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KEY=CASE - SASHA WANG

SUPPLY CHAIN MANAGEMENT: MODELS, APPLICATIONS, AND RESEARCH DIRECTIONS

Springer Science & Business Media This work brings together some of the most up to date research in the application of operations research and mathematical modeling techniques to problems arising in supply chain management and e-Commerce. While research in the broad area of supply chain management encompasses a wide range of topics and methodologies, we believe this book provides a good snapshot of current quantitative modeling approaches, issues, and trends within the field. Each chapter is a self-contained study of a timely and relevant research problem in supply chain management. The individual works place a heavy emphasis on the application of modeling techniques to real world management problems. In many instances, the actual results from applying these techniques in practice are highlighted. In addition, each chapter provides important managerial insights that apply to general supply chain management practice. The book is divided into three parts. The first part contains chapters that address the new and rapidly growing role of the internet and e-Commerce in supply chain management. Topics include e-Business applications and potentials; customer service issues in the presence of multiple sales channels, varying from purely Internet-based to traditional physical outlets; and risk management issues in e-Business in B2B markets.

CORPORATE SUSTAINABILITY IN PRACTICE

A GUIDE FOR STRATEGY DEVELOPMENT AND IMPLEMENTATION

Springer Nature Building better organisations, with a clear sense of purpose, is a common challenge faced by many entrepreneurs and executives in industry. A fully integrated corporate sustainability strategy can help organisations to better manage risks, to win business opportunities and to ultimately strengthen reputation. Building on the experience of renowned strategists, sustainability, finance and academic experts, this book offers practical tools and approaches that can be used to develop and implement fully integrated corporate sustainability strategies.

THE BASICS OF CHEMISTRY

Greenwood Publishing Group This book covers the basic concepts found in introductory high-school and college chemistry courses.

VEGETARIAN AND PLANT-BASED DIETS IN HEALTH AND DISEASE PREVENTION

Academic Press Vegetarian and Plant-Based Diets in Health and Disease Prevention examines the science of vegetarian and plant-based diets and their nutritional impact on human health. This book assembles the science related to vegetarian and plant-based diets in a comprehensive, balanced, single reference that discusses both the overall benefits of plant-based diets on health and the risk of disease and issues concerning the status in certain nutrients of the individuals, while providing overall consideration to the entire spectrum of vegetarian diets. Broken into five sections, the first provides a general overview of vegetarian / plant-based diets so that readers have a foundational understanding of the topic. Dietary choices and their relation with nutritional transition and sustainability issues are discussed. The second and third sections provide a comprehensive description of the relationship between plant-based diets and health and disease prevention. The fourth section provides a deeper look into how the relationship between plant-based diets and health and disease prevention may differ in populations with different age or physiological status. The fifth and final section of the book details the nutrients and substances whose intakes are related to the proportions of plant or animal products in the diet. Discusses the links between health and certain important characteristics of plant-based diets at the level of food groups Analyzes the relation between plant-based diet and health at the different nutritional levels, i.e. from dietary patterns to specific nutrients and substances Provides a balanced evidence-based approach to analyze the positive and negative aspects of vegetarianism Addresses the different aspects of diets predominantly based on plants, including geographical and cultural variations of vegetarianism

GLOBAL MARKETING

CONTEMPORARY THEORY, PRACTICE, AND CASES

Routledge Global Marketing, 3rd edition, 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 within 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 shift from developed markets to emerging markets with more dynamic environments 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 teaching 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 and long cases and examples throughout the text show students how these principles and techniques are applied in the real world; Covering key topics not found in competing books, Global Marketing will equip today's 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.

INTRODUCTION TO DISTRIBUTION LOGISTICS

John Wiley & Sons unique introduction to distribution logistics that focuses on both quantitative modeling and practical business issues *Introduction to Distribution Logistics* presents a complete and balanced treatment of distribution logistics by covering both applications and the required theoretical background, therefore extending its reach to practitioners and students in a range of disciplines such as management, engineering, mathematics, and statistics. The authors emphasize the variety and complexity of issues and sub-problems surrounding distribution logistics as well as the limitations and scope of applicability of the proposed quantitative tools. Throughout the book, readers are provided with the quantitative approaches needed to handle real-life management problems, and areas of study include: Supply chain management Network design and transportation Demand forecasting Inventory control in single- and multi-echelon systems Incentives in the supply chain Vehicle routing Complete with extensive appendices on probability and statistics as well as mathematical programming, *Introduction to Distribution Logistics* is a valuable text for distribution logistics courses at both the advanced undergraduate and beginning graduate levels in a variety of disciplines, and prior knowledge of production planning is not assumed. The book also serves as a useful reference for practitioners in the fields of applied mathematics and statistics, manufacturing engineering, business management, and operations research. The book's related Web site includes additional sections and numerical illustrations.

MARKETING RESEARCH

AN APPLIED APPROACH

Ft Press Written for students studying market research at both undergraduate and postgraduate levels, this book provides a comprehensive commentary on this increasingly important subject. It includes a CD-ROM containing valuable SNAP and XSIGHT Software demos, to enhance understanding of quantitative and qualitative aspects of marketing research.

HANDBOOK OF UROLOGY

John Wiley & Sons Are you a urologist, trainee, or medical student managing patients with conditions like BPH, urinary stones or priapism? Do you require a rapid-reference guide to clinical management? If so, this full colour, practical handbook is the ideal resource, providing rapid-access information on the clinical management of all major urologic disorders and problems likely to be encountered daily. With a strong emphasis on user-friendliness and point-of-care accessibility, sections are divided according to the major areas of urology, with each chapter containing the following features: • case histories • multiple choice questions • key points box • key weblinks box • common errors in diagnosis/treatment boxes An experienced contributor team outlines the skills required to provide appropriate assessment and management of patients; in particular identifying the correct diagnostic and management options for each disorder, and how to perform basic urological procedures safely and effectively. Information corresponds to relevant American Urological Association (AUA) and European Association of Urology (EAU) guidelines for clinical management. Perfect for quick browsing prior to performing a consultation, preparing for ward rounds, or when brushing up for the Boards, *Handbook of Urology* is the ideal quick-stop manual for urologists of all levels involved in day to day management of patients.

DIGITAL TRANSFORMATION IN BUSINESS AND SOCIETY

THEORY AND CASES

Springer Nature The digital traces that people leave behind as they conduct their daily lives provide a powerful resource for businesses to better understand the dynamics of an otherwise chaotic society. Digital technologies have become omnipresent in our lives and we still do not fully know how to make the best use of the data these technologies could harness. Businesses leveraging big data appropriately could definitely gain a sustainable competitive advantage. With a balanced mix of texts and cases, this book discusses a variety of digital technologies and how they transform people and organizations. It offers a debate on the societal consequences of the yet unfolding technological revolution and proposes alternatives for harnessing disruptive technologies for the greater benefit of all. This book will have wide appeal to academics in technology management, strategy, marketing, and human resource management.

INDEX MEDICUS

THE ENDOCRINE SYSTEM IN SPORTS AND EXERCISE

John Wiley & Sons This valuable new addition to the *Encyclopaedia of Sports Medicine* series provides a comprehensive and logical look at the principles and mechanisms of endocrinology as related to sports and exercise. It looks at growth hormone factors involved in exercise and the endocrinology of sport competition. It considers various factors and stresses on the body that may alter sporting performance. It covers topics from the acute responses and chronic adaptations of the human endocrine system to the muscular activity involved in conditioning exercise, physical labor, and sport activities. This book is an essential reference for helping to plan better programs of physical fitness, to prepare for sports competitions, and to manage the medical care of athletes.

ESSENTIAL ASPECTS OF IMMUNOMETABOLISM IN HEALTH AND DISEASE

Springer Nature

THE PORTFOLIO DIET FOR CARDIOVASCULAR DISEASE RISK REDUCTION

AN EVIDENCE BASED APPROACH TO LOWER CHOLESTEROL THROUGH PLANT FOOD CONSUMPTION

Academic Press The Portfolio Diet for Cardiovascular Disease Risk Reduction: An Evidence Based Approach to Lower Cholesterol through Plant Food Consumption examines the science of this new dietary technology to reduce serum cholesterol and aid in cardiovascular health. With a thorough examination into the scientific rationale for the use of this dietary approach, discussions are included on the experimental findings both for the diet and its 4 individual food components: nuts, legume proteins, viscous fibers, and plant-sterol-enriched foods. Referenced with data from the latest relevant publications and enhanced with practical details (including tips, dishes, and menus), the reader is enabled to meet the goals of serum cholesterol lowering and CVD risk reduction. Provides the scientific basis for the selection of the foods included in the Dietary Portfolio and the experimental evidence demonstrating cholesterol lowering and cardiovascular risk factor reduction Provides an understanding of the current guidelines for lowering cholesterol and other risk factors of cardiovascular disease, explaining how the Dietary Portfolio effects these components and compares to other diet based approaches Provides a holistic view of the Dietary Portfolio by investigating issues of sustainability and ethics in the food system Allows readers to acquire the skills to successfully construct a potent cholesterol-lowering diet Includes tips, palatable recipes and meal planning aids

REPUTATION MANAGEMENT

Springer Science & Business Media Reputation is the most complex asset of an organization. Despite the call for consistent management of corporate reputation comprehensive approaches to measure and steer a company's reputation are still in their infancy. Reputation management aims at creating a balance between stakeholder demands, perceptions and corporate reality in order to foster behavior that helps a company achieve its business goals. It needs to be based on thorough research and requires orchestrated execution through management processes across organizational units, communication disciplines, and countries. This calls for a management system to establish a closed cycle of strategic planning, implementation, performance measurement, and reporting. The book gives answers to the following questions: What is reputation and which conceptualizations do exist? What are the state-of-the-art methods and tools to measure corporate reputation? What are best practice examples and future trends in the field of corporate reputation management?

MARKETING RESEARCH

AN APPLIED APPROACH

"Working as a marketing researcher remains an intellectually stimulating, creative and rewarding career. Marketing research is a huge and growing industry at the forefront of innovation in many sectors of the economy. However, few industries can have been presented with as many challenges and opportunities as those faced by marketing research due to the growing amounts of data generated by modern technology. Founded upon the enormously successful US edition, and building upon the previous five European editions, the sixth edition of this book seeks to maintain its position as the leading marketing research text, focused on the key challenges facing marketing research in a European context. As with previous editions, this aims to be comprehensive, authoritative and applied. As a result, the book covers all the topics in previous editions while including updates that reflect the changes and challenges that have impacted the marketing research sector since the fifth edition was published. This includes the ever shifting impact of new technologies, the growth of 'insight' and the shifting role of research ethics, for example, through considering the impact of GDPR. This edition has been significantly updated, with new content, updated cases studies and a major focus on the issues and methods generated by new technologies"--

PERINATAL IMAGING

FROM ULTRASOUND TO MR IMAGING

Springer Science & Business Media Fetal and perinatal medicine is a rapidly expanding field, and noninvasive imaging by means of ultrasonography and MRI is playing a major role in refining diagnosis and therapy. Recent technological advances in these imaging modalities now allow unprecedented morphological depiction of the fetus and excellent insight into complex pathologic conditions, as well as yielding superior guidance for therapeutic fetal interventions. I am very pleased that Professor F. Avni, a leading international pediatric radiologist, was prepared to take on the challenging task of preparing and editing this comprehensive and up-to-date overview of our knowledge in the area of fetal and perinatal imaging. He has been successful in engaging well-known experts with outstanding qualifications in fetal imaging to join him in this venture. I would like to congratulate Professor Avni and all contributing authors most sincerely for their excellent work. I am confident that this outstanding volume will meet with great interest not only from general as well as specialized pediatric radiologists but also from neonatologists and pediatricians. I trust it will enjoy the same success as many previous volumes in this series. ALBERT L. BAERT Leuven Preface Fetal and perinatal medicine would not have developed without the extensive use of obstetric ultrasound (US). In order to be efficient, the examination has to be performed very carefully and by sonologists fully conversant with the normal and abnormal development of the fetus.

PLATELET RICH PLASMA IN ORTHOPAEDICS AND SPORTS MEDICINE

Springer This book provides a comprehensive, state-of-the art summary of platelet rich plasmas (PRPs) in the field of regenerative medicine. The book begins with an overview of the basic science behind PRP, describing the role of platelets and growth factors

followed by the most important biological effects expected from the use of PRPs. *Platelet Rich Plasma in Orthopaedics, Sports Medicine and Maxillofacial Surgery* includes numerous contributions detailing the current use of PRPs in clinical practice. From the origins in oral and maxillofacial surgery, to the latest advances in orthopaedics and sports medicine including the use of Platelet Rich Growth Factors (PRGF) in muscle, bone, tendon, ligament and nerve injuries, this book provides a wide scope of the topic. The volume concludes with chapters from experts in biology, orthopaedics, oral and maxillofacial surgery, where the convergence of expertise is leading to unprecedented insights into how to minutely control the in vivo fate and function of PRGF. This book will provide a useful resource for physicians and researchers interested in learning more about this rapidly growing area of biomedical treatment.

GLOBAL MARKETING

CONTEMPORARY THEORY, PRACTICE, AND CASES

Routledge 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.

MERRIAM-WEBSTER'S RHYMING DICTIONARY

Merriam-Webster "New! An easy-to-use, alphabetical guide for creating rhymes. Features 55,000 headwords with pronunciations at every entry. Lists arranged alphabetically and by number of syllables, with thousands of cross-references to guide readers to correct entries."

DESIGNING WEB NAVIGATION

OPTIMIZING THE USER EXPERIENCE

"O'Reilly Media, Inc." Thoroughly rewritten for today's web environment, this bestselling book offers a fresh look at a fundamental topic of web site development: navigation design. Amid all the changes to the Web in the past decade, and all the hype about Web 2.0 and various "rich" interactive technologies, the basic problems of creating a good web navigation system remain. *Designing Web Navigation* demonstrates that good navigation is not about technology-it's about the ways people find information, and how you guide them. Ideal for beginning to intermediate web designers, managers, other non-designers, and web development pros looking for another perspective, *Designing Web Navigation* offers basic design principles, development techniques and practical advice, with real-world examples and essential concepts seamlessly folded in. How does your web site serve your business objectives? How does it meet a user's needs? You'll learn that navigation design touches most other aspects of web site development. This book: Provides the foundations of web navigation and offers a framework for navigation design Paints a broad picture of web navigation and basic human information behavior Demonstrates how navigation reflects brand and affects site credibility Helps you understand the problem you're trying to solve before you set out to design Thoroughly reviews the mechanisms and different types of navigation Explores "information scent" and "information shape" Explains "persuasive" architecture and other design concepts Covers special contexts, such as navigation design for web applications Includes an entire chapter on tagging While *Designing Web Navigation* focuses on creating navigation systems for large, information-rich sites serving a business purpose, the principles and techniques in the book also apply to small sites. Well researched and cited, this book serves as an excellent reference on the topic, as well as a superb teaching guide. Each chapter ends with suggested reading and a set of questions that offer exercises for experiencing the concepts in action.

MULTISENSORY PACKAGING

DESIGNING NEW PRODUCT EXPERIENCES

Springer This edited collection presents state-of-the-art reviews of the latest developments in multisensory packaging design. Bringing together leading researchers and practitioners working in the field, the contributions consider how our growing understanding of the human senses, as well as new technologies, will transform the way in which we design, interact with, and experience food and beverage, home and personal care, and fast-moving consumer products packaging. Spanning all of the senses from colour meaning, imagery and font, touch and sonic packaging, a new framework for multisensory packaging analysis is outlined. Including a number of case studies and examples, this book provides both practical application and theoretical discussion to appeal to students, researchers, and practitioners alike.

SIMULATION AND MODELING METHODOLOGIES, TECHNOLOGIES AND APPLICATIONS

7TH INTERNATIONAL CONFERENCE, SIMULTECH 2017 MADRID, SPAIN, JULY 26-28, 2017 REVISED SELECTED

PAPERS

Springer This book highlights a set of selected, revised and extended papers from the 7th International Conference on Simulation and Modeling Methodologies, Technologies and Applications (SIMULTECH 2017), held in Madrid, Spain, on July 26 to 28, 2017. The conference brought together researchers, engineers and practitioners whose work involves methodologies in and applications of modeling and simulation. The papers showcased here represent the very best papers from the Conference, and report on a broad range of new and innovative solutions.

3D BIOPRINTING

PRINCIPLES AND PROTOCOLS

This volume explores the latest developments and contributions to the field of 3D bioprinting, and discusses its use for quality R&D and translation. The chapters in this book are divided into two parts: Part one covers generic themes in bioprinting to introduce novice readers to the field, while also providing experts with new and helpful information. Part two discusses protocols used to prepare, characterize, and print a variety of biomaterials, cells, and tissues. These chapters also emphasize methods used for printing defined and humanized constructs suitable for human tissue modelling in research and applicable to clinical product development. Written in the highly successful *Methods in Molecular Biology* series format, chapters include introductions to their respective topics, lists of the necessary materials and reagents, step-by-step, readily reproducible laboratory protocols, and tips on troubleshooting and avoiding known pitfalls. Cutting-edge and comprehensive, *3D Bioprinting: Methods and Protocols* is a valuable resource for researchers and bioprinting laboratories/facilities interested in learning more about this rapidly evolving technology. .

DIVERSITY OF ECOSYSTEMS

The ecosystems present a great diversity worldwide and use various functionalities according to ecologic regions. In this new context of variability and climatic changes, these ecosystems undergo notable modifications amplified by domestic uses of which it was subjected to. Indeed the ecosystems render diverse services to humanity from their composition and structure but the tolerable levels are unknown. The preservation of these ecosystemic services needs a clear understanding of their complexity. The role of research is not only to characterise the ecosystems but also to clearly define the tolerable usage levels. Their characterisation proves to be important not only for the local populations that use it but also for the conservation of biodiversity. Hence, the measurement, management and protection of ecosystems need innovative and diverse methods. For all these reasons, the aim of this book is to bring out a general view on the function of ecosystems, modelling, sampling strategies, invading species, the response of organisms to modifications, the carbon dynamics, the mathematical models and theories that can be applied in diverse conditions.

HOSPITALITY MARKETING AND CONSUMER BEHAVIOR

CREATING MEMORABLE EXPERIENCES

CRC Press Creating memories and joyous experiences for consumers is a key dimension affecting the profitability and growth of a hospitality firm. Drawing on global experiences, this new book looks at the diverse factors that create these positive experiences and provides insight into marketing and consumer behavior in the context of hospitality and tourism. The dynamics of emerging economies has been captured, and some lessons have been drawn from best practices across the globe.

SUPPLY CHAIN MANAGEMENT

STRATEGY, PLANNING, AND OPERATION

'Supply Chain Management' illustrates the key drivers of good supply chain management in order to help students understand what creates a competitive advantage. It also provides strong coverage of analytic skills so that students can gauge the effectiveness of the techniques described.

GREEN CHEMISTRY

AN INTRODUCTORY TEXT

Royal Society of Chemistry The challenge for today's new chemistry graduates is to meet society's demand for new products that have increased benefits, but without detrimental effects on the environment. *Green Chemistry: An Introductory Text* outlines the basic concepts of the subject in simple language, looking at the role of catalysts and solvents, waste minimisation, feedstocks, green metrics and the design of safer, more efficient, processes. The inclusion of industrially relevant examples throughout demonstrates the importance of green chemistry in many industry sectors. Intended primarily for use by students and lecturers, this book will also appeal to industrial chemists, engineers, managers or anyone wishing to know more about green chemistry.

INFLAMMATORY BOWEL DISEASE AND FAMILIAL ADENOMATOUS POLYPOSIS

CLINICAL MANAGEMENT AND PATIENTS' QUALITY OF LIFE

Springer Science & Business Media Inflammatory bowel disease (IBD) and familial adenomatous polyposis (FAP) are complex diseases. Despite increased knowledge on the pathophysiological process, many aspects remain rather unclear, especially concerning IBD. This book gathers current methods of treatment of these diseases and also presents the management of their complications. The authors give a comprehensive overview of the newer therapies to bring readers up to date.

GLOBAL BRAND STRATEGY

WORLD-WISE MARKETING IN THE AGE OF BRANDING

Springer Steenkamp introduces the global brand value chain and explains how brand equity factors into shareholder value. The book equips executives with techniques for developing strategy, organizing execution, and measuring results so that your brand will prosper globally. What sets strong global brands apart? First, they generate more than half their revenue and most of their growth outside their home market. Secondly, their brand equity is responsible for a massive percentage of their firm's market value. Third, they operate as single brands everywhere on the planet. We find them in B2C and B2B industries, among large and small companies, and among established companies and new businesses. The stewards of these brands have a set of skills and knowledge that sets them apart from the typical corporate marketer. So what's their secret? In a world that is globalizing, but not yet globalized, how do you build a powerful global brand that resonates universally but also accommodates local nuances? How do you ensure that it is dynamic and flexible enough to change at market speed? World-class marketing expert Jan-Benedict Steenkamp has studied global brands for over 25 years on six continents. He has distilled their practices into eight tools that you can start using today. With case studies from around the world, Steenkamp's book is provocative and timely. Global Brand Strategy speaks to three types of B2C and B2B managers: those who want to strengthen already strong global brands, those who want to launch their brands globally and get results, and those who need to revive their global brand and stop the bleeding.

THE WATER FOOTPRINT ASSESSMENT MANUAL

SETTING THE GLOBAL STANDARD

Routledge People use lots of water for drinking, cooking and washing, but significantly more for producing things such as food, paper and cotton clothes. The water footprint is an indicator of water use that looks at both direct and indirect water use of a consumer or producer. Indirect use refers to the 'virtual water' embedded in tradable goods and commodities, such as cereals, sugar or cotton. The water footprint of an individual, community or business is defined as the total volume of freshwater that is used to produce the goods and services consumed by the individual or community or produced by the business. This book offers a complete and up-to-date overview of the global standard on water footprint assessment as developed by the Water Footprint Network. More specifically it: o Provides a comprehensive set of methods for water footprint assessment o Shows how water footprints can be calculated for individual processes and products, as well as for consumers, nations and businesses o Contains detailed worked examples of how to calculate green, blue and grey water footprints o Describes how to assess the sustainability of the aggregated water footprint within a river basin or the water footprint of a specific product o Includes an extensive library of possible measures that can contribute to water footprint reduction

SUPPLY CHAIN NETWORK DESIGN

APPLYING OPTIMIZATION AND ANALYTICS TO THE GLOBAL SUPPLY CHAIN

FT Press Using strategic supply chain network design, companies can achieve dramatic savings from their supply chains. Now, experts at IBM and Northwestern University have brought together both the rigorous principles and the practical applications you need to master. You'll learn how to use supply chain network design to select the right number, location, territory, and size of warehouses, plants, and production lines; and optimize the flow of all products through your supply chain even if extends around the globe. The authors present better ways to decide what to manufacture internally, where to make these products, which products to outsource, and which suppliers to use. They guide you in more effectively managing tradeoffs such as cost vs. service level, improving operational decision-making by integrating analytics throughout supply chain management; and re-optimizing regularly for even greater savings. Supply Chain Network Design combines best practices, the latest methods in optimization and analytics, and cutting-edge case studies: everything you need to maximize the value of supply chain network design. For all supply chain executives, managers, strategists, and analysts; and for all students, instructors, and researchers in advanced supply chain management and/or logistics courses.

STRATEGIC PLANNING FOR THE FAMILY BUSINESS

PARALLEL PLANNING TO UNIFY THE FAMILY AND BUSINESS

Springer Family business planning has traditionally centered on two issues - estate planning and succession. These goals are far too limited for today's family firm. Business families want to turn the business into not only a tool for profit, but for self-expression, innovation and legacy. The authors introduce the new concept of the Parallel Planning Process, explaining how to integrate the needs and expectations of the family and business systems in order to create an organic and entrepreneurial unit. Planning and decision making templates are included as well as studies of well-known family businesses.

STRATEGIC BRAND MANAGEMENT

BUILDING, MEASURING, AND MANAGING BRAND EQUITY

Pearson College Division Incorporating the latest thinking and developments from both academia and industry, this exploration of brands, brand equity and strategic brand management combines a comprehensive theoretical foundation with numerous techniques and practical insights for making better day-to-day and long-term brand decisions. Focused on how-to and why, it provides specific tactical guidelines for planning, building, measuring and managing brand equity. It includes numerous examples on each topic and over 75 Branding Briefs that identify successful and unsuccessful brands.

BREAKTHROUGH MARKETING PLANS

HOW TO STOP WASTING TIME AND START DRIVING GROWTH

Springer Almost every company creates a marketing plan each year, and many spend hundreds of employee hours researching, preparing and presenting their tomes to senior executives. But most marketing plans are a waste of time; they are too long, too complicated and too dense. They end up sitting on a shelf, unread and unrealized. Breakthrough Marketing Plans is an essential tool for people who create marketing plans and people who review them. The book provides simple, clear frameworks that are easy to apply, and highlights why marketing plans matter, where they go wrong and how to create a powerful plan that will help build a strong, profitable business.

SUSTAINABLE FOOD PRODUCTION

Springer Gathering some 90 entries from the Encyclopedia of Sustainability Science and Technology, this book covers animal breeding and genetics for food, crop science and technology, ocean farming and sustainable aquaculture, transgenic livestock for food and more.

THE PRINCIPLES OF ARITHMETIC ...

AGILE PROCUREMENT

VOLUME I: ADDING VALUE WITH LEAN PROCESSES

Springer This book is the first of two volumes presenting a business model to add value through Procurement. Including several case studies of successful implementation, it demonstrates how the increasing complexity of the business environment requires a significant intervention on the management of processes and information within individual organizations and through inter-company relations. Agile Procurement presents the application of the Agile method which optimises and digitizes processes in order to reduce wastage and defects. As a method, tool and a culture aimed at effectiveness, efficiency and economy of organisations, agile procurement requires a change of paradigm. This volume examines these areas of improvement and presents best practice in improving processes. Each chapter of the book presents and substantiates the costs and benefits of process improvement through agile procurement. This is seen as the integration of Lean Six Sigma and digitization.

THE MANY FACES OF MULTI-LEVEL ISSUES

Elsevier This title is part of a series that aims to present timely, scholarly work on multiple levels of analysis, multi-level theory, research, and methods. The focus is on 'critical essays', theoretical work, empirical studies, methodological developments, analytical techniques, and philosophical treatments.

SPECIALISED AND PROFESSIONAL DISCOURSE ACROSS MEDIA AND GENRES

This book deals with discursive aspects of specialised communication, looking in particular at the role and scope of language and discourse in professional practice across a variety of fields and modes. Its chapters are diverse in their outlooks, analytical procedures, and object of enquiry, and span across different specialised domains, settings, genres, and media (from face-to-face communication to television, from traditional websites to social networking sites). In broad terms, they are all set in a discourse-analytical framework and share the ultimate purpose of providing new insights into the evolution of discourse practices used by professionals in a variety of specialised genres at a time characterised by rapid scientific and dramatic technological advances accompanied by important societal, sociotechnical and cultural transformations. Professional and workplace routines and procedures are embedded in a dense network of discursive practices, which both determine and reflect professional roles, knowledge, expertise, positions and tasks at any given moment in time. Thus, when experts communicate with the general public, a display of competence in the specialised register of the relevant domain is of the essence. This need for discursive competence, in addition to professional expertise, is generally acknowledged also in education and training. The essays gathered in this volume bear out this view, and collectively aim to contribute to the discursive study of professional practices by providing insights into the multiple ways in which discourse partakes of them.

CERAMIC PETROGRAPHY: THE INTERPRETATION OF ARCHAEOLOGICAL POTTERY & RELATED ARTEFACTS IN THIN SECTION

Archaeopress Publishing Ltd Thin section ceramic petrography is a versatile interdisciplinary analytical tool for the characterization and interpretation of archaeological pottery. Using over 200 photomicrographs of thin sections from a diverse range of artefacts, time periods and geographic regions, this provides comprehensive guidelines for their study within archaeology.