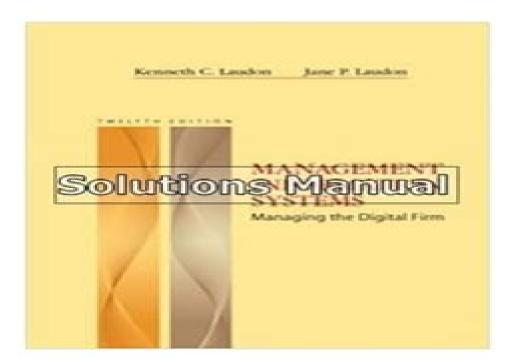
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Modernizing Academic Teaching and Research in Business and Economics Jorge Marx Gómez, Marie K.

Aboujaoude, Khalil Feghali, Tariq Mahmoud, 2017-04-25 This proceedings volume brings together the results of a corporate discussion on research academic teaching and education in the field of business and economics in the context of globalization The contributions examine leadership and sustainability quality and governance and the internationalization of higher education With a particular focus on business education and business schools the book discusses the labor market and modernization as well as contemporary trends and challenges By including both academic papers and contributions from industry it forges research links between academia business and industry Managing Digital Enterprise Jun Xu,2014-10-10 This book describes the setup of digital enterprises and how to manage them focusing primarily on the important knowledge and essential understanding of digital enterprise management required by managers and decision makers in organizations It covers ten essential knowledge areas of this field Foundation of Digital Enterprise Technology Foundation and Talent Management for Digital Enterprise Digital Enterprise Strategy Planning and Implementation B2C Digital Enterprise E tailing B2C Digital Enterprise E Services B2B Digital Enterprise and Supply Chain Digital Platforms Digital Marketing and Advertising Digital Payment Systems Mobile Enterprise Overall this text provides the reader with the basics to understand the rapid development of digitization facilitated by the dramatic advancements in digital technologies extensively connected networks and wider adoption of computing devices especially mobile devices as more and more organizations are realizing the strategic importance of digitization e g sustainable growth of the organization competitive advantage development and enhancement and are embarking on digital enterprise Arts Management Carla Walter, 2015-05-22 Arts Management is designed as an upper division undergraduate and graduate level text that covers the principles of arts management It is the most comprehensive up to date and technologically advanced textbook on arts management on the market While the book does include the background necessary for understanding the global arts marketplace it assumes that cultural fine arts come to fruition through entrepreneurial processes and that cultural fine arts organizations have to be entrepreneurial to thrive Many cases and examples of successful arts organizations from the Unites States and abroad appear in every chapter A singular strength of Arts Management is the author's skilful use of in text tools to facilitate reader interest and engagement These include learning objectives chapter summaries discussion questions and exercises case studies and numerous examples and cultural spotlights Online instructor s materials with PowerPoints are The British National Bibliography Arthur James Wells, 2009 available to adopters The History of the World Hans Ferdinand Helmolt (1865- ed),1902 The Historians' History of the World: Germanic empires (concluded) Henry Smith Williams. 1904 **Germanic empires (concluded)** Henry Smith Williams, 1904 The popular history of England, by C. MacFarlane and T. Archer Charles MacFarlane, 1886 Manuel of Modern Geography and History by ... Wilhelm Pütz,1870 Austria, Together with Budapest, Prague, Karlsbad, Marienbad Karl Baedeker (Firm), 1929 Proceedings ... Annual Southern Industrial Relations and Human Resource Conference, 2002 The Edinburgh

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