

Business Advantage Cambridge

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PHILLIPS OCONNELL

Competitive Advantage on the Shop Floor Cambridge University Press

While there is a large and ever-expanding body of work on the fields of business ethics and corporate social responsibility (CSR), there is a noted absence of a single source on the methodology and research approaches to these fields. In this book, the first of its kind, leading scholars in the fields gather to analyse a range of philosophical and empirical approaches to research in business ethics and CSR. It covers such sections as historical approaches, normative and behavioural methodologies, quantitative, qualitative and experimental perspectives, grounded theory and case methodologies, and finally a section on the role of the researcher in research projects. This book is a valuable and essential read for all researchers in business ethics and CSR, not only for those starting out in the fields, but also for seasoned scholars and academics.

Business Advantage Intermediate Teacher's Book Cambridge Scholars Publishing

An innovative, new multi-level course for the university and in-company sector. Business Advantage is the course for tomorrow's business leaders. Based on a unique syllabus that combines current business theory, business in practice and business skills - all presented using authentic, expert input - the course contains specific business-related outcomes that make the material highly relevant and engaging. The Business Advantage Intermediate level books include input from leading institutions and organisations, such as: the Cambridge Judge Business School, IKEA, Emirates NBD, Isuzu and Unilever. The Teacher's Book comes with photocopyable activities, progress tests, and worksheets for the DVD which accompanies the Student's Book.

Sustainability Is the New Advantage Harvard Business Press

Why an organization's response to digital disruption should focus on people and processes and not necessarily on technology. Digital technologies are disrupting organizations of every size and shape, leaving managers scrambling to find a technology fix that will help their organizations compete. This book offers managers and business leaders a guide for surviving digital disruptions—but it is not a book about technology. It is about the organizational changes required to harness the power of technology. The authors argue that digital disruption is primarily about people and that effective digital transformation involves changes to organizational dynamics and how work gets done. A focus only on selecting and implementing the right digital technologies is not likely to lead to success. The best way to respond to digital disruption is by changing the company culture to be more agile, risk tolerant, and experimental. The authors draw on four years of research, conducted in partnership with MIT Sloan Management Review and Deloitte, surveying more than 16,000 people and conducting interviews with managers at such companies as Walmart, Google, and Salesforce. They introduce the concept of digital maturity—the ability to take advantage of opportunities offered by the new technology—and address the specifics of digital transformation, including cultivating a digital environment, enabling intentional collaboration, and fostering an experimental mindset. Every organization needs to understand its “digital DNA” in order to stop “doing digital” and start “being digital.” Digital disruption won't end anytime soon; the average worker will probably experience numerous waves of disruption during the course of a career. The insights offered by The Technology Fallacy will hold true through them all. A book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review.

Business Advantage B2. Upper-Intermediate. Teacher's Book Anthem Press

This short course is for learners who need to improve their ability to communicate when socialising, telephoning, presenting, taking part in meetings and negotiating. The course aims to build confidence and fluency by encouraging students to analyse tasks and take part in practice activities. This second edition has been redesigned and now includes a page of self-study tasks for each of the 15 units.

The Internationalisation Maturity of the Firm MIT Press

This publication traces the corporate path to power and influence in the modern world, and explores whether corporations of the future will become superpowers in their own right or, like the dinosaurs, give way to superior forms. It examines how the emergence of empire-building firms in 16th century Europe gave way to the dominance of American corporations in the 19th and 20th centuries, which is now under threat as new types of corporations arise in China and elsewhere. The book offers surprising insights, such as why the explorer Sebastian Cabot incorporated while Christopher Columbus did not, how the US Constitution's silence on corporations gave rise to America's industrial dominance, and how a 19th century company making matches emerged as the Amazon of its day only to later lose its technological edge. It also discusses the many ways in which societies attempt to reign in corporate power, and the strategies of corporations to bypass controls. The text, furthermore, considers the startling ways in which new social movements, emerging business models and developing technologies—from bitcoin to artificial intelligence—will shape the corporations of the future. This book will introduce readers to the legal concept of a corporation, along with the economic and societal factors that gave rise to it as the primary means of conducting business in the modern world. With its broad sweep of history, current relevance, and insightful look to the future, this text will appeal to both scholarly and general audiences.

From Humble Beginnings to Global Leadership Cambridge Scholars Publishing

This is a new self-study reference and practice book for advanced learners of English who need vocabulary for business and professional purposes. It has been carefully researched using the Cambridge International Corpus to ensure that the 2,000 new words and expressions represent the English that native speakers actually use. The book consists of 50 units and follows the highly successful format of the English Vocabulary in Use range with presentation material on the left-hand page and practice exercises on the right-hand page. It covers a wide variety of up-to-date business topics and concepts including: people and organisations; quality; strategy; marketing; IT and the Internet; ethics and globalisation.

The Coevolution of Firms, Technology, and National Institutions Cambridge University Press

An innovative, new multi-level course for the university and in-company sector. Business Advantage classware brings together onto one DVD-ROM the text, images, audio and video content from the Business Advantage Student's Book. This gives teachers a new and engaging way to present and use the material in class. Classware is easy to use and is suitable for teachers who are new to using technology and those who are more experienced. The software can be used with interactive

whiteboards, portable whiteboard devices, or simply a computer and projector. Business Advantage is the course for tomorrow's business leaders.

A Business Relationships Perspective MIT Press

During the last 150 years, we have stressed the oceans, warmed the planet and overextended almost every natural resource. To create real change will require a generation of leaders and businesses that think and act differently. "Sustainability Is the New Advantage" identifies the skill sets, best practices, and new ideas needed to teach a new generation to start, grow, and manage sustainable organizations.

English for Business Communication Audio CD Set (2 CDs) Harvard University Press

A comparison of the development of the synthetic dye industry in Europe and the US.

Business Advantage B1. Intermediate. Personal Study Book with 1 Audio-CD MIT Press

Extends geographer's pioneering research into the dynamics of competition in Silicon Valley. This book brings a fresh perspective to the way that technology entrepreneurs build regional advantage in order to compete in global markets. It is useful for scholars, policymakers and business leaders. *Student's book with DVD. C1/C2 : Advanced. Hauptw.* Cambridge University Press

An innovative, new multi-level course for the university and in-company sector. Business Advantage is the course for tomorrow's business leaders. Based on a unique syllabus that combines current business theory, business in practice and business skills - all presented using authentic, expert input - the course contains specific business-related outcomes that make the material highly relevant and engaging. The Business Advantage Upper-intermediate level books include input from the following leading institutions and organisations: the Cambridge Judge Business School, the Boston Consulting Group, Nokia, Dell, and Havaianas - to name but a few. The Teacher's Book comes with additional photocopyable activities (1 per unit) and three progress tests.

Business Advantage MIT Press

Cutting through the hype, a practical guide to using artificial intelligence for business benefits and competitive advantage. In *The AI Advantage*, Thomas Davenport offers a guide to using artificial intelligence in business. He describes what technologies are available and how companies can use them for business benefits and competitive advantage. He cuts through the hype of the AI craze—remember when it seemed plausible that IBM's Watson could cure cancer?—to explain how businesses can put artificial intelligence to work now, in the real world. His key recommendation: don't go for the “moonshot” (curing cancer, or synthesizing all investment knowledge); look for the “low-hanging fruit” to make your company more efficient. Davenport explains that the business value AI offers is solid rather than sexy or splashy. AI will improve products and processes and make decisions better informed—important but largely invisible tasks. AI technologies won't replace human workers but augment their capabilities, with smart machines to work alongside smart people. AI can automate structured and repetitive work; provide extensive analysis of data through machine learning (“analytics on steroids”), and engage with customers and employees via chatbots and intelligent agents. Companies should experiment with these technologies and develop their own expertise. Davenport describes the major AI technologies and explains how they are being used, reports on the AI work done by large commercial enterprises like Amazon and Google, and outlines strategies and steps to becoming a cognitive corporation. This book provides an invaluable guide to the real-world future of business AI. A book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review.

The Technology Fallacy Cambridge University Press

Huawei has become China's most prominent multinational company and a leader in the ICT sector. Given unprecedented access to the company, the authors of this book examine the management transformation of Huawei from its inception in 1987 until 2019, observing in detail not only the creation of its organizational routines but also the breaking of routines across most major functional areas: Management, Product Development, HR, Supply Chain, Finance, R&D, Intellectual Property, and International Business. 'Dynamic capabilities' are central to theories of competitive advantage and this book highlights Huawei as an ideal case study for the successful implementation of change routines and change-supporting values. The chapters cover all the major change initiatives the firm has undertaken since 1996 to import best practices from the West, with the help of consultants. The insights presented in the book will be particularly interesting for academics in the field of strategy, management, and business history.

How to Put the Artificial Intelligence Revolution to Work Cambridge University Press

Business Advantage Intermediate Student's Book with DVD Cambridge University Press

From Imitation to Innovation Cambridge University Press

An innovative, new multi-level course for the university and in-company sector. Business Advantage is the course for tomorrow's business leaders. Based on a unique syllabus that combines current business theory, business in practice and business skills - all presented using authentic, expert input - the course contains specific business-related outcomes that make the material highly relevant and engaging. The Business Advantage Advanced level books include input from the following leading institutions and organisations: Alibaba, Dyson, Piaggio, and The Cambridge Judge Business School. The Student's Book comes with a free DVD of case studies.

Debunking the Myth of Small Business Harvard Business Press

An innovative, new multi-level course for the university and in-company sector. Business Advantage is the course for tomorrow's business leaders. Based on a unique syllabus that combines current business theory, business in practice and business skills - all presented using authentic, expert input - the course contains specific business-related outcomes that make the material highly relevant and engaging. The Business Advantage Advanced level books include input from leading institutions and organisations, such as: Alibaba, Dyson, Piaggio, and The Cambridge Judge Business School. The Teacher's Book comes with photocopyable activities, progress tests and worksheets for the DVD which accompanies the Student's Book.

Leadership, Change, and the Future of Business Cambridge University Press

Practical advice for redesigning “big, old” companies for digital success, with examples from Amazon, BNY Mellon, LEGO, Philips, USAA, and many other global organizations. Most established companies have deployed such digital technologies as the cloud, mobile apps, the internet of things, and artificial intelligence. But few established companies are designed for digital. This book offers an essential guide for retooling organizations for digital success. In the digital economy, rapid pace of change in technology capabilities and customer desires means that business strategy must be fluid.

As a result, the authors explain, business design has become a critical management responsibility. Effective business design enables a company to quickly pivot in response to new competitive threats and opportunities. Most leaders today, however, rely on organizational structure to implement strategy, unaware that structure inhibits, rather than enables, agility. In companies that are designed for digital, people, processes, data, and technology are synchronized to identify and deliver innovative customer solutions--and redefine strategy. Digital design, not strategy, is what separates winners from losers in the digital economy. Designed for Digital offers practical advice on digital transformation, with examples that include Amazon, BNY Mellon, DBS Bank, LEGO, Philips, Schneider Electric, USAA, and many other global organizations. Drawing on five years of research and in-depth case studies, the book is an essential guide for companies that want to disrupt rather than be disrupted in the new digital landscape.

The Management Transformation of Huawei Cambridge University Press

Provides a practical introduction to business design and entrepreneurship in the digital economy for

non-business students.

Its History and Future Ernst Klett Sprachen

Examines the structure and management of family-owned businesses, from small companies to multinational conglomerates, discussing how they differ from public companies and how they move through generational changes in leadership
Cambridge University Press

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