

2007 Ikea Catalog Soup

This comprehensive yet accessible textbook provides readers with an advanced and applied approach to traditional international business that integrates key cross-cultural management topics. Its ten chapters give profound insights into analysing, selecting and entering international markets, strategic partnerships, strategic positioning, global value chains, organizational designs, intercultural interaction, leadership and motivation and international human resources management. For each of these topics, advanced and contemporary theoretical and analytical frameworks are discussed and translated into toolsets that will assist readers in solving practical challenges. Detailed yet accessible, Translation and Localization brings together the research and insights of veteran practicing translators to offer comprehensive guidance for technical communicators. The volume begins with the fundamentals of translation before leading readers through the process of preparing technical documents for translation. It then presents the broader area of localization, again beginning with its key competencies. Concluding chapters examine the state of the field as computers take on more translation and localization work. Featuring real-life scenarios and a broad range of experienced voices, this is an invaluable resource for

technical and professional communicators looking to expand into international markets. This book will be of interest to students of ethnic conflict, Asian politics, and security studies.

For too long, business has focused on short-term cost advantages through low-cost country sourcing with little regard for the longer-term implications of global sustainability. Purchasing and Supply Chain Management, Second Edition, not only fully addresses the environmental, social and economic challenges of how companies manage purchasing and supply chains, but also delves deeper into emerging areas such as modern slavery, digital technologies and circular supply chains. In addition to explaining the basic principles and processes of both purchasing and supply chain management, the book evaluates how to develop strategic and sustainable purchasing and supply chain management. Our key message is that purchasing and supply chain management needs to focus on value creation rather than cost cutting. This requires the development of new purchasing and supply chain models that involve circular supply structures, supply chain transparency and collaboration with new stakeholders in traditional sourcing and supply chain settings. Aimed at students, educators and practitioners the book integrates sustainability into each chapter as a core element of purchasing and supply chain management. This second edition incorporates

new examples and case studies from industry throughout, striking a balance between theoretical frameworks and guidelines for implementation in practice.

Although research on business model innovation is flourishing internationally, many important questions on the 'how', 'what', and 'when' of this process remain largely unanswered, particularly in regard to the role of top management. This book answers some of those pressing questions by taking a deliberately managerial perspective. Based on new and original findings derived from a survey among firms from various industries, and several case studies (including DSM, NXP Semiconductors, Randstad, and TomTom), the authors provide new insights into how and when managers can change a firm's business model. They turn their attention particularly to one key question: is it better to replicate existing models or develop new ones? Business model renewal is regarded as being especially vital in highly competitive environments. Nonetheless, whatever the environment, high levels of both replication and renewal will be key for a firm to succeed. The book looks at four levers that can be used by managers to innovate their business model: management itself, organizational structure, technology, and co-creation with external parties. It discusses the individual effects of these levers on business model replication and renewal. It also analyses specific combinations that

strengthen business model innovation, including those which are technology oriented, internally oriented, externally oriented, and those which combine all of the levers in an integrated way.

Celebrate Your Everyday Life

Essentials of Strategic Management

Swedish Design for the Purchasing Masses

Design by IKEA

Universal Design

Ethnographic and Theoretical Explorations

IKEA 2007

Strategic Innovation

Thorough yet concise, ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition, is a brief version of the authors' market-leading text STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH. Following the same framework as the larger book, ESSENTIALS helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios. Important Notice: Media content referenced within the product

description or the product text may not be available in the ebook version.

Sixteen chapters that in their own way colours the Nordic rainbow of research within Logistics and Supply Chain Management.

This book represents the first anthropological ethnography of Ikea consumption and goes to the heart of understanding the unique and at times frantic popularity of this one iconic transnational store. Based on a year of participant observation in Stockholm's Kungens Kurva store – the largest in the world - this book places the retailer squarely within the realm of the home-building efforts of individuals in Stockholm and to a lesser degree in Dublin. Ikea, the world's largest retailer and one of its most interesting, is the focus of intense popular fascination internationally, yet is rarely subject to in-depth anthropological inquiry. In Unpacking Ikea, Garvey explores why Ikea is never 'just a store' for its customers, and questions why it is described in terms of a cultural package, as everyday and classless. Using in-depth interviews with householders over several years, this ethnographic study follows the furniture from the Ikea store outwards to probe what people actually take home with them.

An indispensable management guide to making sure that the long-term strategies and day-to-day goals a company sets are successfully executed, written by the coauthor of the national bestseller It's Not the Big That Eat the Small . . . It's the Fast That Eat the Slow. Good managers at every level recognize the importance of strategic planning and setting concrete goals for their employees. But even the best among them often fail to implement and support the crucial processes that turn well-laid plans into visible successes. Studies show that over the

last fifty years, a whopping 83 percent of corporate slowdowns were attributable not to outside economic forces but to the lack of vigilant follow-through within the company itself. In IT'S NOT WHAT YOU SAY...IT'S WHAT YOU DO, Laurence Haughton identifies the missteps that allow initiatives to fall through the cracks and explains how to close the gap between what a company sets out to do and what actually happens. Drawing on interviews with top-level executives from such companies as IKEA, the Wall Street Journal, Charles Schwab, Time Warner, Watson Wyatt, Pella Corp., and scores of others both large and small, he presents the essential strategies for ensuring the success of innovations and change, including: • Get more "buy-in" from employees on new initiatives• Balance control with coordination to make your team more effective• Make sure that expectations are crystal clear• Maintain a sense of urgency and momentum on a daily basisFilled with real-life examples of how effective follow-through stems the waste of resources, improves productivity, and prevents costly mistakes, IT'S NOT WHAT YOU SAY...IT'S WHAT YOU DO gives managers up and down the corporation or company the tools they need to eliminate failure resulting from lack of follow-through and achieve their goals.

***Environmental and Climate Changes in the Asia-Pacific
A Cultural History***

Politics and Publics, 1750–2000

***Northern Lights in Logistics & Supply Chain Management
Sustainability Matters***

***A Guide for Technical and Professional Communicators
Investigating Behavioral Aspects across Cultures***

Supply Chain Management

Stuart Walker's design work has been described as life-

changing, inspiring, disturbing and ferocious. Drawing on an extraordinarily diverse range of sources and informed by creative practice, *Design for Life* penetrates to the heart of modern culture and the malaise that underlies today's moral and environmental crises. The author argues that this malaise is deep-seated and fundamental to the modern outlook. He shows how our preoccupation with technological progress, growth and the future has produced a constricted view of life – one that is both destructive and self-reinforcing. Based on over twenty-five years of scholarship and creative practice, he demonstrates the vital importance of solitude, contemplation, inner growth and the present moment in developing a different course – one that looks squarely at our current, precarious situation while offering a positive, hopeful way forward – a way that is compassionate, context-based, human scale, ethically motivated and critically creative. *Design for Life* is an intensely original contribution that will be essential reading for design practitioners and students. Written in a clear, accessible style, it will also appeal to a broader readership, especially anyone who is concerned with contemporary society's rising inequalities and environmental failings and is looking for a more constructive, balanced and thoughtful direction.

The role of values in developing and managing service companies has been under researched in the existing literature - until now. This book analyzes a large organization (IKEA) as a basis for values based service for sustainable business. The authors provide an overview of the history of IKEA and the social and

environmental perspectives that have acted as driving forces for creating economic value. They go on to develop values-based service thinking within the areas of service experience, service brand, and service leadership. The book concludes by comparing IKEA to other values-based service companies (such as Starbucks, H&M, and Body Shop); from these reflections, the book presents the key principles for a sustainable, values-based service business.

(2nd Edition: July 6, 2012) In *The Chinese Dream*, a groundbreaking book about the rising middle class in China, Forbes columnist and China expert Helen Wang challenges us to recognize that some of our fears about China are grossly misplaced. As a result of China's new capitalist paradigm, a burgeoning middle class—calculated to reach 800 million within the next fifteen years—is jumping aboard the consumerism train and riding it for all it's worth—a reality that may provide the answer to America's economic woes. And with China's increasing urbanization and top-down governmental approach, it now faces increasing energy, environmental, and health problems—problems that the U.S. can help solve. Through timely interviews, personal stories, and a historical perspective, China-born Wang takes us into the world of the Chinese entrepreneurial middle class to show how a growing global mindset and the realization of unity in diversity may ultimately provide the way to creating a saner, safer world for all.

The EU has established itself as a significant international legal actor. This volume brings together the key primary legal materials relating to the foreign

relations powers of the EU and its practices, with editorial commentary. It is an ideal resource for students, scholars, and practitioners in the field.

Computational Science and Its Applications -- ICCSA 2015

Enterprising Initiatives in the Experience Economy
Proceedings of AI-2008, The Twenty-eighth SGAI
International Conference on Innovative Techniques and
Applications of Artificial Intelligence

Gaining Competitive Advantage by Controlling Your
Customers

Business & Professional Ethics for Directors, Executives
& Accountants

Video Games as Culture

New Game Strategies for Competitive Advantage

Activists have exposed startling forms of labor exploitation and environmental degradation in global industries, leading many large retailers and brands to adopt standards for fairness and sustainability. This book is about the idea that transnational corporations can push these standards through their global supply chains, and in effect, pull factories, forests, and farms out of their local contexts and up to global best practices. For many scholars and practitioners, this kind of private regulation and global standard-setting can provide an alternative to regulation by territorially-bound, gridlocked, or incapacitated nation states, potentially improving environments and working

conditions around the world and protecting the rights of exploited workers, impoverished farmers, and marginalized communities. But can private, voluntary standards actually create meaningful forms of regulation? Are forests and factories around the world actually being made into sustainable ecosystems and decent workplaces? Can global norms remake local orders? This book provides striking new answers by comparing the private regulation of land and labor in democratic and authoritarian settings. Case studies of sustainable forestry and fair labour standards in Indonesia and China show not only how transnational standards are implemented 'on the ground' but also how they are constrained and reconfigured by domestic governance. Combining rich multi-method analyses, a powerful comparative approach, and a new theory of private regulation, *Rules without Rights* reveals the contours and contradictions of transnational governance. *Transformations in Governance* is a major new academic book series from Oxford University Press. It is designed to accommodate the impressive growth of research in comparative politics, international relations, public policy, federalism, environmental and urban studies concerned with the dispersion of authority from central states up to supranational institutions, down to subnational governments, and side-ways to public-private

networks. It brings together work that significantly advances our understanding of the organization, causes, and consequences of multilevel and complex governance. The series is selective, containing annually a small number of books of exceptionally high quality by leading and emerging scholars. The series targets mainly single-authored or co-authored work, but it is pluralistic in terms of disciplinary specialization, research design, method, and geographical scope. Case studies as well as comparative studies, historical as well as contemporary studies, and studies with a national, regional, or international focus are all central to its aims. Authors use qualitative, quantitative, formal modeling, or mixed methods. A trade mark of the books is that they combine scholarly rigour with readable prose and an attractive production style. The series is edited by Liesbet Hooghe and Gary Marks of the University of North Carolina, Chapel Hill, and Walter Mattli of the University of Oxford. The book deals with tax planning with holding companies located in Europe, Asia of the Caribbean. It analyses the problem of repatriating U.S. profits from Europe, going far beyond the routing of income via different companies. Instead, the approach includes an analysis of the interdependencies between international tax competition, holding company regimes, and tax planning concepts in order to establish a basis for

tax planning measures regardless of the fast changing legal environment for holding companies in the different countries.

Using real examples of ethical issues in today ' s workplace, **BUSINESS & PROFESSIONAL ETHICS, 8E** provides readers with the strategies needed to make the most ethical decisions possible -- no matter what the situation. By integrating the latest information on ethics, governance scandals, legal liability, and professional accounting and audit issues, this edition highlights the most recent ethical issues in today's business environment. The book examines the background and nature of the new stakeholder-support era of corporate and professional accountability and governance with valuable insights into the effective behavior patterns of directors, executives, and accountants. More than 120 current cases and key readings provide an interesting, challenging, and practical learning experience. Intriguing real-world situations equip readers with an understanding of appropriate values, ethical pitfalls, applicable codes of conduct, and sound ethical reasons. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This is the first textbook on the business environment written with postgraduate courses firmly in mind, providing the theoretical rigour and

international focus required. Harrison firmly sets the business environment in the context of changes in the global economy, making the book particularly appropriate for international students. The text is also eminently suitable for undergraduate courses which take this approach.

Service Management

Creating Meaning in a Distracted World

Intercultural Management in practice

A Learning Perspective

IKEA , VW, Wal-Mart, Disney – Pixar, Coca-Cola

Purchasing and Supply Chain Management

Rules without Rights

History of Participatory Media

Explores the rich and fascinating history of the city through an examination of some of its greatest architectural treasures.

Video games are becoming culturally dominant. But what does their popularity say about our contemporary society? This book explores video game culture, but in doing so, utilizes video games as a lens through which to understand contemporary social life. Video games are becoming an increasingly central part of our cultural lives, impacting on various aspects of everyday life such as our consumption, communities, and identity formation. Drawing on new and original empirical data - including interviews with gamers, as well as key representatives from the video game industry, media, education, and cultural sector - Video Games as Culture not only considers contemporary

video game culture, but also explores how video games provide important insights into the modern nature of digital and participatory culture, patterns of consumption and identity formation, late modernity, and contemporary political rationalities. This book will appeal to undergraduate and postgraduate students, as well as postdoctoral researchers, interested in fields such as Video Games, Sociology, and Media and Cultural Studies. It will also be useful for those interested in the wider role of culture, technology, and consumption in the transformation of society, identities, and communities.

"Great retailers are great at service. No exceptions. This book offers a wealth of insight into delivering excellent retail service." ---Leonard L. Berry, Distinguished Professor of Marketing, N.B Zale Chair in Retailing and Market Leadership, Mays Business School, Texas A&M University "With a growing understanding of service as a phenomenon and perspective of business and marketing, retailers are increasingly seeing the need to transform from distribution of products to service providers. This book includes considerable insight regarding the importance of the service perspective and how it can be implemented in retailing." --Christian Grönroos, Professor of Service and Relationship Marketing, CERS Centre for Relationship Marketing and Service Management, Hanken School of Economics, Finland "Consisting of chapters written by leading scholars in service management and retailing from around the world, this comprehensive book offers rich insights for

how retailers can excel and achieve sustainable competitive advantage by invoking and implementing service management principles. This enlightening book is a valuable resource for students, researchers and practitioners with an interest in retailing." --A. "Parsu" Parasuraman, Professor of Marketing & The James W. McLamore Chair, School of Business Administration, University of Miami Coral Gables, Florida "Service excellence and service innovation are critical for success in today's competitive retail marketplace. Service Management: The New Paradigm in Retailing provides a contemporary and transformative lens for accomplishing these essential goals." --Mary Jo Bitner, Professor, Director Center for Services Leadership, W.P. Carey School of Business, Arizona State University Sustainability Matters is a compilation of some of the best research papers by students from the National University of Singapore's multi-disciplinary and interdisciplinary graduate programme in environmental studies, the M.Sc. in Environmental Management [MEM]. This collection is for the period 2012/2013 and 2013/2014. Entitled Sustainability Matters: Environmental and Climate Changes in the Asia-Pacific, this is the fifth compilation by the programme, and comprises 18 of the best research papers completed during this period. The papers have been edited for brevity. They analyse the many challenges to effective environmental management covering countries including Bangladesh, Hong Kong, India, Malaysia, Philippines, Singapore and the US. Issues examined include biodiversity conservation, environmental

impact assessments, energy, food security, sustainable business practices, public housing, environmental education, and climate change. The first compilation, *Sustainability Matters: Environmental Management in Asia* was published in 2010 (World Scientific) and comprised the best papers from 2001/2002 to 2006/2007. The second, *Sustainability Matters: Challenges and Opportunities in Environmental Management in Asia* was published in 2011 (Pearson), and comprised the best papers from 2007/2008 and 2008/2009. The third and fourth compilations (World Scientific) comprised the best papers from the period 2009/2010 to 2011/2012. The papers are edited by five staff members from different disciplines in the MEM programme: Lye Lin-Heng, Victor R Savage, Kua Harn-Wei, Chou Loke-Ming and Tan Puay-Yok.

Contents: Preface and Acknowledgements, Lye Lin-Heng, Chair, MEM Message from Goh Swee-Chen, Chairperson, Shell Companies in Singapore Message from Tommy Koh, Chairman, MEM Advisory Committee, NUS Message from Heng Chye-Kiang, Dean, School of Design and Environment, NUS About the Authors About the Supervisors and Editors Introduction: Environmental and Climate Changes in Asia: Lessons in history and game changers in economics, politics and scientific research (Victor R Savage, Lye Lin-Heng, Kua Harn-Wei, Chou Loke-Ming & Tan Puay-Yok) Biodiversity: Understanding Harmful Algal Bloom (HAB) Occurrences in Manila Bay, Philippines (Rosa Celia Poquita-Du & Peter Alan Todd) CITES Legislative Implementation: Lessons from and for ASEAN Member

States (Denise Cheong & Lye Lin-Heng)Environmental Management:Assessment of Protection against Sea Level Rise: A Case Study of a Coastal Area in Singapore (Efsthios Giannouostas and Jesuthason Thampapillai)Water Scarcity to Water Security: How Can Asian Cities Achieve a Sustainable Transition? (Maitreyee Mukherjee, Dennis Wichelns & Namrata Ravindra Chindarkar)Plastic Bags in Singapore: A Critical Examination of Issues in Sustainability (Marra Lin Teasdale-Hensby & Lye Lin-Heng)Environmental Impact Assessment Laws of Malaysia and Hong Kong: Lessons for Singapore (Nidhi Mehra & Lye Lin-Heng)Singapore's Fresh Pork Supply: Food Security and Environmental Impacts (Lim Chien-Fang & Victor R Savage)Green Business:Sustainable & Responsible: The New Face of Indian Businesses (Himadri Mahajan & Audrey Chia)Effectiveness of Sustainable Business Practices: Case Studies of Ready-Made Garment Companies of Bangladesh (Tayef Quader & Audrey Chia)Integrated Policy Design Through Life Cycle Sustainability Assessment: A Case Study of Cotton Garments (LCSA Of Cotton T-Shirt) (Thida Tun & Kua Harn-Wei)Sustainability Issues and Strategies of Biofuel Development in Southeast Asia (Mallika d/o Naguran)Urban Studies:Energy Efficiency in Affordable Housing: Can It Work for Independent Rental Owners (Julia Emerson & George Ofori)The Potential and Benefits of an Incentive System to Promote Environmentally Friendly Behaviour in Residents of HDB Flats (Koh Kai-Jie & Grace K M Wong)A Review of Environmental Education in Singapore — Towards a

Change in Approach (Ang Guorong Albert & Audrey Chia) Environmental Literacy among Secondary Three Students in a Singapore Secondary School (Loo Hui-Min & Harvey Neo) Climate Change: Possible Market Mechanisms for the Post-Kyoto Regime (Ellen May Zanoria Reynes) Past and Contemporary Proposals on Differentiation and Equity: Shaping the 2015 Climate Agreement (Melissa Low & Lim Lei-Theng) Mitigating the Environmental Impact of Aircraft Emissions through an Economic Theory — The Endowment Effect (Zhang Qiang) Readership: Graduate students, academics and researchers in environmental management/science. Keywords: Environment; Management; Sustainability; Asia; Corporate Environmental Management; Biodiversity and Planning; Marine Environment; Environment and Economic Development; Energy Sustainability; Renewable Energy; Urban Pollution and Waste Management; Sustainable Infrastructure; Transportation; Recycling; Urban Studies; Green Business

The New Paradigm in Retailing
Retail Space Europe Yearbook 2008
Design for Life
15th International Conference, Banff, AB, Canada, June 22-25, 2015, Proceedings, Part III
Lessons from IKEA
Tax Planning with Holding Companies - Repatriation of US Profits from Europe
Uniformity of Customs Administration in the European Union
How Following Through At Every Level Can Make Or

Break Your Company

Over the last decade, the close relationship between culture and economy - or "the experience economy" - has risen on the agenda. Although there is an established research field for analysing the economic impact of entrepreneurship, there is currently a limited amount of research that analyses the cultural impact and opportunity of entrepreneurship. Linking experience economy with enterprising behavior moves the term away from businesses' competitiveness and consumer behavior towards a more value-focused business in general. This ground-breaking book integrates entrepreneurship and empowerment into one central theme, drawing on research from both the social sciences (innovation, entrepreneurship, empowerment and activism) and the humanities (participatory culture, user-generated designs, creative networks). Enterprising Initiatives expands the definition of entrepreneurship beyond a primarily economic profit-seeking phenomenon to a broader understanding of enterprising behaviour based on an individual-opportunity nexus. Beyond social entrepreneurship, it explores a broad range of individual, collective and cooperative citizen initiatives under the umbrella of enterprising action. This innovative approach will be of great interest to scholars in entrepreneurship, social entrepreneurship, cultural entrepreneurship,

cultural studies, and consumer culture, as well as for policy makers in public and local government, regional development and cultural event management.

The five-volume set LNCS 9155-9159 constitutes the refereed proceedings of the 15th International Conference on Computational Science and Its Applications, ICCSA 2015, held in Banff, AB, Canada, in June 2015. The 232 revised full papers presented in 22 workshops and a general track were carefully reviewed and selected from 780 initial submissions for inclusion in this volume. They cover various areas in computational science ranging from computational science technologies to specific areas of computational science such as computational geometry and security.

This book investigates key issues facing leaders in increasingly complex decision-making environments as a result of globalization. It presents a synthesis and interpretation of academic research in multiple disciplines and integrates it into a practical approach that is readily useable by leaders in government, corporations, and civil society.

Offers a new learning perspective; focuses on the organisational level and emphasises the systemic approach to supply chain management.

The Compliance Business and Its Customers
Cultural Diversity for Virtual Characters
How Firms Cope with Disruption

The HUMBLE Method for User-Centred Business
It's Not What You Say...It's What You Do
The Chinese Dream

Leadership in a Globalized World

Considering the Role and Importance of Video
Games in Contemporary Society

Culture plays a crucial role in our lives. Depending on our cultural background, we judge on and react to everything that we encounter. Subtle differences in behavior can lead to misunderstandings or even culture shock. In a similar manner, virtual characters can be declined by certain user groups when showing culturally inappropriate behavior. But how can social aspects such as culture be integrated into the behavioral models of virtual characters? Birgit Endrass addresses this question by carrying out a hybrid approach that is based on theoretical background from the social sciences as well as a multimodal corpus analysis, and exemplified the approach for the German and Japanese cultures. For this purpose, different methods from artificial intelligence and multiagent systems are applied and simulated with a virtual character system.

Language and Materiality integrates linguistic anthropological and sociolinguistic scholarship on a range of

topics: semiotic approaches to language, language commodification, sound, embodiment, mediatization, and aesthetics. Empirically rigorous, the volume engages scholars and students interested in language, its use, and meanings. It consists of three sections - 'Texts, Objects, Mediality', 'Sound, Aesthetics, Embodiment', and 'Time, Place, Circulation' - containing chapters and short commentaries, framed by a curated conversation about semiotics and materiality in anthropology. Each section theorizes intersections, connections, and relationships between language and materiality across diverse topics and ethnographic contexts. The volume shows that materiality may be approached as a feature of political economy, sensual experience, aesthetics, and affective relationships in its relation to language as talk, register, genre, ideology, and acoustic object. It consists of new perspectives on materiality as a vital dimension of social life and signification in global capitalism, connecting inquiries on subjects as diverse as food, media, fonts, and music.

The internet has changed the way consumers interact with companies. Businesses must maintain good levels of customer service

in a digital world where old strategies may no longer suffice. This book explores what the successful compliance-centred businesses are doing to manage and improve customer experience.

This book argues for a historical perspective on issues relating to the notion of participatory media. Working from a broad concept of media – including essays on the 19th century press, early sound media, photography, exhibitions, television and the internet – the book offers a broad empirical approach to different modes of audience participation from the mid 19th century to the present. Using the insights from the historical case studies, the book also explores some of the key concepts in discussions on the politics of participation, arguing for a theoretical perspective sensitive to the asymmetries that characterize the distribution of agency in the relationship between media and users. Scholarly discussions on participatory media now occur in several fields. This book argues that all of these discussions are all too often obscured by a rhetoric of newness, assuming that participatory media is something unique in history, radical and revolutionary. By challenging the historiography implicit in this rhetoric,

the book also engages in a discussion of issues of more general relevance to the multidisciplinary field of media history.

Power Brands

An Applied Approach

Concepts, Strategies, Structures

The Rise of the World's Largest Middle

Class and what it Means to You

Business Environment in a Global Context

Language and Materiality

International Business Strategy and Cross-Cultural Management

Transforming Social Worlds

Uniform customs administration is of great importance for the EU and the competitiveness of EU businesses in global trade. However, the EU's so-called executive federalism raises the potential for the non-uniform application of EU customs law. This problem has already arisen in the European Communities - Selected Customs Matters WTO dispute settlement. Therefore, the central research question of this book concerns the challenge presented to executive federalism in the EU Customs Union by the WTO. It also examines those safeguard measures for uniform customs administration which are in operation. Valuable empirical analysis of the

decision-making procedures and practices of the national customs authorities allows for the fullest understanding of the operation of the customs administration. An important feature of the exploration is its analysis of the reform of EU customs law and of the effectiveness of the European Union's strategies to enhance uniform customs administration. That analysis helps to identify potential weak points in the decentralised administration of EU customs law and suggests ways in which it might be improved. Scholarly, rigorous and timely, this important study will be required reading for all scholars of EU customs law.

The second edition of Consumer Culture explores the nature and role of consumption in modern societies. Celia Lury's up-to-date revision of this successful classic establishes the importance of new object-based studies for consumer culture, and incorporates new chapters on branding and the rise of ethical consumption. Drawing on a wide range of studies, and using contemporary illustrations from the media and popular culture, Lury

examines the emergence of consumer culture and the changing relations between the production and consumption of cultural goods. She argues that consumer culture has become increasingly stylized and now provides an important context for everyday creativity. This new edition of Consumer Culture explores the way in which the position of individuals within social groups and their position in social groups structured by class, gender, race, and age affects the nature of their participation in consumer culture. The powerful role consumption plays in our lives is revealed and consumer culture is seen to provide new ways of creating social and political identities.

Sara Kristoffersson's compelling study provides the first sustained critical history of IKEA. Kristoffersson argues that the company's commercial success has been founded on a neat alignment of the brand with a particular image of Swedish national identity - one that is bound up with ideas of social democracy and egalitarianism - and its material expression in a pared-down, functional design aesthetic. Employing slogans

such as “Design for everyone” and “Democratic design”, IKEA signals a rejection of the stuffy, the 'chintzy', and the traditional in both design practices and social structures. Drawing on original research in the IKEA company archive and interviews with IKEA personnel, Design by IKEA traces IKEA's symbolic connection to Sweden, through its design output and its promotional materials, to examine how the company both promoted and profited from the concept of Scandinavian Design.

Strategic InnovationNew Game

Strategies for Competitive

AdvantageRoutledge

Reinventing Business Models

Measuring, Making, and Managing Brand Success

Unpacking IKEA

Southampton in 50 Buildings

Retail Space Europe Yearbook 2010

Applications and Innovations in Intelligent Systems XVI

Consumer Culture

Values-based Service for Sustainable Business

As a customer, have you ever felt dissatisfied with a product or service? Is it possible that customers may be

similarly unhappy with your company? Being aware of and exploring your consumers' diversity constitutes the best source of information available if you are to lead the way in design innovation, marketing orientation and service provision. Universal Design: The HUMBLER Method for User-Centred Business offers every type of organization a clear understanding of the role and value of Design for All/Universal Design (the intervention in environments, products and services to enable everyone, regardless of age, gender, capabilities or cultural background, to enjoy them on an equal basis). The seven phase model integrates the users' point of view, enabling you to assess your current business strategy and design practices, and make your product or service appealing to all your potential customers, thus creating a better, more consumer-oriented experience. This book is a must-read for organisations who wish to consider their products and services from the customer point of view and so gain an advantage over their competitors.

These Case Studies were written by students from the course Business Psychology 2014 at the EBC-university of applied sciences in Stuttgart. The students have visited the lecture "Intercultural Management". Prof. Dr. Patrick Siegfried Ph.D. has worked with the students. He has the professorship for General Management at the International School of Management.

Brand success can be managed What distinguishes a brand-name product from no-name competitors? How can companies assess and enhance the value of their brands? What steps can executives take to manage their brands successfully? Reliable answers to these and other questions can be found with the proven BrandMatics-Konzept from McKinsey. Now in its third revised and enhanced edition, Power Brands

incorporates many recent advances in the field: New research on the evolution of brand relevance - both in B2C and B2B. Two modular additions to the proven brand purchase funnel framework. All-new chapters on brand delivery, MROI, and digital brand management. Dozens of new case studies - from insights generation to brand promise definition. Six new in-depth interviews with distinguished international brand managers. Swallowing sound recognition is an important task in bioengineering that could be employed in systems for automated swallowing assessment and diagnosis of abnormally high rate of swallowing (aerophagia) [1], which is the primary mode of ingesting excessive amounts of air, and swallowing dysfunction (dysphagia) [2]-[5], that may lead to aspiration, choking, and even death. Dysphagia represents a major problem in rehabilitation of stroke and head injury patients. In current clinical practice videofluoroscopic swallow study (VFSS) is the gold standard for diagnosis of swallowing disorders. However, VFSS is a time-consuming procedure performed only in a clinical setting. VFSS also results in some radiation exposure. Therefore, various non-invasive methods are proposed for swallowing assessment based on evaluation of swallowing signals, recorded by microphones and/or accelerometers and analyzed by digital signal processing techniques [2]-[5]. Swallowing sounds are caused by a bolus passing through pharynx. It is possible to use swallowing sounds to determine pharyngeal phase of the swallow and characteristics of the bolus [2].

Retail Space Europe Yearbook 2009

A Sustainability Perspective

The Law of EU External Relations

Cases, Materials, and Commentary on the EU as an

International Legal Actor

Translation and Localization

Land, Labor, and Private Authority in the Global Economy

Complexity, Dynamics and Risks

In today's fast-changing business environment, those firms that want to remain competitive must also be innovative. Innovation is not simply about developing new technologies into new products or services, but in many cases, finding new models for doing business in the face of change. It often entails changing the rules of the game. Strategic Innovation demonstrates to students how to create and appropriate value using new game strategies to gain competitive advantage. The book begins with a summary of the major strategic frameworks and showing the origins of strategic innovation. Next, Afuah gives a thorough examination of contemporary strategy from an innovation standpoint, including: how to develop strategy in the face of change a detailed framework for assessing the profitability potential of a strategy or product consideration of how both for-profit and non-profit organizations can benefit from new game strategies. With a wealth of quantitative examples of successful strategies, as well as descriptive cases, Strategic Innovation will complement courses in strategy, and technology

and innovation.