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The National Union Catalog, Pre-1956 Imprints Library of Congress 1971

Managerial Economics Christopher R. Thomas 2020

Personal Finance Jack R. Kapoor 2019

Davranış Bilimlerine Giriş ve Örgütlerde Davranış M. Şerif Şimşek, Adnan Çelik, Tahir Akgemci 2015-07-30 Davranış Bilimlerine Giriş ve Örgütlerde Davranış kitabı; İktisadi ve İdari Bilimler Fakülteleri, İşletme Fakülteleri ve İşletme Programlarına sahip Yüksek Okullarda okutulmuş ve değişik isimlerle anılabilen "Davranış Bilimleri, Davranış Bilimlerine Giriş, İşletmelerde Davranış, Örgütlerde Davranış" gibi derslerde öğrencilerin bu alandaki Türkçe kaynak ihtiyaçlarını bir nebze de olsa giderebilmek amacıyla hazırlanmıştır. Kitap içinde aşağıdaki başlıklar ele alınmıştır: - Davranış bilimlerine giriş, - Davranış düzlemi ve sosyal kurumlar, - Kültür-örgüt kültürü ve girişimcilik kültürü, - İnanç ve tutumlar, - Kişilik ve davranış, - Algılama-öğrenme ve öğrenen örgütler, - İletişim, - Motivasyon ve iş tatmini, - Gruplar, - Yöneticilik ve liderlik, - Örgütlerde takım çalışması ve yönetimi, - Yabancılaşma ve yönetimi, - Stres ve yönetimi, - Örgütlerde çatışma ve yaratıcılığın yönetimi, - İşe devamsızlık ve işgören devri, - Değişim yönetimi ve örgüt geliştirme, - Sosyal sorumluluk ve örgütsel etik. Özel işletme ve kamu yöneticilerini de yakından ilgilendiren bilgilere sahip olan bu kitabın; iktisat, uluslararası ilişkiler, iletişim, ve halkla ilişkiler, hukuk, mühendislik, eğitim ve sağlık alanlarında çalışma yapanlar için de yararlı bir kaynak olacağına inanılmaktadır.

Fundamentals of Investments Bradford D. Jordan 2020 "Traditionally, investments textbooks tend to fall into one of two camps. The first type has a greater focus on portfolio management and covers a significant amount of portfolio theory. The second type is more concerned with security analysis and generally contains fairly detailed coverage of fundamental analysis as a tool for equity valuation. Today, most texts try to cover all the bases by including some chapters drawn from one camp and some from another. The result of trying to cover everything is either a very long book or one that forces the instructor to bounce back and forth between chapters. This frequently leads to a noticeable lack of consistency in treatment. Different chapters have completely different approaches: Some are computational, some are theoretical, and some are descriptive. Some do macroeconomic forecasting, some do mean-variance portfolio theory and beta estimation, and some do financial statements analysis. Options and futures are often essentially tacked on the back to round out this disconnected assortment"--

Financial and Managerial Accounting Jan R. Williams 2020 "As our eyes are drawn upward to the skyline of great cities, it's important to remember that these impressive constructions are able to reach such heights only because their foundations are strong. In much the same way, being successful in the business world begins with fundamental courses like financial and managerial accounting. It is only when students have a firm grasp of concepts like the accounting cycle and managerial decision making that they have a base on which to stand, a strong foundation on which to grow. In this edition, as before, the Williams team has revised the text with a keen eye toward the principle of helping students establish the foundation they will need for future success in business. However, through new coverage of International Financial Reporting Standards and a revised globalization chapter, the Williams book also introduces students to larger themes and evolving concerns. This dual emphasis allows students to keep their eyes trained upward even as they become solidly grounded in accounting fundamentals"--

Fundamentals of Human Resource Management Raymond A. Noe 2021 "Managing human resources is a critical component of any company's overall mission to provide value to customers, shareholders, employees, and the community in which it does business. Value includes profits as well as employee growth and satisfaction, creation of new jobs, contributions to community programs, protection of the environment, and innovative use of new technologies Each chapter includes several different pedagogical features. 'Best Practices' provides examples of companies whose HR activities work well. 'HR Oops!' highlights HRM issues that have been handled poorly. 'Did You Know?' offers interesting statistics about chapter topics and how they play out in real-world companies. 'HRM Social' demonstrates how social media and the Internet can be useful in managing HR activities in any organization. 'Thinking Ethically' confronts students with issues that occur in managing human resources. Each feature includes questions to assist students with critical thinking and to spark classroom discussions"--

Principles of Corporate Finance Richard A. Brealey 2020 This new international edition provides increased coverage of the procedures for estimating the cost of capital, expanded coverage of risk management techniques and the use and misuse of derivatives, and additional coverage of agency problems.

Introduction to Managerial Accounting Peter C. Brewer 2021 "Brewer's Introduction to Managerial Accounting has earned a reputation as the most accessible and readable book on the market. Its manageable chapters and clear presentation point students toward understanding just as the needle of a compass provides direction to travelers.H"--

The Spartanburg Plant Investment by BMW AG Pascale Taube 2004-08-11 Inhaltsangabe:Abstract: In the pursuit of success, higher profit, gaining market share and dealing with the challenges of day to day business. The big national companies, wherever they may be, have dreams and aspirations. As a CEO or General Manager of a big company; there is several objectives to achieve and strive for. Among them, on the top of any list, these will be some of them. Get the most of the revenues and provide for the shareholders, it has in the recent years become more and more apparent, that the big companies seem to focus on shareholder value. This is often found in the US and is finding its way to the European continent. Another primary aim is to expand and become bigger or at least as big the main competitor. There is several reasons and valid objectives; one being the natural instinct of any CEO or General Manager; to achieve success and become an even bigger share of the global market. Other reasons may be the search for new markets, for whatever reason, the need for cutting the production costs, to be closer to the customers or even to have access to new technologies or raw materials. In this case study, we will deal with the issue of BMW AG's decision in the mid 90's to go abroad. To settle on the US market, starting up a manufacturing facility. There is a wide range of reasons, concerns and objectives to be dealt with prior to make that certain move, settling on foreign shores and setting up business. In order to understand what we are dealing with, we need to define multinational: Companies operating in multiple countries, but responding to local product-markets through more customized approaches In order to deal and operate in that environment, that company is expected to have highly qualified resources and access to a wide range of information; such as pricing, local laws and regulations, knowledge and understanding of the customer's need and preference's to name a few. The road that the company is about to embark upon, prior to going multinational, is full of risks in all sorts of different areas; such as political risks, financial risks, regulatory risks and risks dealing with competition. There must be a solid research team ready at hand, being able to provide the management team with the necessary information's and background information. We will cast a light on the problems, benefits, motives and challenges regarding multinational business. Zusammenfassung: Die vorliegende englischsprachige [...]

CIM Post-grad Diploma BPP Learning Media 2012 A core text book for the CIM Qualification.

Understanding Business William G. Nickels 2021 "Our experienced and diverse authors and long-tenured editorial team have created a product that meets the needs of nearly all classrooms, no matter the size, teaching modality, or learning objectives. The content is unmatched in depth, breadth, currency, and relevancy, and is presented in an extremely readable format for students with all learning styles. A wealth of technology solutions engages students, enriches learning, furthers understanding, and simplifies instructors' assessment processes. Course supplements tightly align with chapter concepts and enhance retention, making instructors of all experience levels Grade-A rock stars. And unparalleled support from our digital faculty consultants helps ensure you and your students benefit from the full experience of what is now the gold standard in Introduction to Business classes. Nickels/McHugh/McHugh, Understanding Business, 13th Edition does more than teach-it prepares students to create real impact on the world"--

Global Business Today Charles W. L. Hill 2018-11

MP International Business with CESIM Global Challenge Simulation Access Card Donald Ball 2012-01-17 International Business: The Challenge of Global Competition 13e by Ball, Geringer, McNett, and Minor continues to be the most current, objective and thorough treatment of international business available for students. Enriched with colorful maps, photos, and the most up-to-date world data, this text boasts the collective expertise of four authors with firsthand international business experience, specializing in international management, finance, law, global strategy, and marketing – a claim no other text can make. In addition, each new copy of International Business 13e includes access to CESIM – an interactive IB simulation developed for industry professionals. Ball et al is the only textbook on the market which features access to CESIM. Only Ball, Geringer, McNett and Minor can offer a complete view of international business as diverse as the backgrounds of business students.

Mikroökonomie Robert S. Pindyck 2009

International Business: Competing in the Global Marketplace Charles W. L. Hill 2016-01-29 Market-defining since it was introduced, International Business: Competing in the Global Marketplace by Charles W. L. Hill, sets the standard, and is the proven choice for International Business. Hill draws upon his experience to deliver a complete solution, and has partnered with G. Tomas M. Hult from Michigan State University to continue to deliver a program that is: Integrated—Integrated Progression of Topics with Results-Driven Technology Practical—Focused on Practical Applications of Concepts Relevant—Timely, Comprehensive Coverage of Theory

Financial Accounting Robert Libby 2020

Materials Selection in Mechanical Design: Das Original mit Übersetzungshilfen Michael F. Ashby 2006-10-19 Das englischsprachige, weltweit anerkannte Standardwerk zur Werkstoffauswahl - als neuer Buchtyp speziell für die Bedürfnisse deutschsprachiger Leser angepasst! Der Zusatznutzen, den dieses Buch bietet ist das Lesen und Lernen im englischen Original zu erleichtern und gleichzeitig in die spezielle Fachterminologie einzuführen und zwar durch: - Übersetzungshilfen in der Randspalte zur Fachterminologie und zu schwierigen normalsprachlichen Ausdrücken - Ein zweisprachiges Fachwörterbuch zum raschen Nachschlagen

Corporate Finance Stephen A. Ross 2018-10 This text conveys the most important corporate finance concepts and applications at a level that is approachable to the widest possible audience. The concise format, managerial context, design and student-friendly writing style are key attributes to this text.

Contemporary Management Gareth R. Jones 2019 "Contemporary Management" by Jones and George distinguishes itself through its authorship, comprehensive/current contents, exceptionally rich and relevant examples, and applications/experiential exercises provided in every single chapter. The new eighth edition of "Contemporary Management" continues to provide students the most current and up-to-date account of the changes taking place in the world of business management. Jones and George focus on keeping it relevant and interesting to students, while still mirroring the changes taking place in management practices by incorporating recent developments in management theory and research through vivid, current examples of how managers of companies large and small have responded to the changes taking place.

Essentials of Corporate Finance Stephen A. Ross 2018-12

Business Statistics in Practice Bruce L. Bowerman 2018

Marketing Roger A. Kerin 2021 "Marketing: The Core utilizes a unique, innovative, and effective pedagogical approach developed by the authors through the integration of their combined classroom, college, and university experiences. The elements of this approach have been the foundation for each edition of Marketing: The Core and serve as the core of the text and its supplements as they evolve and adapt to changes in student learning styles, the growth of the marketing discipline, and the development of new instructional technologies"--

Grundlagen betrieblicher Finanzwirtschaft Hans E. Büschgen 1979

Lokales Denken, globales Handeln Geert Hofstede 2017-11-14 Inhalt Wie unsere Herkunft das Denken, Fühlen und Handeln beeinflusst: Brandaktuell in Zeiten großer Migrationsbewegungen erhält der Leser auf gut verständliche und anregende Weise Einsichten darüber, wie der Ort, an dem wir aufgewachsen sind, unsere Art zu denken, zu fühlen und zu handeln formt. Basierend auf Hofstedes Forschungsarbeiten in mittlerweile mehr als sieben Ländern, über einen Zeitraum von vierzig Jahren hinweg, untersucht "Lokales Denken, globales Handeln", was Leute trennt, obgleich doch Kooperation so klar in jedermanns Interesse wäre. Diese komplett überarbeitete Neuauflage enthält wesentliche Beiträge aus Michael Minkovs Datenanalyse des World Value Surveys und zur Evolution von Kulturen von Gert Jan Hofstede. Zielgruppe Führungskräfte mit Auslandskontakten, Führungskräfte im Marketing und Personalmanagement, Dozenten und Studierende in betriebswirtschaftlichen Studiengängen.

Entrepreneurship Robert D. Hisrich 2018-10

Software Engineering Ian Sommerville 2018-09-21

Environmental Economics Barry C. Field 2021 "When our descendants look back at the last part of the 20th century, and now at the beginning of the 21st, we want them to be able to say: "That's when they began to take the degradation of the natural environment, with its threats to human life and the life of the planet, seriously." Furthermore, we would like them to be able to see that around this time we took serious steps to halt and reverse this process. This book is an introduction to environmental economics, one way of approaching the steps that need to be taken. It's about the way human decisions affect the quality of the environment, how human values and institutions shape our demands for improvement in the quality of that environment, and, most especially, about how to design effective public policies to bring about these improvements. Problems of environmental quality are not something new; in fact, history is filled with bleak examples of environmental degradation, from deforestation by ancient peoples to mountains of horse manure in urban areas in the days before automobiles. But today's world is different. For one thing, many people in economically developed countries, having reached high levels of material well-being, are beginning to ask questions: What good is great material wealth if it comes at the cost of large-scale disruptions of the ecosystem by which we are nourished? More fundamental, perhaps, is the fact that with contemporary economic, demographic, and technological developments around the world, the associated environmental repercussions are becoming much more widespread and lethal. What once were localized environmental impacts, easily rectified, have now become widespread effects that may very well turn out to be irreversible"--

Operations Research Frederick S. Hillier 2014-08-29 Aus dem Vorwort der Autoren: " bereits in früheren Auflagen sind uns auch bei dieser Auflage der Motivationscharakter und die Einfachheit der Ausführungen wichtiger als exakte Beweise und technische Freilheiten. Wir glauben, dass die vorliegende Auflage für den praxisorientierten Studenten, auch ohne große mathematische Kenntnisse, attraktiver und besser lesbar geworden ist. Dennoch sind wir der Meinung, dass die Theorie der Operations Research nur von der mathematischen Seite her wirklich verstanden und gewürdigt werden kann. Es ist daher auch die fünfte Auflage nach wie vor an den gleichen Leserkreis wie die früheren Auflagen gerichtet, an die Studenten verschiedenster Fachrichtungen (Ingenieurwesen, Wirtschafts- und Sozialwissenschaften sowie mathematische Wissenschaften), die sich manchmal angesichts des riesigen Wortschwall ihrer Studiengebiete nach einem bibchen mathematischer Klarheit sehnen. Die einzelnen Kapitel lassen sich auf vielfältige Art und Weise zu Kursen oder zum Selbststudium zusammenstellen, da das Buch sehr flexibel angelegt ist. Teil eins liefert eine Einführung in die Thematik des Operations Research. Teil zwei (über lineare Programmierung) und auch Teil drei (über mathematische Programmierung) lassen sich unabhängig von Teil vier (über stochastische Modelle) durcharbeiten."

Transnational Management Christopher A. Bartlett 2018-03-01 Transnational Management provides an integrated conceptual framework to guide students and instructors through the challenges facing today's multinational enterprises. Through text narrative and cases, the authors skillfully examine the development of strategy, organizational capabilities, and management roles and responsibilities for operating in the global economy. The key concepts are developed in eight chapters that are supplemented by carefully selected practical case studies from world-leading case writers. All chapters have been revised and updated for this eighth edition to reflect the latest thinking in transnational management while retaining the book's strong integrated conceptual framework. Ten new cases have been added, and four others updated. A full range of online support materials are available, including detailed case teaching notes, almost 200 PowerPoint slides, and a test bank. Suitable for MBA, executive education and senior undergraduate students studying international management, international business or global strategy courses, Transnational Management offers a uniquely global perspective on the subject.

Essentials of Business Law Anthony Luzzo 2021 "The new, eleventh edition of the Essentials of Business Law program is a practical, concise, and broad-based introduction to the vibrant field of business law. While continuing to offer all of the features that have made the ten prior editions successful, this new edition includes a chapter on the areas of law affected by social media, updated content, and enhanced support materials. Both the traditional areas of law, such as contracts and property, and the emerging areas of law, such as e-commerce and environmental, are covered in short, informative chapters written to capture the essence of each topic. The objective of the text throughout its coverage is ease-of-use, ease of teaching, ease of assessment, and ease of understanding. It has been developed for those seeking a more fundamental overview of the concepts and principles that are vital to the understanding of business law"--

Essentials of Economics Bradley R. Schiller 2020

Globales Marketing-Management Warren J. Keegan 2014-08-29 Das Werk stellt einen völlig neuen Ansatz der Diskussion globaler Marketingproblemstellungen dar. Vieles in der Diskussion um globales Marketing und Strategie ist von der Spannung zwischen dem Wunsch nach globaler Standardisierung und dem Erfordernis lokaler Anpassung geprägt. Diese fruchtbringende Dialektik wird auch in diesem Werk weiter getragen, indem der Text einen spezifisch europäischen Blick auf globales Marketing wirft. In der praktischen Umsetzung ist dies durch ein europäisch-amerikanisches Autorenteam erstmals gelungen.

International Accounting Timothy S. Douplik 2019 Revised edition of International accounting, 2015.

Introduction to Electronic Commerce and Social Commerce Efraim Turban 2017-04-23 This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. Supplementary material includes an Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM; EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition in Cyberspace. The following=" tutorials=" are=" not=" related=" to=" any=" specific=" chapter.= they=" cover=" the=" essentials=" ec=" technologies=" and=" provide=" a=" guide=" relevant=" resources.=" p

Project Management: The Managerial Process Clifford F. Gray 2020-01-09 Project Management, 8e provides a holistic and realistic approach to Project Management that combines the human aspect and culture of an organization with the tools and methods used. It covers concepts and skills used to propose, plan, secure resources, budget and lead project teams to successful completion of projects. This text is not only on how the management process works, but also, and more importantly, on why it works. It's not intended to specialize by industry type or project scope, rather it is written for the individual who will be required to manage a variety of projects in a variety of organizational settings. 8e was written for a broad range of audiences including, project managers, students, analysts and Project Management Institute Members preparing for certification exams. The digital component, Connect, now has enhanced algorithmic problems, Application Based Activities, SmartBook 2.0 and Practice Operations, a game-based 3D operations management simulation.

Farm Management Ronald D. Kay 2019 Medical Insurance Coding Workbook for Physician Practices and Facilities, 2011-2012 Edition builds coding expertise by providing thorough practice, tips, and reinforcement in code selection and linkage. This supplementary workbook offers extensive opportunities for students to practice ICD-9-CM (diagnoses) and CPT/HCPCS (procedures) coding using the standard code reference manuals. Unique coding linkage coverage reviews and practices reporting diagnosis and procedures codes correctly together for compliant coding. The exercises build from one-line diagnostic/procedural statements to case studies. The Workbook also contains three comprehensive examinations covering ICD-9-CM, CPT/HCPCS, and Code Linkage topics. Medical Insurance Coding Workbook for Physician Practices and Facilities, 2011-2012 Edition is designed to help users master the information needed to pass the coding certification exams and become employable. The precise and tightly focused nature of the workbook helps instructors to readily gauge students levels of coding proficiency. Studien des Entwicklungszentrums Die Weltwirtschaft: Eine Millenniumsperspektive Maddison Angus 2003-12-19 Angus Maddison bietet einen umfassenden Überblick über Wachstum und Niveau der Weltbevölkerung seit dem Jahr 1000. In diesem Zeitraum wuchs die Bevölkerung um das 22fache, das Pro-Kopf-BIP um das 13fache und das Welt-BIP um nahezu das 300fache.

Das ...

Building a Dream Walter S. Good 2005 Good: Building A Dream is recognized as a market leading text that offers a practical, "how to" approach to guiding students and potential small business entrepreneurs through the conceptual stages involved in setting up a business of their own. It is all about building the essential business plan - with many templates, forms, checklists, sample plans and real-life Canadian examples making it the most hands-on text available. This text offers a strong supplement package, including an Instructor's Resource CD with an IM and PPT slides, Canadian videos offering additional practical examples/cases, and a robust OLC. This is the book that every potential entrepreneur needs to be successful - the best book on the market for a workbook style approach to the subject

International Business: Competing in the Global Marketplace Charles W. L. Hill, Dr 2014-02-10 Market-defining since it was introduced, International Business: Competing in the Global Marketplace by Charles W. L. Hill, sets the standard. Hill draws upon his experience to deliver a complete solution-print and digital—for instructors & students by being: Integrated - Progression of Topics Application Rich - Strong on Strategy Current - Thought Provoking Relevant - Actual Practice of International Business