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Integrated Marketing Communication Strategy. Communication is always one of the vital and most important strategic areas of any company's success. A company can have the best and most innovative products or services, but if company's internal as well as external communications are weak, then the demand for that company's products or services diminishes as well as raises a personal flag of concern.

Integrated Marketing Communication Strategy & IMC tools ...

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As the life span of business models has shrunk, firms have had to review their strategic intent, develop strategic initiatives in fast and imaginative ways, and engage in major reorganizations to help them pursue these strategies. This book examines the dynamics of strategy that help to make sense of the changing business environment and the requisite processes of strategising and organising. The Dynamics of Strategy draws on theoretical perspectives that enable readers to describe and understand the dynamics of the firm's competitive landscape, the dynamics of the organizational landscape, and the interdependencies between both. The book combines work rooted in economics and organisational theory, and builds on interdisciplinary work using different research paradigms and methods. This range of theoretical perspectives allows an analysis of the complex and multidimensional problems of modern day business strategy In order to help the reader to connect sound theory with the everyday context of the firm, theoretical discussion is illustrated with specific case studies and examples using firms from different industries. Written for managers and management students, The Dynamics of Strategy provides a roadmap to understand the underlying aspects of the dynamics of strategising and organising.

The latest volume in the bestselling series In today's business environment, a knowledge of finance and skills in budgeting and financial planning are more important than ever before. Totally updated and revised, this highly anticipated Third Edition provides new information on five such key topics as interpreting financial statements; information technology in finance; planning capital expenditures; information technology and your firm; business valuation, and much more. Top experts in each field explain the basics of cost-volume analysis, forecasts, and budgets, and reveal how to create a winning business plan. Ideal reading for any manager or executive who needs a "refresher course" in finance.

Written by faculty members, covers first year MBA program topics such as marketing, economics, and management; and includes case studies, an entrepreneurship guide, and discussion about the future of business.

Reputation is the sum of individual perceptions, experiences and beliefs in the mind of a company's stakeholder. Therefore, synchronous stakeholder communication and interaction has to respect the needs of all parties involved. Reputation management is the total of concepts, processes and structures that are directed towards the effective management of reputation within a company. It covers all activities to establish, preserve, improve and defend reputation systematically. Private banking is a highly sensitive and trust requiring business. A strong bank brand and a healthy reputation are its key success factors. Private banks concentrate on prosperous clientele, therefore, they know that the loss of the good name is one of the major business risks. Although the significant role of reputation in private banking is commonly clear, a systematic management of corporate reputation is rarely. This book investigates the current status of reputation management in private banking and identifies reputation drivers. Consequently, a survey on German private banks is being conducted. Based upon the findings, a structure for corporate reputation management under aspects of good corporate governance will be derived. Regarding corporate reputation management as a consulting product, opportunities for the consulting industry are presented in conclusion.

A reference for prospective entrepreneurs covers such topics as identifying sound business opportunities, creating a business plan, calculating financial projections, working with venture capital and debt financing, getting assistance, marketing, and the Internet. Reprint.

The Aspen Institute, a premier non-profit, research organization for corporate social responsibility, offers the first comprehensive guide to the world's leading global MBA programs in CSR—an indispensable guide for prospective students, universities, hiring companies, and libraries. This guide provides an overview of how global MBA programs bring social impact management into their curricular and extracurricular programs. Social impact management, which includes environmental, ethical, and corporate governance issues, is the field of inquiry at the intersection of business needs and wider societal concerns that reflects their complex interdependency. Without an understanding of this interdependency, neither business nor the society in which it operates can thrive. Each year business schools from around the world strive to differentiate themselves and attract the best and the brightest future business leaders, while prospective MBAs are looking for a program that will provide effective management skills to succeed in the changing face of business. The bottom line is no longer exclusively dedicated to financial returns. Rather, business leaders must also consider the environmental and social impacts of their decisions in order to compete in today's marketplace. The MBA schools that participate in the Aspen Institute's survey, and are therefore highlighted in the Aspen Institute Guide for Socially Responsible MBA Programs: 2008-2009, are leaders in integrating these issues into their MBA curricula.

Inhaltsangabe: Abstract. Using the new theory Blue Ocean Strategy of strategic behaviour the author is designing a consulting approach for management consulting business of small and medium-sized enterprises (SME) in Germany. The Blue Ocean Strategy challenges companies to break out of their current market by finding new unknown market space. The purpose of the dissertation is to describe the current competitor's markets as the status quo the participants perceive in their usual strategic approach, to identify then the key success factors and methods of the new theory Creating of Blue Oceans as the alternative and mold the main issues of this approach into a consulting product. The objectives are: 1. Identification of issues which could be described as key success factors for this new theory. 2. The strengths and weaknesses of the Blue Ocean Strategy approach. 3. Identifying SMEs as a target customer group and the value of the Blue Ocean approach for these target customers. 4. A consulting approach for management consulting of SMEs. The developed consulting concept could be offered to customers within their range of consulting services or be used as an internal measurement in consulting companies to find new areas for business development. In order to meet the aims of this dissertation the following structure is chosen: Chapter 1: The chapter 1 introduces the aims and objectives of this dissertation, its motivation, limitations and structure. Chapter 2: In chapter 2 the general business strategies for competing on defined market and the sorts of innovations are explained. Chapter 3: In chapter 3 the terms of red oceans and blue oceans are defined and later explained how they relate to the used business strategies on the markets. Chapter 4: In chapter 4 the theory of Blue Oceans Strategy will be presented on an abstract level to familiarize the reader with the key factors and main issues of this approach. Chapter 5: In chapter 5 the common definition of small and medium-sized enterprises will be presented in a first step to follow up with the illustration of the current situation for the SMEs in Germany, referring to the results of interviews with market participants or observers and studies of literature. Chapter 6: In chapter 6 the consulting concept based on value innovation will be designed. To understand in which way the approach differs from other consulting services, there will be a short introduction into [...]

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