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Management A. Naga, In today's world change is the only constant factor In the last few decades there has been a radical change in how organizations function To survive in this highly volatile environment companies need a long term strategic vision and thinking In light of this strategic management has become a significant topic and is taught as the core subject in MBA PGDM programmes in Indian universities and business schools This is a book written in the context of the Indian business environment but with a global orientation It is comprehensive and contemporary in its approach The AirAsia Story 2 Pei Ling Chin, 2014 **Strategic Human Resource Management** Catherine Bailey, David Mankin, Clare Kelliher, Thomas Garavan, 2018 What is strategic HRM and how do you apply it in business What makes good HR strategy and how do you develop it What are the key issues that need to be considered when creating developing and embedding a strategic approach to managing people These are the fundamental questions asked by HR professionals and tackled in this innovative and comprehensive textbook Drawing on the latest academic research the well respected author team take a reliably thematic approach to SHRM Broken into four distinct parts the book addresses the context theories themes and future of managing people strategically Case studies and examples include Tata Motors Samsung Pizza Express and Deliveroo ensuring that theoretical discussion is always linked to practical application New Strategic HRM in Action boxes take this one step further by presenting students with a scenario in which they themselves can make strategic decisions and reflect on their own evaluation of real life business practices Critical thinking is essential in SHRM so frequent Critical

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Corporate Branding in Logistics and Transportation Nor Aida Abdul Rahman, T.C. Melewar, Pantea Foroudi, Suraksha Gupta, 2024-03-05 The academic and scholarly interest in the subject of branding in both the consumer and industrial markets has grown substantially in the dynamic post pandemic environment The growth in research outputs by a handful of business scholars explains the impact of brand in an industrial business to business setting at the cognitive level only and has not considered its impact specifically on logistics and transportation despite the value it can offer Considering these gaps in the periphery of our existing knowledge this book explores corporate brand management within the logistics and transportation sector from the perspective of image reputation and identity This edited collection offers a blend of comprehensive and extensive high quality research from global highly reputed contributors It covers issues related to the establishment of brands relevant niches such as service performance and social support aviation and maritime industries media relations crisis branding and innovation Exploring a wide range of sectors within logistics and transport the book illustrates the many dimensions of corporate branding and theories future trends and developments as well as proposing a model for future research Containing a balance of theory and practice with effective case studies Corporate Branding in Logistics and Transportation will appeal to marketing academics and upper level graduates in particular It will also be a valuable resource for those studying or researching logistics supply chain management and transport studies *The Routledge Companion to Performance Management and Control* Elaine Harris, 2017-08-15 Performance management is key to the ongoing success of any organisation allowing it to meet its strategic objectives by designing and implementing

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tourism programs particularly after World War II The book also examines how such systems integrated travelers airlines and airports in Australasia and Europe while at the same time competing with imperial systems of airport and airline development This book illuminates the strategies behind and competition between cities during the current century for air traffic tourists and airlines transiting between Europe Southeast Asia and Australasia

Marketing Cases from Emerging Multinational Enterprises (eMNEs) Zafar U. Ahmed,Omer F. Genc,2024-12-23 Globalization has changed the world economic picture and emerging markets have developed very fast Several multinational companies from emerging markets came to world arena and compete with big multinationals from developed countries This book explores the ways in which emerging multinational enterprises eMNEs work to become competitive global brands It explores eMNEs from industries such as airlines banking food distribution automotive and information technology These cases are useful to researchers scholars students and practitioners interested in eMNEs branding and emerging markets

The Global Commercial Aviation Industry Sören Eriksson,Harm-Jan Steenhuis,2015-07-16 This book provides a state of the art overview of the changes and development of the civil international aircraft aviation industry It offers a fully up to date account of the international developments and structure in the aircraft and aviation industries from a number of perspectives which include economic geographical political and technological points of view The aircraft industry is characterized by very complex high technology products produced in relatively small quantities The high technology requirements necessitate a high level of R D In no other industry is it more of inter dependence and cross fertilisation of advanced technology Consequently most of the world s large aircraft companies and technology leaders have been located in Europe and North America During the last few decades many developing countries have tried to build up an internationally competitive aircraft industry The authors study a number of important issues including the political economy of the aircraft industry globalization in this industry innovation newly industrializing economies and the aircraft industry This book also explores regional and large aircraft transformation of the aviation industry in Central and Eastern Europe including engines airlines airports and airline safety It will be of great value to students and to researchers seeking information on the aircraft industry and its development in different regions

Asian Competitors: Marketing For Competitiveness In The Age Of Digital Consumers Philip Kotler,Hermanwan Kartajaya,Den Huan Hooi,2019-03-15 Today s dynamic and uncertain environment has contributed to the changing nature of markets In order for companies to keep up they will need to embark on new wave marketing to ride the wave of opportunities provided by the changes in the environment such as the digital revolution This is critical all over the world but none more so than in Asia Asia is not only the world s biggest market but also the fastest growing It is therefore essential for marketers to understand the dynamics of Asian companies and what they have to offer to the wider world This book analyzes competitive companies from 18 Asian countries that have successfully practiced new wave marketing and in so doing provide invaluable lessons that others may find useful Comprehensive case studies are used not

only to describe how some of Asia's best companies compete but also to analyze the concepts of new wave marketing their actions are based on This book is unique in its depth and breadth of cases from companies in the ASEAN region to North east Asia including Mongolia and SAARC The authors of this book Professor Philip Kotler arguably the Father of Modern Marketing Hermawan Kartajaya from Indonesia and Hooi Den Huan from Singapore are all experts in their field and have previously produced other bestsellers This book with its focus on real life examples of competitive Asian companies in the age of digitalization complements the principles and theoretical frameworks of new wave marketing that are detailed in its sister book Together these books provide a comprehensive picture of the changing Asian marketing landscape

Introduction to Corporate Communication Charu Lata Singh, Mona Gupta, 2021-12-30 This book examines the evolution of corporate communication in the recent past in the context of the rapidly changing contemporary business environment in India Using several case studies it illustrates the growing need for small and large businesses to recognize and form a direct connection with their stakeholders and further explains the effective ways through which specific business requirements are realized by communication managers The book explores the greater dependency and function of multiple media strategies and their challenges It also offers various theoretical and practical insights into the successful integration of diverse communication and marketing strategies like employee communication investor relations corporate social responsibility and philanthropy branding crisis management and corporate ethics and governance among others Lucid and comprehensive this book will be an essential read for students and scholars of corporate communications business management media and communication studies public relations and marketing as well as communication and marketing practitioners

Marketing For Competitiveness: Asia To The World - In The Age Of Digital Consumers Philip Kotler, Hermanwan Kartajaya, Den Huan Hooi, 2016-11-24 Asia is the most populated geographical region with 50% of the world's inhabitants living there Coupled that with the impressive economic growth rates in many Asian countries the region provides a very attractive and lucrative market for many businesses big and small and from all industries In addition Asia is also a dynamic market that significantly grows with developments in technology and digitalization For example a research by Google and Temasek shows that Southeast Asia is the world's fastest growing internet region The internet economy in Southeast Asia is expected to grow by 6.5 times from US 31 billion in 2015 to US 197 billion in 2025 All these make it critical for marketers whether domestic regional or global to stay in touch if not ahead in their understanding of what is happening in Asia from a marketing perspective and what Asia has to offer to the world One phenomenon happening in the Asian market and which marketers should pay utmost attention to is the rapidly unfolding digital revolution that has fundamentally transformed not just the extent but also the nature of competition What makes it even more challenging and complicating is also how such a revolution impacts on consumer and business buying behavior Disruptive technologies supported by this digital revolution have brought in new competitors and enabled existing competitors to surpass the conventional boundaries which we may be

quite familiar with Asian consumers have become more educated and connected and have embraced newer ways of selecting buying and using products and services In this book the Father of Modern Marketing Professor Philip Kotler has collaborated with two marketing experts from Asia Hermawan Kartajaya from Indonesia and Hooi Den Huan from Singapore to publish a book on Marketing for Competitiveness Asia to the World In the Age of Digital Consumers This book argues that marketing is no longer just vertical but has encompassed a new more horizontal paradigm In addition to many new concepts and frameworks this book includes a plethora of real world examples from various countries in Asia which will help to shed light on how companies both Asian and global compete in Asia Useful lessons can be drawn by all businesses in the world on how to win the mind heart and spirit of the Asian consumer digital and non digital **Bold** Shaun Smith,Andy Milligan,2011-04-03 WINNER CMI Management Book of the Year Awards 2012 E book Category More than ever before business success depends on standing out from the crowd and delivering authentic experiences that turn your customers into advocates for your business BOLD tells the stories of 14 companies that prove that brand building is now about completely rethinking the customer experience and redefining the relationship you have with your customers Each inspiring story is told by the executives involved who were brave enough to pursue audacious goals challenge industry norms and win BOLD puts the spotlight on Virgin Galactic Innocent O2 Air Asia X Chilli Beans Six Senses Resorts and Spas Burberry BBH The Geek Squad TNT Express JCB WWF Umpqua Bank and Zappos com These inspiring case studies demonstrate that putting purpose before profit going way beyond what customers expect and relentlessly differentiating themselves from everyone else in other words being bold in thought bold in execution and bold in measuring their success in new ways pays off *The Airline Revolution* Gordon Mills,2016-07-15 When starting new airlines in response to government deregulation entrepreneurs in the U S and Europe reduced some traditional service qualities to reduce costs concentrated on non stop services between city pairs not already so connected improved on time performance and offered low fares to win leisure travelers from the incumbents and to encourage more travel In recent developments some of the new airlines have offered optional extras at higher fares to attract business travelers and entered major routes alongside the legacy carriers Within both the U S and Europe deregulation removed most geographical barriers to expansion by short haul airlines Later limited deregulation spread to other world regions where many short haul routes connect city pairs in different countries and where governments have retained traditional two country mechanisms restricting who may fly To gain access to domestic routes in other countries some new airlines are setting up affiliate companies in neighboring countries with each company legally controlled in the country of domicile With air travel growing strongly especially in Asia a common result is intense but potentially short lived competition on major routes The recent developments give clear signposts to likely mid term outcomes and make this an opportune time to report on the new airline scene The Airline Revolution will provide valuable economic analysis of this climate to students airline professionals advancing to senior positions public servants and others who provide advice to

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