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instant 1 bestseller a gripping first hand account of the january 6th 2021 insurrection from inside the halls of congress from origins to aftermath as donald trump and his enablers betrayed the american people and the constitution by the house republican leader who dared to stand up to it in the aftermath of the 2020 presidential election donald trump and many around him including certain other elected republican officials intentionally breached their oath to the constitution they ignored the rulings of dozens of courts plotted to overturn a lawful election and provoked a violent attack on our capitol liz cheney one of the few republican officials to take a stand against these efforts witnessed the attack first hand and then helped lead the congressional select committee investigation into how it happened in oath and honor she tells the story of this perilous moment in our history those who helped trump spread the stolen election lie those whose actions preserved our constitutional framework and the risks we still face

commercializing a knowledge based product or service requires a realistic methodical approach combined with a great deal of perseverance commercialization secrets for scientists and engineers serves as a high level guide to answering key questions and critical issues that confront founding entrepreneurs on their quest to commercialize their knowledge based innovations it highlights the unique problems shared by all technologists across knowledge intensive fields and how to overcome the most predictable obstacles faced by technology entrepreneurs it demystifies the process of commercializing advanced products that require a high degree of specialized knowledge typically these are disruptive technologies with the potential to revolutionize whole industries the book simplifies the launch of high tech ventures such as pharmaceuticals genetic and biotechnology products wireless devices fuel cells and minimally invasive medical devices additionally it will help readers bring their disruptive technologies to profitability

corporate social responsibility csr is an important issue in contemporary business management and politics especially since the launch of the united nations global compact in 2000 as an initiative to encourage businesses worldwide to adopt sustainable and socially responsible policies and to report on them this book examines the theory and practice of csr in asia the philosophical and ideological underpinnings of csr are rooted in anglo american and european principles of liberal democratic rights justice and societal structures this book not only considers the impact of western csr practices in asia but also provides much needed asian perspectives on this issue it investigates the operation of csr in different

countries across asia including china japan malaysia thailand and bangladesh comparing the different meanings given to csr and the varying degrees of success experienced in different national contexts this book argues if csr is ever to revolutionize the manner in which we trade then it is needs to open itself up to the full variety of social responsibility as it occurs around the world the book re maps and refines debates about csr as a global phenomenon and will be of great value to professionals making strategic decisions in the global business environment

global marketing provides students with a truly international treatment of the key principles that every marketing manager should grasp international markets present different challenges that require a marketer to think strategically and apply tools and techniques creatively in order to respond decisively in a fiercely competitive environment alon et al provide students with everything they need to rise to the challenge coverage of small and medium enterprises as well as multinational corporations where much of the growth in international trade and global marketing has occurred a shift toward greater consideration of services marketing as more companies move away from manufacturing a focus on emerging markets to equip students with the skills necessary to take advantage of the opportunities that these rapidly growing regions present chapters on social media innovation and technology teach students how to incorporate these new tools into their marketing strategy new material on sustainability ethics and corporate social responsibility key values for any modern business short cases and examples throughout the text show students how these principles and techniques are applied in the real world longer cases provide instructors and students with rich content for deeper analysis and discussion covering key topics not found in competing books global marketing will equip students with the knowledge and confidence they need to become leading marketing managers a companion website features an instructor s manual with test questions as well as additional exercises and examples for in class use

for one semester undergraduate and graduate level courses in organizational behavior greenberg baron shows students the real world of ob by blending the most current research with practical applications and asking them to put it into practice

seize the competitive advantage with today s most powerful strategic tool m a given the influence of technology globalization and regulatory change m a will continue to shape our industries for most companies therefore the consideration of m a in strategy is now fundamental from the introduction to part i the art of m a strategy is exactly what

you need to build mergers acquisitions and divestitures into your overall business strategy to make m a a competitive advantage and avoid landing on the long list of m a failures experts in the field of m a smith and lajoux demystify this otherwise complex subject by taking you through the types of m a strategy and the key steps to successful m a strategy development and implementation the art of m a strategy is conveniently organized into three sections part i presents a range of possible corporate strategy situations and provides the role and rationale for m a in each such as building and managing a portfolio participating in industry consolidation spurring corporate growth and using acquisitions to create real options part ii outlines how to determine the role of m a in your strategy taking into consideration industry context competitive imperatives and strategy options and explains how to find and screen partners decide whether to buy or sell and engage the board of directors in m a decisions part iii covers m a as a sustained corporate program particularly in the context of international growth outlining the most strategic aspects of post merger integration describing how to use advisors throughout the process and examining core competencies required for successful m a programs the authors illuminate the purpose and process of applying m a with real world success stories involving cisco ge google and many other companies that have leveraged m a for strategic success use the art of m a strategy to create a powerful strategy position for success in today s changing business environment and to seize and hold competitive advantage

this text offers a comprehensive introduction to the theory and practice of e business and e commerce management the author dave chaffey brings his trademarks of authority clarity of expression and teaching expertise to bear on a subject in which he actively lectures and consults popular for its cutting edge and contemporary coverage this text offers an international approach and a good balance between the technical and managerial topics of central importance to developing an understanding of this subject developed for students studying e business or e commerce at undergraduate or postgraduate level and also used by many business managers this is the essential text to keep pace with technology strategy and implementation

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