction; Product Life Cycle; Additional Reading; Disruption (Disruptive Innovation) Additional ReadingAdoption and Diffusion; Additional Reading; Discontinuities in the Product Life Cycle; Additional Reading; Dominant Design; Additional Reading; General References and Websites in Product Development; 8 Operations; Introduction; Total Quality Management; Additional Reading; Variability; Additional Reading; Continuous Improvement; Additional Reading; Additional Reading; Supply Chain Coordination: Information Sharing; Additional Reading; Additional Reading; General References and Websites on Operations; 9 Business Law; Introduction; Contracts; Additional Reading; Torts Additional ReadingIntellectual Property; Additional Reading; Employment Law; Additional Reading; Additional Reading; General References and Websites with Articles on the Law; Web Based Supporting Resources; Educational videos; Podcasts; Index

Sommario/riassunto

This primer enables professionals with technical expertise to collaborate with their business-side colleagues. Emphasizing brevity and clarity, it gives technical staff answers to their most pressing questions about economics, finance, marketing, strategic decision-making, accounting, management, and related subjects. It does not offer condensed 1st year MBA courses; instead, it presents streamlined concepts and insights that are easy enough to be accessible and challenging enough to hold one's interest. Its examples from pharma, IT, aircraft/navigation, and other industries highlight pr
