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You think you have a winning strategy. But do you? Executives are bombarded with bestselling ideas and best practices for achieving competitive advantage, but many of these ideas and practices contradict each other. Should you aim to be big or fast? Should you create a blue ocean, be adaptive, play to win—or forget about a sustainable competitive advantage altogether? In a business environment that is changing faster and becoming more uncertain and complex almost by the day, it's never been more important—or more difficult—to choose the right approach to strategy. In this book, The Boston Consulting Group's Martin Reeves, Knut Haanæs, and Janmejaya Sinha offer a proven method to determine the strategy approach that is best for your company. They start by helping you assess your business environment—how unpredictable it is, how much power you have to change it, and how harsh it is—a critical component of getting strategy right. They show how existing strategy approaches sort into five categories—Be Big, Be Fast, Be First, Be the Orchestrator, or simply Be Viable—depending on the extent of predictability, malleability, and harshness. In-depth explanations of each of these

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approaches will provide critical insight to help you match your approach to strategy to your environment, determine when and how to execute each one, and avoid a potentially fatal mismatch. Addressing your most pressing strategic challenges, you'll be able to answer questions such as: • What replaces planning when the annual cycle is obsolete? • When can we—and when should we—shape the game to our advantage? • How do we simultaneously implement different strategic approaches for different business units? • How do we manage the inherent contradictions in formulating and executing different strategies across multiple businesses and geographies? Until now, no book brings it all together and offers a practical tool for understanding which strategic approach to apply. Get started today. Understand Michael Porter's value chain in no time! Find out everything you need to know about this valuable business tool with this practical and accessible guide. The Harvard Business School professor Michael E. Porter has dedicated much of his career to studying competitive advantage. One of his best-known concepts is the value chain, which is used to deliver a product or service to the market and has three key objectives: to improve services, to reduce costs and to create value. The model can be applied to virtually any business in any sector, making it a vital tool for companies looking to make the most of their competitive advantage in an increasingly

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crowded market. In 50 minutes you will be able to:

- Identify the nine functions that generate value within a business*
- Analyse your company's activity to make the most of your competitive advantage*
- Find areas for improvement and take concrete steps to maximise performance*

ABOUT 50MINUTES.COM | MANAGEMENT AND MARKETING The Management and Marketing series from the 50Minutes collection provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications will give you elements of theory, definitions of key terms and case studies in a clear and easily digestible format, making them the ideal starting point for readers looking to develop their skills and expertise.

The retail industry is facing unprecedented challenges. Across all sectors and markets, retailers are shifting their business models and customer engagement strategies to ensure their survival. The rise of online shopping, and its primary player, Amazon, is at the heart of many of these changes and opportunities. Amazon explores the e-commerce giant's strategies, providing original insight at a time when the company is on the cusp of revolutionizing itself even further. Amazon's relentless dissatisfaction with the status quo is what makes it such an extraordinary retailer. This book explores whether Amazon has what it takes to become a credible grocery

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retailer, and as it transitions to bricks and mortar retailing, explores whether Amazon's stores can be as compelling as its online offering and if innovations such as voice technology, checkout-free stores and its Prime ecosystem will fundamentally change the way consumers shop. Written by industry leading retail analysts who have spent decades providing research-based analysis and opinion, Amazon analyzes the impact these initiatives will have on the wider retail sector and the lessons that can be learned from its unprecedented rise to dominance, as stores of the future become less about transactions and more about experiences.

An examination of the greening of the automotive industry by the path dependence of countries and carmakers' trajectories. Three sources of path dependency can be detected: business models, consumer attitudes, and policy regulations. The automobile is changing and the race towards alternative driving systems has started!

Supply Chain Finance and Blockchain Technology

New Geographies of Consumption, Production and Rural Restructuring

An introduction

Michael Porter's Value Chain

Collected Practices & Cases

Using Innovative Ideologies to Build Breakthrough Brands

The Digital Revolution in Commercial Banking

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Applying lean to the supply chain is a hot topic. While lean operations can produce significant benefits to an organization, the greatest benefits will not be realized unless lean is extended beyond the organization to involve both suppliers and customers. Lean Supply Chain: Collected Practices and Cases provides a variety of case studies

Il volume, realizzato nell'ambito delle iniziative di ricerca promosse dal Centro Italiano di Eccellenza sulla Logistica Integrata (CIELI) dell'Università degli Studi di Genova, si propone di affrontare il tema della retail logistics delle imprese della Grande Distribuzione Organizzata (GDO) operanti nel settore grocery, evidenziandone i riflessi sulla competitività aziendale. Dalle modalità con cui si gestisce l'attività logistica si creano infatti condizioni di costo e di qualità del servizio, essenziali per la competitività dell'impresa distributiva. Inoltre, le soluzioni tecnico-organizzative adottate dalle imprese GDO nella gestione logistica esercitano implicazioni significative sulle catene del valore delle imprese di produzione, per gli inevitabili processi ed effetti di mutua compenetrazione che coinvolgono i soggetti appartenenti alla medesima supply chain. Per approfondire il tema della retail logistics delle imprese della GDO grocery, il volume adotta un approccio evolutivo, integrato con la prospettiva dei rapporti verticali di canale tra industria-distribuzione. Dopo aver esaminato l'evoluzione della retail logistics, conseguente alla modernizzazione delle imprese distributive grocery, il volume illustra alcuni fattori che sono stati individuati dalla letteratura come nuovi driver della retail logistics. Sono analizzati poi gli aspetti costitutivi dei network logistici delle imprese della GDO e le tecnologie di gestione dei flussi informativi e delle merci. I temi affrontati sono stati poi verificati empiricamente, attraverso lo studio di tre casi aziendali di operatori della GDO grocery. Lara Penco, professore associato di Economia e Gestione delle Imprese nel Dipartimento di Economia dell'Università degli Studi di Genova, membro del Centro Italiano di Eccellenza sulla Logistica Integrata, è autore di pubblicazioni in tema di management strategico e strategie d'impresa in molteplici

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settori dell'industria e dei servizi.

Finn Frandsen and Winni Johansen have won the 2019 Danish communication prize (KOM-pris) for their world-class research in organisational crises, crisis management and crisis communication. This prize is awarded by The Danish Union of Journalists (Dansk Journalistforbund) and Kforum. <http://mgmt.au.dk/nyheder/nyheder/news-item/artikel/finn-frandsen-and-winni-johansen-win-the-kom-pris-2019/> The aim of this handbook is to provide an up-to-date introduction to the discipline of crisis communication. Based on the most recent international research and through a series of levels (from the textual to the inter-societal level), this handbook introduces the reader to the most important concepts, models, theories and debates within the field of crisis communication. Crisis communication is a young and very vibrant field of research and practice. It is therefore crucial that researchers, students and practitioners have access to presentations and discussions of the most recent research. Like the other handbooks in the HOCS series, this handbook contains a general introduction, a chapter on the history of crisis communication research, a series of thematic chapters on crisis communication research at various levels, a chapter perspectives, a glossary of key terms, and lists of further reading for each chapter (with references to publications in English, German, and French).

Overview Section I – Introducing the field
General introduction A brief history of crisis management and crisis communication: From organizational practice to academic discipline Reframing the field: Public crisis management, political crisis management, and corporate crisis management
Section II – Between text and context
Image repair theory
Situational crisis communication theory: Influences, provenance, evolution, and prospects
Contingency theory: Evolution from a public relations theory to a theory of strategic conflict management
Discourse of renewal: Understanding the theory's implications for the field of crisis communication
Making sense of crisis sensemaking theory: Weick's contributions to the study of crisis communication
Arenas and voices in organizational crisis communication: How far have we

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come? Visual crisis communication Section III – Organizational level To minimize or mobilize? The trade-offs associated with the crisis communication process Internal crisis communication: On current and future research Whistleblowing in organizations Employee reactions to negative media coverage Crisis communication and organizational resilience Section IV – Interorganizational level Fixing the broken link: Communication strategies for supply chain crises Reputational interdependence and spillover: Exploring the contextual challenges of spillover crisis response Crisis management consulting: An emerging field of study Section V – Societal level Crisis and emergency risk communication: Past, present, and future Crisis communication in public organizations Communicating and managing crisis in the world of politics Crisis communication and the political scandal Crisis communication and social media: Short history of the evolution of social media in crisis communication Mass media and their symbiotic relationship with crisis Section VI – Intersocietal level Should CEOs of multinationals be spokespersons during an overseas product harm crisis? Intercultural and multicultural approaches to crisis communication Section VII – Critical approaches Ethics in crisis communication Section VIII – The future The future of organizational crises, crisis management and crisis communication For a detailed table of contents, please see here.

Now beyond its eleventh printing and translated into twelve languages, Michael Porter ' s The Competitive Advantage of Nations has changed completely our conception of how prosperity is created and sustained in the modern global economy. Porter ' s groundbreaking study of international competitiveness has shaped national policy in countries around the world. It has also transformed thinking and action in states, cities, companies, and even entire regions such as Central America. Based on research in ten leading trading nations, The Competitive Advantage of Nations offers the first theory of competitiveness based on the causes of the productivity with which companies compete. Porter shows how traditional comparative advantages such as natural resources and pools of labor have been superseded as sources of prosperity, and how broad

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macroeconomic accounts of competitiveness are insufficient. The book introduces Porter ' s “ diamond, ” a whole new way to understand the competitive position of a nation (or other locations) in global competition that is now an integral part of international business thinking. Porter's concept of “ clusters, ” or groups of interconnected firms, suppliers, related industries, and institutions that arise in particular locations, has become a new way for companies and governments to think about economies, assess the competitive advantage of locations, and set public policy. Even before publication of the book, Porter ' s theory had guided national reassessments in New Zealand and elsewhere. His ideas and personal involvement have shaped strategy in countries as diverse as the Netherlands, Portugal, Taiwan, Costa Rica, and India, and regions such as Massachusetts, California, and the Basque country. Hundreds of cluster initiatives have flourished throughout the world. In an era of intensifying global competition, this pathbreaking book on the new wealth of nations has become the standard by which all future work must be measured.

How the World ' s Most Relentless Retailer will Continue to Revolutionize Commerce
Export Now

Linking Actors and Territories Through Manufacturing and Innovation

How to Choose and Execute the Right Approach

Trends and Challenges

Sustainable Supply Chain Management

Procurement Finance

Every day in Mumbai 5,000 dabbawalas (literally translated as "those who carry boxes") distribute a staggering 200,000 home-cooked lunchboxes to the city's workers and students. Giving employment and status to thousands of largely illiterate villagers from Mumbai's hinterland, this co-operative has been in

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operation since the late nineteenth century. It provides one of the most efficient delivery networks in the world: only one lunch in six million goes astray. Feeding the City is an ethnographic study of the fascinating inner workings of Mumbai's dabbawalas. Cultural anthropologist Sara Roncaglia explains how they cater to the various dietary requirements of a diverse and increasingly global city, where the preparation and consumption of food is pervaded with religious and cultural significance. Developing the idea of "gastrosemantics" - a language with which to discuss the broader implications of cooking and eating - Roncaglia's study helps us to rethink our relationship to food at a local and global level.

Measuring and managing the performance of a business is one of the most genuine desires of management. Balanced scorecard, the performance prism and activity-based management are the most popular frameworks in this setting. Based on the findings of R.G. Eccles' acclaimed "Performance Measurement Manifesto (1991)" this book introduces new contexts and themes of application and presents emerging research areas related to business performance measurement and management, e.g. SMEs and sustainability. As a result of the 1st International Summer School Piero Lunghi on "Perspectives of Business Performance Management" this book is written both for students and academics, as well as for practitioners looking for new, yet proven ways to measure and manage business performance.

This open access book highlights the interdisciplinary aspects of logistics research. Featuring empirical, methodological, and practice-oriented articles, it addresses the modelling, planning, optimization and control of processes. Chiefly focusing on supply chains, logistics networks, production systems, and systems and facilities for material flows, the respective contributions combine research on classical supply chain management, digitalized business processes, production engineering, electrical engineering, computer science and mathematical optimization. To celebrate 25 years of interdisciplinary and

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collaborative research conducted at the Bremen Research Cluster for Dynamics in Logistics (LogDynamics), in this book hand-picked experts currently or formerly affiliated with the Cluster provide retrospectives, present cutting-edge research, and outline future research directions.

This book is devoted to the dynamic development of retailing. The focus is on various strategy concepts adopted by retailing companies and their implementation in practice. This is not a traditional textbook or collection of case studies; it aims to demonstrate the complex and manifold questions of retail management in the form of twenty lessons, where each lesson provides a thematic overview of key issues and illustrates them via a comprehensive case study. The examples are all internationally known retail companies, to facilitate an understanding of what is involved in strategic retail management and illustrate best practices. In the third edition, all chapters were revised and updated. Two new chapters were added to treat topics like corporate social responsibility as well as marketing communication. All case studies were replaced by new ones to reflect the most recent developments. Well-known retail companies from different countries, like Tesco, Zalando, Hugo Boss, Carrefour, Amazon, Otto Group, are now used to illustrate particular aspects of retail management.

The Greening of the Automotive Industry

Perspectives on Strategy from The Boston Consulting Group

Business Logistics

Unlock your company's competitive advantage

How to Spark New Ideas and Create Your Company's Future

Sales Forecasting Management

Creating and Sustaining Superior Performance

The book is a collection of studies dedicated to different perspectives

of three dimensions or pillars of the sustainability of supply chain and supply chain management - economic, environmental, and social - and other aspects related to performance evaluation, optimization, and modelling of and for sustainable supply chain management, and thus presents another valuable contribution to sustainable development and sustainable way of life.

Learn how your business can tap into foreign markets In Export Now, two international business experts reveal the secrets to taking your company global. Offering a real-life strategy that businesses of any size can use to expand their reach around the world, this book is the ultimate guide to identifying, evaluating, and profiting from global opportunities. Essential reading for any company looking to expand abroad, the book explains the five essentials of international growth. All businesses know they need to get into new markets, but the lack of familiarity, the cultural and language gaps, and the differences in business practices can be intimidating—this book solves these problems, giving you everything you need to grow. The ultimate handbook for any business looking to go global Explains the five essentials of international expansion Written by two experts with years

of experience building global businesses around the world Guiding you through the how to's of going global, Export Now is your one-stop resource for expanding your business overseas.

Annotation The complete, strategic guide to ASP options for every business and technical decision-maker. -- Written by the world's leading ASP researchers based on their extensive studies at leading companies. -- Discover which ASP applications have been most successful -- and which have been most likely to fail. -- Review the leading players -- and learn best practices for evaluating and partnering with them. Effective ASP decision-making has never been more crucial, as companies increasingly prepare to explore outsourcing mission critical operations into a rapidly-changing ASP marketplace. Now, the world's leading ASP research team shares its up-to-the-minute, provocative findings -- offering practical advice for every aspect of the outsourcing decision, and every phase of the outsourcing project lifecycle. You'll learn which ASP applications have proven most and least successful; who the leading market players are and how their services have evolved; how to manage technology infrastructure in an outsourced environment; and much more. This

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book includes detailed guidance on defining an ASP strategy and mitigating its attendant risks; evaluating and selecting ASPs; and managing ASP partnerships. It also previews new trends that will shape the future of ASPs -- and your relationships with them. This book uses state-of-the-art scientific methods to reveal that most firms currently do not realize the full potential of logistics outsourcing. It shows the complexity of outsourcing performance and that its true drivers lie in the relationship between service providers and their customers. Through the results of a large-scale empirical survey, the book also emphasizes the importance of a firm's approach towards outsourcing.

Renting Business Applications and Services Over a Network

City Logistics

Cultural Strategy

Creating Market-Winning Strategies Through Supply Chain

Partnerships

Five Keys to Entering New Markets

Visioning and Engineering the Knowledge Society - A Web Science

Perspective

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Handbook of Global Supply Chain Management

SCM is one of the hottest topics in manufacturing and distribution, and like JIT and TOC it requires a corporate commitment. This book provides both fundamental principles of SCM as well as a set of guidelines to assist in practical application of SCM. It will be one of the first books on the market that deals exclusively with SCM and its application. Readers in the academic, management sciences, sales, marketing and government environments will find this book of particular interest.

A guide for mining the imagination to find powerful new ways to succeed. We need imagination now more than ever—to find new opportunities, rethink our businesses, and discover paths to growth. Yet too many companies have lost their ability to imagine. What is this mysterious capacity? How does imagination work? And how can organizations keep it alive and harness it in a systematic way? The Imagination Machine answers these questions and more. Drawing on the experience and insights of CEOs across several industries, as well as lessons from neuroscience, computer science, psychology, and philosophy, Martin Reeves of Boston Consulting Group's Henderson Institute and Jack Fuller, an expert in neuroscience, provide a fascinating look into the mechanics of imagination and lay out a process for creating ideas and bringing them to life: The Seduction: How to open yourself up to surprises The Idea: How to generate new ideas The Collision: How to rethink your idea based on real-world feedback The Epidemic: How to spread an evolving idea to others The New Ordinary: How to turn your novel idea into an accepted reality The Encore: How to repeat the process—again and again. Imagination is one of the least understood but most crucial ingredients of success. It's what makes the difference between an incremental change and the kinds of pivots and paradigm

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shifts that are essential to transformation—especially during a crisis. The Imagination Machine is the guide you need to demystify and operationalize this powerful human capacity, to inject new life into your company, and to head into unknown territory with the right tools at your disposal.

In the 1950s, a method called Material Requirements Planning (or "MRP") changed the world of manufacturing forever. But times have changed--customer tolerance times are shorter, product variety and complexity has increased, and supply chains have spread around the world. MRP is dramatically failing in this "New Normal." Demand Driven Material Requirements Planning (DDMRP), Version 2 presents a practical, proven, and emerging method for supply chain planning and execution that effectively brings the 1950s concept into the modern era. The foundation of DDMRP is based upon the connection between the creation, protection, and acceleration of the flow of relevant materials and information to drive returns on asset performance in the New Normal. Using an innovative multi-echelon "Position, Protect and Pull" approach, DDMRP helps plan and manage inventories and materials in today's more complex supply scenarios, with attention being paid to ownership, the market, engineering, sales, and the supply base. It enables a company to decouple forecast error from supply order generation and build in line to actual market requirements, and promotes better and quicker decisions and actions at the planning and execution level. DDMRP is already in use by MAJOR Global 1000 companies. This book is THE definitive work on DDMRP, and will be required as courseware for all those taking the Certified Demand Driven Planner (CDDP) Program. New Features in Version 2 Completely new Chapter 13, introducing the Demand Driven Adaptive Enterprise (DDAE) Model New Appendix E: The Innovations of DDMRP New and revised graphics

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scattered throughout the book

This book investigates how the Blockchain Technology (BCT) for Supply Chain Finance (SCF) programs allows businesses to come together in partnerships and accelerate cash flows throughout the supply chain. BCT promises to change the way individuals and corporations exchange value and information over the Internet, and is perfectly positioned to enable new levels of collaboration among the supply chain actors. The book reveals new opportunities stemming from the application of BCT to SCF financing solutions, particularly reverse factoring – or approved payables financing. To do so, it first identifies the principal barriers and pain points in delivering financing solutions. Then, a possible blockchain-driven supply chain model is defined. Using this framework, the book subsequently discusses relevant use cases for the technology, which could open up new opportunities in the SCF space. It demonstrates that blockchain and distributed ledgers technologies could deliver substantial benefits for all parties involved in SCF transactions, promising to expedite the processes and lower the overall costs of financing programs. Industry giants such as IBM, Maersk, China-based Dianrong and FnConn (a Foxconn subsidiary) are currently working to digitize the global, cross-border supply chain using blockchain technology, and will likely soon create blockchain platforms for supply chain finance. These solutions aim to reduce complexity and make data sharing more secure, accurate and efficient. This book offers a highly topical resource for stakeholders across the entire supply chain, helping them prepare for the upcoming technological revolution.

Netsourcing

New Contexts, Themes and Challenges

Cybernetics and Systems

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OECD-FAO Guidance for Responsible Agricultural Supply Chains

Supply Chain Management and Reverse Logistics

Challenges for Strategy and Policy

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Incorporating 25 years of sales forecasting management research with more than 400 companies, Sales Forecasting Management, Second Edition is the first text to truly integrate the theory and practice of sales forecasting management. This research includes the personal experiences of John T. Mentzer and Mark A. Moon in advising companies how to improve their sales forecasting management practices. Their program of research includes two major surveys of companies' sales forecasting practices, a two-year, in-depth study of sales forecasting management practices of 20 major companies, and an ongoing study of how to apply the findings from the two-year study to conducting sales forecasting audits of additional companies. The book provides comprehensive coverage of the techniques and applications of sales forecasting analysis, combined with a managerial focus to give managers and users of the sales forecasting function a clear understanding of the forecasting needs of all business functions. This book presents a business model on how to structure the relationship between financial services and procurement. The need for new models is particularly important to support small and medium

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enterprises (SMEs) where there is an evident difficulty in accessing credit. Due to this context, innovative solutions must be introduced. The objective of this book is to determine how innovation can support the dynamic and volatile international context and the increasingly relevant function of procurement. It is becoming more and more important to take into account complex international transactions with notably long payment terms. Organizations need to manage the best way to handle the financial relationships and the risks related to credit provision and payments. This book presents an end-to-end support to procurement, including trade finance, supply chain finance, and related payments. In addition, the enterprises need to keep sufficient liquidity levels in the short and medium term. This is a constant challenge today, with the turbulence of financial markets and a continuing climate of economic uncertainty making it harder to obtain external funding. Businesses need to optimize the working capital. This can be done through the innovative concept of procurement finance, which allows SMEs to benefit by the new vision of collaborative procurement. This book provides several practical examples of advanced procurement finance solutions. It demonstrates how the use of process improvement and technology can help in overcoming the current financially difficult situation. In addition, based on the business model presented, the integrated approach to

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procurement finance allows sustainable solutions which will be of interest to academics, researchers, managers, and practitioners in both buyer and vendor companies, as well as in banks and other financial institutions.

Market innovation has long been dominated by the worldview of engineers and economists--build a better mousetrap and the world will take notice. The most influential strategy books--such as Competing for the Future, The Innovator's Dilemma, and Blue Ocean Strategy--argue that innovation should focus on breakthrough functionality. Holt and Cameron challenge this conventional wisdom. They develop a cultural approach to innovation: champion a better ideology and the world will take notice. The authors use detailed historical analyses of the take-offs of Nike, vitaminwater, Marlboro, Starbucks, Jack Daniel's, Levi's, ESPN, and Ben & Jerry's to build a powerful new theory. They show how brands in mature categories come to rely upon similar conventional brand expressions, leading to what the authors call a cultural orthodoxy. Historical changes in society threaten this orthodoxy by creating demand for new culture. Cultural innovations draw upon source material--novel cultural content lurking in subcultures, social movements, and the media--to develop brands that respond to this emerging demand, leapfrogging entrenched incumbents. The authors demonstrate how they have adapted this theory

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into a step-by-step cultural strategy model, which they successfully applied to start-ups (Fat Tire beer), consumer technologies (Clearblue pregnancy tests), under-funded challengers (Fuse music television), and social enterprises (Freelancer's Union). Holt and Cameron conclude by explaining why top marketing companies fail at cultural innovation. Using careful organizational research, the authors demonstrate that companies are trapped in the brand bureaucracy, which systematically derails innovation. Cultural innovation requires a new organizational logic. In all of their cases, the authors find that the cultural innovators have rejected the brand bureaucracy. Written by one of the leading authorities on brands and marketing in the world today, Cultural Strategy transforms what has always been treated as the "intuitive" side of branding into a systematic strategic discipline.

Written in clear, straightforward language, Just-in-Time Manufacturing: An introduction discusses in-depth the implementation of JIT manufacturing. The objectives are twofold: firstly, to acquaint the reader with the overall JIT concept and the factors necessary for its implementation, and secondly to reinforce this with an actual case study of JIT implementation in a manufacturing company.

Feeding the City

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A Demand Management Approach

Second World Summit on the Knowledge Society, WSKS 2009, Chania, Crete, Greece, September 16-18, 2009. Proceedings

Twenty-Five Years of Interdisciplinary Logistics Research in Bremen, Germany

Logistics Outsourcing Relationships

Lean Supply Chain

Text and International Cases

Retail logistics e vantaggio competitivo delle imprese della grande distribuzione organizzata G Giappichelli Editore

This book builds on the idea that peer-to-peer infrastructures are gradually becoming the general conditions of work, economy, and society. Using a four-scenario approach, the authors seek to simplify possible outcomes and to explore relevant trajectories of the current techno-economic paradigm within and beyond capitalism.

This book intends to present and discuss the main challenges that companies interested in servitization strategies have to overcome, with a particular focus on the design of managerial control systems. The book can represent a useful tool for companies interested developing successful servitization

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strategies.

Society is now facing challenges for which the traditional management toolbox is increasingly inadequate. Well-grounded theoretical frameworks, such as systems thinking and cybernetics, offer general level interpretation schemes and models that are capable of supporting understanding of complex phenomena and are not impacted by the passage of time. This book serves the knowledge society to address the complexity of decision making and problem solving in the 21st century with contributions from systems and cybernetics. A multi-disciplinary approach has been adopted to support diversity and to develop inter- and trans-disciplinary knowledge within the shared thematic of problem solving and decision making in the 21st century. Its conceptual thread is cyber/systemic thinking, and its realisation is supported by a wide network of scientists on the basis of a highly participative agenda. The book provides a platform of knowledge sharing and conceptual frameworks developed with multi-disciplinary perspectives, which are useful to better understand the fast changing scenario and the complexity of problem solving in the present time.

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Dynamics in Logistics

Social and Business Decisions

Your Strategy Needs a Strategy

Work and Food Culture of the Mumbai Dabbawalas

Automotive in Transition

Measurement, Antecedents, and Effects of Logistics Outsourcing
Performance

City Logistics: Mapping The Future examines the key concepts of city logistics along with the associated implementation issues, methodologies, and policy measures. Chronicling the growth of city logistics as a discipline and how planning and policy have improved practice over the last ten years, it details the technologies, policies, and plans that can reduce traffic congestion, environmental impact, and the cost of logistics activities in urban freight transportation systems. The book provides a comprehensive study of the modelling, planning, and evaluation of urban freight transport. It includes case studies from the US, UK, Netherlands, Japan, South Africa, and Australia that illustrate the experiences of cities that have already implemented city logistics, including the methods used to solve the complex issues relating to urban freight transport. Presents procedures for evaluating city logistics policy measures Provides an

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overview of intelligent transport systems in city logistics Highlights the essential features of joint delivery systems and off-hour delivery programs Supplies an overview of access restrictions and regulations related to city logistics in urban areas Expert contributors from major cities around the world discuss regional developments, share success stories and personal experiences, and highlight emerging trends in urban logistics. Coverage includes mathematical modeling, public policy planning and implementation, logistics in urban planning designs, and urban distribution centers. The book examines the impact of recent advancements in technology on city logistics, including information and communication technologies, intelligent transport systems, and GPS. It also considers future directions in city logistics, including humanitarian logistics, alternative transport modes in co-modality, last kilometer deliveries, partnerships between public and private sectors, alternative fuel vehicles, and emerging technologies such as 3D printing. a collection of the best thinking from one of the most innovative management consulting firms in the world. For the past thirty-five years, The Boston Consulting Group has been shaping the way business is done the world over, and now, Perspectives on Strategy offers a unique opportunity to acquaint readers with a broad selection of the firm's contributions. A compilation of seventy-five of BCG's most influential articles and thought pieces, this book is an indispensable source of fresh

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ideas, insights, and practical lessons for managers, executives, and entrepreneurs in every industry. Here is a sampling of what's inside: *

"[Business] competition is a battle royal in which there are many contenders, each of whom must be dealt with individually. Victory, if achieved, is more often won in the mind of a competitor than in the economic arena." *

"The majority of products in most companies are cash traps. . . . [They] are not only worthless, but a perpetual drain on corporate resources." *

"Use more debt than your competition or get out of the business." *

"Displacement of high-cost competitors by lower prices benefits the customer." *

"As a strategic weapon, time is the equivalent of money, productivity, quality, even innovation." *

"When brands become business systems, brand management becomes far too important to leave to the marketing department." *

"The winning organization of the future will look more like a collection of jazz ensembles than a symphony orchestra." *

"Most of our organizations today derive from a model whose original purpose was to control creativity." *

"Dumping should be encouraged. It is a gift from the nation that provides the products." *

"Taxes should be levied when, and only when, individuals disinvest in order to consume. Capital still at work should not be taxed at all." The Boston Consulting Group is an innovator in business strategy worldwide. In fact, BCG and its founder, Bruce D. Henderson, may be best known internationally as the creators and architects of the discipline of business

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strategy. Innovative business concepts originating at the firm include "cash cow," "experience curve," "segment-of-one(r) marketing," "time-based competition," and "capabilities-based competition." Now, for the first time, BCG's most influential writings are gathered in a comprehensive collection, offering serious-minded readers access to BCG's thinking on the theory, development, and practice of business strategy. One way BCG shares its insights on strategy is through a series of publications known as Perspectives. Perspectives offer sharply focused views and recommendations on strategic business topics. Distributed to executives worldwide, Perspectives are typically no more than 1,200 words in length. This book brings together many of the most influential Perspectives, as well as several acclaimed articles published in the Harvard Business Review. Both timely and timeless, the seventy-five pieces included here are among the most innovative, controversial, and stimulating to have appeared over the past three decades. An anthology of the most provocative thinking from one of the world's most esteemed management consulting firms, Perspectives on Strategy is essential reading for senior managers, executives, entrepreneurs, and students of strategy and business.

First Published in 2011. Routledge is an imprint of Taylor & Francis, an informa company.

This state-of-the-art Handbook provides a comprehensive understanding

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and assessment of the field of global supply chain management (GSCM). Editors John T. Mentzer, Matthew B. Myers, and Theodore P. Stank bring together a distinguished group of contributors to describe and critically examine the key perspectives guiding GSCM, taking stock of what we know (and do not know) about them.

The Case of Reverse Securitisation

Strategic Retail Management

Lean Evolution

Competitive Advantage

Demand Driven Material Requirements Planning

The Imagination Machine

Servitization Strategy and Managerial Control

The international fragmentation of economic activities – from research and design to production and marketing – described through the lens of the global value chain (GVC) approach impacts the structure and performance of small and medium-sized enterprises (SMEs) agglomerated in economic clusters. The consolidation of GVCs ruled by global lead firms and the recession of 2008-09 exacerbated the pressures on cluster actors that based their competitive advantage on local systems, spurring an increasing heterogeneity, both across and within clusters, that is still overlooked in the literature. Drawing on detailed studies of different industries and

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countries, Local Clusters in Global Value Chains shows the co-evolutionary trajectories of clusters and GVCs, and the role of firms and their strategies in organizing manufacturing and innovation activities in the context of ongoing technological shifts. The book explores the tension between place-based variables and global drivers of change, and the possibility for territories containing such clusters to prosper in the new global scenario. By adopting insights from the GVC framework and management studies, the book discusses how the internationalization strategies of firms create opportunities as well as constraints for adaptive upgrading in clusters. This book is of interest to both researchers and policy-makers who are interested in the dynamic sources of competitive advantage in the global economy.

OECD and FAO have developed this guidance to help enterprises observe standards of responsible business conduct and undertake due diligence along agricultural supply chains in order to ensure that their operations contribute to sustainable development.

In a world on the brink of a global recession caused by the COVID-19 global pandemic, the infrastructure efforts of today and tomorrow are more crucial than ever. For one, they are an indispensable countercyclical tool to mitigate the negative effects of the economic paralysis. But they also constitute a pivotal component for a

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country's development, raising its competitiveness in the long term. That is why infrastructure will continue to play a critical role even when the pandemic crisis has been tamed. Rapid demographic growth, increasing urbanization, especially in developing countries, coupled with the mounting challenge posed by climate change, are trends that are not going to disappear with the virus. How to cope with these global, long-term trends? How to finance the increasing need for infrastructure? Which major international actors will take the lead? And what role will technology play in shaping the future of infrastructure?

The world of logistics has considerably changed due to globalization, modern information technology, and especially increasing ecological awareness. Large Supply Chain Management (SCM) systems are developing to global logistic networks. This book reflects major trends of the recent decade in SCM and, additionally, presents ideas and visions for logistic networks of the 21st century. Among the various aspects of SCM, emphasis is placed on reverse logistics: closing the loop of a supply chain by integrating waste materials into logistic management decisions.

Mapping The Future

Just-in-Time Manufacturing

Amazon

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Network Society and Future Scenarios for a Collaborative Economy
Business Performance Measurement and Management
Managing Brand Equity
Local Clusters in Global Value Chains

The most important assets of any business are intangible: its company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research shows that managers cannot identify with confidence their brand associations, levels of consumer awareness, or degree of customer loyalty. Moreover in the last decade, managers desperate for short-term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions, causing irreversible deterioration of the value of the brand name. Although several companies, such as Canada Dry and Colgate-Palmolive, have recently created an equity management position to be guardian of the value of brand names, far too few managers, Aaker concludes, really understand the concept of brand equity and how it must be implemented. In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-defined structure of the relationship between a brand and its symbol and slogan, as well

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as each of the five underlying assets, which will clarify for managers exactly how brand equity does contribute value. The author opens each chapter with a historical analysis of either the success or failure of a particular company's attempt at building brand equity: the fascinating Ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples from many other companies, Aaker shows how to avoid the temptation to place short-term performance before the health of the brand and, instead, to manage brands strategically by creating, developing, and exploiting each of the five assets in turn

Lean thinking is a powerful method that allows organizations to improve the productivity, efficiency and quality of their products or services. Achieving these benefits requires good teamwork, clear communication, intelligent use of resources and a commitment to continuous improvement. This 2006 book shows how lean thinking can be applied in practice, highlighting the key challenges and pitfalls. The authors, based at a leading centre for lean enterprise research, begin with an overview of the theory of lean thinking. They then explain the core tools and techniques and show how they can be applied successfully. The detailed implementation of lean thinking is illustrated by several case studies, from a range of industries, in which the authors had unprecedented access to the management teams. With its focus on implementation and practical solutions, this book will appeal to managers at all levels, as well as to

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business students and researchers in lean thinking.

It is a great pleasure to share with you the Springer LNCS proceedings of the Second World Summit on the Knowledge Society, WSKS 2009, organized by the Open - search Society, Ngo, <http://www.open-knowledge-society.org>, and held in Samaria Hotel, in the beautiful city of Chania in Crete, Greece, September 16–18, 2009. The 2nd World Summit on the Knowledge Society (WSKS 2009) was an international scientific event devoted to promoting dialogue on the main aspects of the knowledge society towards a better world for all. The multidimensional economic and social crisis of the last couple of years has brought to the fore the need to discuss in depth new policies and strategies for a human centric developmental processes in the global context. This annual summit brings together key stakeholders involved in the worldwide development of the knowledge society, from academia, industry, and government, including policy makers and active citizens, to look at the impact and prospects of information technology, and the knowledge-based era it is creating, on key facets of living, working, learning, innovating, and collaborating in today's hyper-complex world. The summit provides a distinct, unique forum for cross-disciplinary fertilization of research, favoring the dissemination of research on new scientific ideas relevant to international research agendas such as the EU (FP7), OECD, or UNESCO. We focus on the key aspects of a new sustainable deal for a bold response to the multidimensional crisis of our times.

Lessons from the Workplace

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Infrastructure in a Changing World

Tourism and Agriculture

Competing Through Supply Chain Management

Crisis Communication