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Analysis  
Management  
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# **Swot Analysis M anagement Ebooks**

This book, originally published in Dutch, provides a uniquely practical approach to strategic marketing planning. Combining

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a comprehensive overview of theory with practice, each chapter takes the reader step by step through the strategic marketing process.

Beginning with identifying the value proposition, it moves on to the situational analysis that underpins the

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corporate strategy, and finally details the overall implementation and creation of a customer and brand values.

Applied Strategic Marketing equips the reader with the necessary tools and techniques to develop and deliver a thorough and effective

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marketing strategy.

With a broad range of international case studies that bring the theory to life, this well-renowned and updated translation is vital reading for undergraduate and postgraduate students of marketing management and strategic marketing. It

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should also be of interest to marketing practitioners who want a clear overview to aid them in the planning process. With over 33,500 copies sold of the previous edition, the winning formula of this incredibly successful book will remain the same.

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From SWOT analysis  
and core competencies  
to risk reward analysis  
and the innovation  
circle, Key

Management Models  
explains each model  
in a clear, structured  
and practical way.

There is a brief  
overview of each of  
the 61 essential  
models that spans no

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more than 3-4 pages.

For each model you will find: · The model in a nutshell (□the big idea□) · Its applicability (□when to use it□) · The practicalities of applying it (□how to use it□) · A critical appraisal (□the final analysis□) The PERFECT reference

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book, no matter what  
business you're in.

Master the 4 Ps of  
marketing This book  
is a practical and  
accessible guide to  
understanding and  
implementing the  
marketing mix,  
providing you with the  
essential information  
and saving time. In 50  
minutes you will be



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able to: □ Launch a new product or test an existing marketing strategy □ Understand the 4 Ps of the marketing mix and use them to attract your target market □

Analyze case studies of well-known companies to see how the marketing mix operates in real life

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save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.

Strategic Management

*Page 11/164*

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in the Arts looks at the unique characteristics of organisations in the arts and culture sector and shows readers how to tailor a strategic plan to help these diverse organizations meet their objectives.

Strategic management is an essential element that drives an

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organisation's success, yet many cultural organizations have yet to apply strategic thinking and entrepreneurial actions within the management function. Varbanova reviews the existing theories and models of strategic management and then relates these

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specifically to cultural organisations. Also included are sections on entrepreneurship and innovations in the arts, considering the concept of a "learning organisation" – an organisation able to adapt its strategy within a constantly changing, complex environment. The

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book is structured to  
walk the reader

through each element  
of the strategic plan  
systematically. With a  
fresh approach, key  
questions, examples,  
international cases to  
connect theory with  
practice and  
suggestions for further  
reading, this book is  
designed to

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accompany classes on  
strategic planning,  
cultural management  
or arts management.

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Conducting A SWOT  
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How to Make a  
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ebook: Managing



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Everyday People,  
Extraordinary  
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covered in each  
chapter. Provides  
diagrams and tables  
to illustrate the text.  
Includes examples

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from Indian organisations. Incorporates chapter-end summary for quick recapitulation. Gives test questions culled from MBA, M.Com and BBA examinations Includes case studies at the end of every chapter. This textbook is designed for the students of MBA and

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M.Com. Besides, it will also be useful to the students of MHROD, MIB and MBE. Students of postgraduate diploma in global business operations, chartered accountancy and BBA will also find this book useful.

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and Practice of  
Marketing, 9e

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This book on  
Strategic

Management and  
Business Policy has  
been designed  
considering the  
problem of students in  
finding out an easily  
understandable book  
covering, by and  
large, all the relate  
topics. This book  
presents the  
fundamental concepts

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of Strategic

Management with  
current examples and  
illustrations in simple,  
lucid and student  
friendly manner. The  
book, along with other  
topics, covers (a)  
Business Vision,  
Mission and  
Objectives (b)  
Environmental and  
Internal Analysis (c)  
Corporate, Business,

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Functional, Global  
and e-Business

Strategies (d)

Strategic Analysis and

Choice (e) Strategic

Implementation:

Issues (f) Strategic

Evaluation and

Control (g) Case

Study Methodology

The main feature of

this book is a

comprehensive

coverage of popular

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analytical frameworks,  
such as: (i) SWOT  
Analysis (ii) Porter's  
Five Forces Model (iii)  
Ansoff's Product/  
Market Grid (iv) Value  
Chain Analysis (v)  
BCG Matrix In  
addition, concepts like  
core competence,  
competitive  
advantage, customer-  
driven strategy, etc.,  
are elaborated

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extensively in the book. The book is very useful for the courses, such as MBA, PGDBA, BBA, BBM and other professional programmes at graduate and postgraduate level. Health care systems are highly complex and dynamic.

Different systems



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around the world vary in the way services are managed yet, regardless of these differences, the need for effective managers and managerial leaders is essential in allowing organizations or professionals to achieve specific goals. This book provides an understanding of the

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concepts of management, managerial leadership and governance within health care systems. It provides a thorough introduction to, and conceptual framework for, the analysis of health systems management and goes on to examine fundamental management tasks,

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Success

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*Develop strengths  
to decrease the  
weaknesses of your  
business This book  
is a practical and  
accessible guide to  
understanding and  
implementing the*

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*SWOT analysis,  
providing you with  
the essential  
information and  
saving time. In 50  
minutes you will be  
able to: •*

*Determine the  
strengths,  
weaknesses,  
opportunities and  
threats of your  
business •*

*Distinguish the*

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*factors that affect  
the internal  
functioning and  
external  
environment of  
your business •  
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strategy ABOUT  
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they will save you  
time. They provide  
elements of theory  
and case studies,  
making them  
excellent guides to*

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fact, they are the  
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practical and  
theoretical aspects  
of strategic  
management, this  
three-volume work*



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topic down to  
earth and enables  
readers to gain  
competitive  
business  
advantages in their  
marketplace.  
This succinct  
textbook takes  
students through  
the key stages of  
strategic  
management:*

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*analysis,  
formulation, and  
implementation,  
with an emphasis  
on providing  
students with the  
essential tools of  
analysis.*

*Understand  
Michael Porter's  
value chain in no  
time! Find out  
everything you  
need to know*

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*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*

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*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*

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*sector, making it a  
vital tool for  
companies looking  
to make the most  
of their  
competitive  
advantage in an  
increasingly  
crowded market.*

*In 50 minutes you  
will be able to:*

- Identify the nine  
functions that  
generate value*

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Checks*  
*within a business*

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- *Find areas for improvement and take concrete steps to maximise performance*

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concepts that  
shape the  
economic world of  
today. Our  
publications will*

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give you elements  
of theory,  
definitions of key  
terms and case  
studies in a clear  
and easily  
digestible format,  
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ideal starting point  
for readers looking  
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skills and  
expertise.

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strategic

management is the  
need of the hour to  
prospective business  
managers. The  
present competitive  
environment has  
brought several  
drastic changes in  
policy making and

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strategic  
management. Hence,  
there is necessity of  
theoretical  
understanding about  
the business policy  
as well as strategic  
management. Most  
of the organizations  
have started  
adopting strategic  
management system.

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This book focuses on conceptual approach to the subject as well as some select case studies, which make a foundation to the knowledge of strategic management.

This book provides a framework for

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Ebooks  
administration

effective and  
improving  
mitigation and  
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measures with a  
view to ensuring a  
safer life for citizens.  
It is an outcome of  
research studies  
carried out by

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eminent scholars and practitioners in South Asian countries in the field of disaster risk management. The authors discuss how different South Asian countries manage disasters and address challenges associated with

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them. The case

studies presented in  
this book reflect  
reality versus myth.

In the quest to  
improve the ground-  
level situation, it is  
pertinent to  
understand the  
interdisciplinary  
nature of approaches  
used to tackle the

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aftermath of  
disasters. The key  
features of this book  
include (i) the  
adoption of critical  
and  
multidisciplinary  
approaches in  
discussing disaster-  
related problems and  
emerging issues; and  
(ii) the provision of



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insights into the  
approaches to  
address the  
challenges and  
issues of disaster  
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practitioners, policy  
makers, and  
researchers will  
acquire a fuller and

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of the various issues  
related to disaster  
risk management.

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Minutes

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roadmap to success!

This book is a

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practical and  
accessible guide to  
understanding and  
implementing the  
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providing you with  
the essential  
information and  
saving time. In 50  
minutes you will be  
able to: • Evaluate  
company

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management

efficiency • Focus  
on all perspectives  
of the business at  
once • Successfully  
apply the Balanced  
Scorecard to your  
business ABOUT  
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concepts in just a  
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they are the starting  
point to take action  
and push your  
business to the next  
level.

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*Page 54/164*

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cases have been added to feature companies and management personalities from the Middle East.

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ups, to ensure applicability of theory in a variety of contexts. Updated content and improved topics coverage ensure closer alignment with introductory management courses:

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Arab world in Chapter 2, and Islamic ethics in Chapter 5. •

Improved content coverage includes a new Chapter 3 focusing on the Manager as a Person.

- Improved and streamlined coverage of managerial processes relating to organizational culture in Chapter 4. •

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includes revised terminology consistent with International Business courses. • Chapters 8 through 11 have gone through substantial revision to focus on control as part of managing the organizational structure, and

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organizational learning as part of change and innovation. • Chapter 16 includes contemporary topics on communication including social media, influencers, and a guide to networking. Dr. Marina Apaydin is an Assistant Professor of Strategic

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Business at the  
American University  
of Beirut, Lebanon.  
Dr. Omar Belkohodja  
is an Associate  
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at the School of  
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Administration at the  
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the key management  
techniques are

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a successful sport or  
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and for all managers  
looking to improve  
their professional  
practice.

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areas, such as:

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Research methods  
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searching And it also  
emphasizes the skills  
that are key for  
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be used throughout a



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Reflecting on the

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and how the new  
consumer needs to  
be managed \* New

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The development of  
business analysis as  
a professional



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discipline has

extended the role of  
the business analyst  
who now needs the  
widest possible  
array of tools and  
the skills and  
knowledge to be  
able to use each  
when and where it  
is required. This  
new edition  
provides 99

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possible techniques  
and practical  
guidance on how  
and when to apply  
them.

Big Agile leaders  
need an empirical,  
"high-trust" model  
that provides  
guidance for scaling  
and sustaining  
agility and  
capability

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throughout a modern technology organization. This book presents the Agile Performance Hierarchy (APH)—a "how-ability" model that provides agile leaders and teams with an operating system to build, evaluate, and sustain great agile

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habits and behaviors. The APH is an organizational operating system based on a set of interdependent, self-organizing circles, or holons, that reflect the empirical, object-oriented nature of agility. As more companies seek the

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benefits of Agile  
within and beyond  
IT, agile leaders  
need to build and  
sustain capability  
while scaling  
agility—no easy  
task—and they need  
to succeed without  
introducing  
unnecessary  
process and  
overhead. The APH

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is drawn from  
lessons learned

while observing and  
assessing hundreds  
of agile companies  
and teams. It is not  
a process or a  
hierarchy, but a  
holarchy, a series of  
performance circles  
with embedded and  
interdependent  
holons that reflect

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the behaviors of high-performing agile organizations. Great Big Agile provides implementation guidance in the areas of leadership, values, teaming, visioning, governing, building, supporting, and engaging within an

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all-agile

organization. What  
You ' ll Learn

Model the behaviors  
of a high-

performance agile

organizationBenefit

from lessons

learned by other

organizations that

have succeeded

with Big AgileAssess

your level of agility



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with the Agile  
Performance

Hierarchy Apply the  
APH model to your  
business

Understand the APH  
performance circles,  
holons, objectives,  
and actions Obtain  
certification for  
your company,  
organization, or  
agency Who This

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Book Is For  
Professionals

leading, or seeking  
to lead, an agile  
organization who  
wish to use an  
innovative model to  
raise their  
organization's agile  
performance from  
one level to the  
next, all the way to  
mastery

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Analysis is used as  
a tool of situational  
analysis for  
business  
evaluation

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