who cares wins why good business is better business financial times series

#who cares wins #ethical business practices #sustainable business strategies #corporate social responsibility #financial times insights

Explore the compelling argument that prioritizing care and ethics in business leads to superior performance and lasting success. This Financial Times series delves into why good business isn't just morally right, but a strategic imperative for better long-term results and a more impactful enterprise, examining real-world examples and expert perspectives on corporate responsibility.

Who Cares Wins

Written by the CEO of Havas Worldwide, this book shows you how to use social media to engage with customers and grow your business. This isn't a book about social media and the inexorable rise of Facebook and Twitter. Nor is it a book about CSR or business doing good. Instead it's actually the first book that recognises that far from being two separate subjects, they are intrinsically interlinked. And that the most successful leaders and businesses in the future will be those who are the most socially responsible. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

Who Cares Wins PDF eBook

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The Routledge Companion to the Future of Marketing

Marketing has changed substantially in the last few years. With more and more research conducted in marketing and consumer behaviour fields, and technological advances and applications occurring on a regular basis, the future of marketing opens up a world of exciting opportunities. Going beyond a state-of-the-art view of the discipline, this innovative volume focuses on the advances being made in many different areas such as; critical thinking, new paradigms, novel conceptualisations, as well as key technological innovations with a direct impact on the theory and practice of marketing. Each chapter presents an expert overview, and an analytical and engaging discussion of the topic, as well as introducing a specific research agenda paving the way for the future. The Routledge Companion to the Future of Marketing provides the reader with a comprehensive set of visionary insights into the future of marketing. This prestigious collection aims to challenge the mindset of marketing scholars, transforming current thinking into new perspectives and advances in marketing knowledge. Foreword Wayne S. DeSarbo, Smeal College of Business, Pennsylvania State Univerity, USA "The Future of Marketing" presents 22 different chapters written by some of the top scholars in the field of Marketing. These 22 chapters are organized into four topical areas: (1) New paradigms and philosophical insights (Chapters 1-5), (2) Contributions from other scientific fields (Chapters 6-9), (3) Reconnecting with consumers and markets (Chapters 10-17), and (4) New methodological insights in scholarly research in the field (Chapters 18-22). Thus, there are a number of diverse areas treated here ranging from futuristic managerial philosophies to state of the art qualitative and quantitative methodologies applicable to the various types of Marketing problems to be faced in the future. There are a number of implicit guidelines (and future research areas and needs) that can be gleaned for (quantitative) modelers in terms of the issues and considerations that their constructed models should explicitly accommodate in future empirical endeavors: Heterogeneity When modeling consumer perceptions, preferences, utility structures, choices, etc., it is important to avoid potential masking issues that aggregate models are subject to in many cases. In the simple case, consider a regression scenario where there are two equal sized segments whose utility functions (as a function of price) are opposite reflections of each other. Aggregating the sample in one large analysis yields a non-significant price elasticity coefficient, whereas estimating separate utility functions by segment displays the true structure in the data. While latent structure and hierarchical Bayesian methods have been developed for disaggregate analyses, a number of methodological issues exist with such existent approaches that provide fertile ground for future research. Competition Many quantitative models are estimated at a brand level and reflect only the efforts of that sole brand. For example, in many customer satisfaction studies, attention is often paid to the consumers of a particular client brand or service in an effort to portray their performance and derive the important drivers of satisfaction. Financial optimization models are then often constructed to examine where a company should invest its resources to best improve sales, retention, word of mouth, loyalty, etc. These studies need to occur in a fully competitive setting where one derives a full picture of the competitive market place. Managers need to know the relative importance of the drivers of satisfaction for their brand/service as well as for their competitors. In addition, knowledge of the relative performance of their brand relative to competitors is necessary information for strategy formation. Ideally, one would hope to see modeling efforts which also examine cross effects in terms of how Brand A’s policy affects other brands. Over time, competitive dynamics are also important as discussed next. Dynamics As seen in the various chapters, this can assume many different manifestations. Related to the previous category above related to competition, it is often necessary to examine competitive dynamics as opposed to comparative statics where the modeler of the future examines simultaneous and/or sequential optimization by each of the competitors in a market place in a game theoretic context. In such a manner, it will not be the case that all competitors end up enacting the same exact identical strategies. Alternatively, the models of the future should be adaptive and have the ability to "learn" from past data, as well as benefit from informed managerial expert input and constraints. Parameter values that change/adapt during the duration of the data are also a desirable feature. Non-Linearity Traditional linear response functions do not typically yield realistic normative managerial guidelines or optimized solutions. End point solutions that suggest "all or none" types of resource allocations are useless in most realistic Marketing applications. A large amount of work is required in this area as Marketing often lacks the strong theory necessary to provide such insight regarding the models that are constructed. In addition, multiple objective functions need to be accommodated with the use of multicriterion optimization methods Endogeneity Often times, there are hidden effects embedded in the various independent variables the Marketer believes are exogenous and truly independent. These may be due to effect of lagged variables, managerial decision making practice, etc. To ignore such effects, threatens the integrity of the models Marketers construct. For example, in traditional regression models, such endogeneity often produces a correlation between the independent variable in question and the error term, often resulting in biased estimates when employing ordinary least-squares estimation. Moderation/Mediation There are times particularly in regression approaches where the relationships between two variables are affected by values of a third variable. In such cases, we need to employ selected interaction effects to measure such moderated effects. Interaction effects are often needed to model the synergistic or catalytic effects of various independent variables. Alternatively, in a mediation regression model, rather than hypothesizing a direct causal relationship between the independent variable and the dependent variable, a mediational model hypothesizes that the independent variable influences the mediator variable, which in turn influences the dependent variable. Thus, such moderator and mediator variables serve to clarify the nature of the relationship between the independent and dependent variables. Marketers need to be aware of such potential inter-relationships. Models Guided by Theory Ideally, the models we construct should be more than just data analytic structures which approximate the relationships found in the data. Where possible, models should be constructed on the basis of available sound Marketing theory describing the process being modeled. One of the advantages of structural equation models is that one can utilize such a methodology to test and implement some a priori theory describing the relationship or causal nature of various inter-related constructs. This feature has been lacking in the general modeling efforts to date. A major reason for this is due to the lack of adequate theory development for most of the processes encountered in Marketing. For example, we have no solid Marketing theory regarding the structure of marketing mix response models. Thus progress must be advanced in such areas so that the models we construct are more robust and explainable. I wish to personally thank the co-editors and various authors of the "Future of Marketing" for opening the door to get a glimpse of the future in the field of Marketing. The hope is that this new book will provide fresh ideas to guide future research to improve the field of Marketing and define the next generation of research efforts as the torch gets passed to future generations.

Routledge Handbook of Sport and Corporate Social Responsibility

As the role of sport in society becomes ever more prominent and as sports organisations become increasingly influential members of the global community, so it has become more important than ever for sport to consider its wider social responsibilities. The Routledge Handbook of Sport and Corporate Social Responsibility is the first book to offer a comprehensive survey of theories and concepts of CSR as applied to sport, and the social, ethical and environmental aspects of sport business and management. It offers an overview of perspectives and approaches to CSR in sport, examines the unique features of the sport industry in relation to CSR, explores the tools, models, common pitfalls and examples of best practice on which managers can draw, and discusses how CSR and corporate citizenship can be integrated into the sport management curriculum. The book covers every key issue and functional area, including implementation, strategic benefits, communication and corporate image, stakeholder engagement, and the measurement and evaluation of CSR policies and practices, and includes detailed international case studies, from the NBA and the Olympic Games to Japanese soccer. The Routledge Handbook of Sport and Corporate Social Responsibility is important reading for any student, researcher, manager or policy maker with an interest in sport business, management, ethics or development.

Organizational Behaviour

Organizational Behaviour is the only text to use a running case study to demonstrate the application of organizational behaviour in the real world, helping students with limited or no real-life experience of the business world to engage critically and effectively with the subject.

Who Cares Wins

Global warming has reached terrifying heights of severity, human consumption has caused the extinction of countless species and neoliberalism has led to a destructive divide in wealth and a polarization of mainstream politics. The climate crisis demands action. Your planet needs you! Can we shop our way out of a crisis? Will technology save the day? What does it mean to be a citizen and not a consumer? Are the real solutions inside of us? Who Cares Wins provides a plethora of solutions guaranteed to inspire and create lasting global change. Lily Cole has met with some of the millions of people around the world who are working on creative, innovative solutions to our biggest challenges and are committed to creating a more sustainable and peaceful future for humanity. Embracing debate and exploring issues from fast fashion to fast food, farming to plastic waste, renewable energy to gender equality, the book features interviews with diverse voices from entrepreneurs like Stella McCartney and Elon Musk, to activists such as Extinction Rebellion co-founder Dr Gail Bradbrook, Farhana Yamin, Isabella Tree, Putanny Yawanawa and Alice Waters, to offer a beacon of possibility and celebrate the joy and power of collective global creativity in challenging times. Who Cares Wins is a rousing call to action that will instil hope and leave you feeling equipped with the solutions and practical steps needed to make a difference. We are the ancestors of our future: a generation that will either be celebrated for its activism or blamed for its apathy. ___________________ It is time for us to choose solutions over despair, to act now and create a better future. 'It's a positive, useful book - how to make choices. We need to get governments on board. I wish Lily was world controller' Vivienne Westwood, fashion designer and founder of Vivienne Westwood Ltd 'A welcome and thorough overview of some of the many aspects of the crisis humanity is now facing alongside the visionary possibilities for change at our fingertips. If we don't act it isn't for lack of good ideas' Dr Gail Bradbrook, co-founder of Extinction Rebellion 'Your book is golden, like you' Patti Smith

Measuring Good Business

What's a good company? Environmental, Social and Governance (ESG) investing is transforming the world of business and finance. Investors are using data on issues like climate and diversity to enhance returns and make an impact. But with scepticism creeping in, how far can we trust the numbers? Is all this data making a difference to people and planet, and have we actually lost sight of what we are measuring and why? Measuring Good Business explains what we can measure – and calls for honesty about what we can't. This is the first book to look at the numbers behind the ESG revolution. It sets out a bold blueprint to revolutionise the data based on bottom-up, inclusive metrics, customised data to meet investor needs and impact measures that put sustainability in context. It is essential reading for anyone creating, using or studying ESG and sustainability data. After unpacking what's going on today, the book focuses on solutions, providing a how-to guide to improve measurement and make sustainable business more impactful. It shows why measurement matters in a highly accessible way through stories and insights based on practical experience. The book is relevant to a broad readership of data creators (e.g. those working in companies), users (e.g. capital market participants) as well as the large ecosystem of raters, rankers and standard setters across the private, public and non-profit worlds.

The Financial Times Guide to Business Development

With over 500 tips, tactics, techniques and thought provoking business questions, this is the authoritative guide to attracting more customers, profit, revenue and business success. Whether you are a budding entrepreneur, existing business owner, manager or director, this is the most comprehensive, pragmatic, common sense collection of business development techniques ever brought together into one book. It is structured so that you can easily find and dip into specific topics or view the whole book from a more overall strategic standpoint.

EBOOK: Principles and Practice of Marketing

EBOOK: Principles and Practice of Marketing

The Marketing Book

This fifth edition of the best-selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice. Taking into account the emergence of new subjects and new authorities, Michael Baker has overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer. In particular, the 'Marketing Book' now broaches the following 'new' topics: * Channel management - management of the supply chain * Customer Relationship Management * Direct marketing * E-marketing * Integrated marketing communications * measurement of marketing effectiveness * Postmodern and retro-marketing * Relationship marketing * Retailing Like its predecessors, the 'Marketing Book 5th edition' is bursting with salient articles from some of the best known academics in the field. It amounts to an all-embracing one-volume companion to modern marketing thought, ideal for all students of marketing.

This Is How They Tell Me the World Ends

WINNER OF THE FT & McKINSEY BUSINESS BOOK OF THE YEAR AWARD 2021 The instant New York Times bestseller A Financial Times and The Times Book of the Year 'A terrifying exposé' The Times 'Part John le Carré . . . Spellbinding' New Yorker We plug in anything we can to the internet. We can control our entire lives, economy and grid via a remote web control. But over the past decade, as this transformation took place, we never paused to think that we were also creating the world's largest attack surface. And that the same nation that maintains the greatest cyber advantage on earth could also be among its most vulnerable. Filled with spies, hackers, arms dealers and a few unsung heroes, This Is How They Tell Me the World Ends is an astonishing and gripping feat of journalism. Drawing on years of reporting and hundreds of interviews, Nicole Perlroth lifts the curtain on a market in shadow, revealing the urgent threat faced by us all if we cannot bring the global cyber arms race to heel.

EBOOK: Principles and Practice of Marketing

EBOOK: Principles and Practice of Marketing

Rise of the Robots

The New York Times-bestselling guide to how automation is changing the economy, undermining work, and reshaping our lives Winner of Best Business Book of the Year awards from the Financial Times and from Forbes "Lucid, comprehensive, and unafraid...;an indispensable contribution to a long-running argument."--Los Angeles Times What are the jobs of the future? How many will there be? And who will have them? As technology continues to accelerate and machines begin taking care of themselves, fewer people will be necessary. Artificial intelligence is already well on its way to making "good jobs" obsolete: many paralegals, journalists, office workers, and even computer programmers are poised to be replaced by robots and smart software. As progress continues, blue and white collar jobs alike will evaporate, squeezing working- and middle-class families ever further. At the same time, households are under assault from exploding costs, especially from the two major industries-education and health care-that, so far, have not been transformed by information technology. The result could well be massive unemployment and inequality as well as the implosion of the consumer economy itself. The past solutions to technological disruption, especially more training and education, aren't going to work. We must decide, now, whether the future will see broad-based prosperity or catastrophic levels of inequality and economic insecurity. Rise of the Robots is essential reading to understand what accelerating technology means for our economic prospects-not to mention those of our children-as well as for society as a whole.

The Triple Bottom Line

The Triple Bottom Line is the groundbreaking book that charts the rise of sustainability within the business world and shows how and why financial success increasingly goes hand in hand with social and environmental achievement. Andrew Savitz chronicles both the real problems that companies face and the innovative solutions that can come from sustainability. His is a hard-line approach to bottom-line fundamentals that is re-making companies around the globe.

The Ten Principles Behind Great Customer Experiences

Learn how to create a competitive advantage for your business by offering a customer experience that’s second to none! By following a simple “ten principles” format, this book will show you how to constantly improve and build your business. The combination of psychological theory, real world case studies, worked examples and template documents provides the ‘what, why and how’ necessary to make good ideas stick and get them into practical usage, so you can enhance your customers’ experiences and keep them returning again and again. Featuring lessons from a host of winning companies such as Facebook, Lush Cosmetics, Gü puddings and John Lewis, the book is littered with uncomplicated ideas which are simple to implement and accessible to anyone.

Compassionate Leadership

Experts increasingly recognise that our volatile, complex, and fragile world requires a new type of leadership. More than ever, we need leaders who understand how compassion connects them with their employees, stakeholders and wider communities. Yet compassion in organisations is often misunderstood, with many leaders reluctant to embrace it lest they appear weak. Compassionate Leadership draws on new and established research in psychology, behavioural science, neuropsychology and leadership theory to show that compassion, when correctly understood and applied is, in fact, a formidable and sustainable force for positive leadership. This book explores the common myths, pitfalls, and concerns about leading with a compassionate approach. It discusses the leadership, organisational and individual benefits of compassion and shows how leaders can design an organisation which establishes, then reinforces, a compassionate culture. A practical guide, this book provides evidence-based tools, appraisals, and frameworks which emphasise everyday applications that leaders, managers, and business students can adopt both individually and for their organisations. Compassionate Leadership presents a new model of compassion, an approach based on multidisciplinary research in a variety of organisational settings. It gives leaders a theoretical and practical underpinning they can use for deeper reflection and personal growth to turn their new-found knowledge into action.

Corporate Social Responsibility as an International Marketing Approach

Inhaltsangabe:Introduction: The purpose of this paper Corporate Social Responsibility (CSR) as an International Marketing Approach is to identify an approach to merchandize corporate social responsibility on an international level. Solely promoting a company s CSR initiatives and its philosophy globally has not yet been attempted. My intention is to illustrate the possibilities of promoting CSR internationally, due to the fact of the rising interest in the subject and the resulting pressure from the outside world. To pursue this goal, general information about corporate social responsibility will have to be illustrated, along with two basic examples at the beginning, so the reader can understand the main framework of CSR. It is shown how companies can evaluate the potential that lie behind the implementation, demonstrating benefits for the company itself and other parties that can profit from CSR initiatives. Is CSR a product, a service or non of it? Is it possible to promote it as a whole? If not, how can something that is not a product or service be merchandized? These questions will be answered during the course of the paper. Possible problems of this approach during the analysis will be illustrated and swept aside with countermeasures. To demonstrate the possibilities of using CSR as an international marketing tool, the aspects which can be of use to this approach will be identified. The approaches are underlined by examples making it easier for the reader to follow. Moreover parallels of CSR aspects will be demonstrated to clarify the similarities between them. It has to be mentioned as well that there are approaches by companies to mislead consumers with false claims for their own profit. But countermeasures against these black sheep have been taken and the result will be revealed. What role does marketing really play for CSR? The relationship between a company s CSR philosophy and its possible marketing approaches involve different kinds of commitment which will be looked at in detail. But companies also have the possibility to find prominent partners for their efforts to show their social involvement. As a consequence several parties can profit from it due to mutual engagement and goals. In today s times in which globalization plays a big role, a company s CSR initiatives cannot be kept solely on a small scale but must be transferred onto an international level. The question how CSR aspects can be merchandized globally will [...]

The FT Essential Guide to Writing a Business Plan

In one engaging, outcome-oriented book, The FT Essential Guide to Writing a Business Plan gives you: The essential knowledge you need to write a winning business plan – quickly and without fuss Guidance on how to focus throughout on the plan’s purpose – to win backing Samples of what a good plan looks like, so you can benchmark your own as you write it Checklists, tips, examples and milestones to ensure you’re on target Prompts to reflect on, evaluate and learn from your experience With advice that’s instantly applicable, whether your business is a start-up or a more established company looking to grow, this is the one guide you need to create a credible and persuasive plan.

Finance, Economics, and Industry for Sustainable Development

This volume presents the proceedings of the 3rd International Scientific Conference on Sustainable Development (ESG 2022), St. Petersburg 2022. It discusses strategic approaches and relevant decisions of business, government, and civil society to achieve the Sustainable Development Goals (SDG), which were adopted by all UN member states in 2015. At present, the economies of different countries are in a zone of turbulence and the current agenda pushes the transformation of all customary systems to maintain and keep the achieved positions. The need to implement the agenda of sustainable development and achieve the SDGs is implemented through the socio-economic development strategies of countries with low greenhouse gas emissions, opportunities for green and transitional projects are considered, the issue of disclosure of non-financial reporting is widely studied, which can provide additional signal to business about the framework of sustainability in a changing world, as well as prospects for implementation of social and managerial business initiatives within the SDGs. The economies of various countries are currently in a zone of turbulence, and the current agenda is pushing for the transformation of all customary systems to maintain and sustain the positions achieved. The need to implement the sustainable development agenda and achieve the SDGs is being realized through the socio-economic development strategies of countries with low greenhouse gas emissions, opportunities for green and transitional projects are being considered, non-financial reporting disclosure is being widely studied, which can provide an additional signal to business about the sustainability framework in a changing world, and prospects for social and managerial business initiatives under the SDGs. This volume brings together material on sustainable development in economics and finance as well as industry. It is intended for scholars and professionals involved in public and corporate finance, financial accounting and auditing, sustainable development risk management, as well as economic growth, macroeconomics, monetary policy in a sustainable development environment, public and corporate governance and economics, corporate communications and public relations.

Sustainability and Human Resource Management

The role of HRM in developing sustainable business organizations is increasingly attracting attention. Sustainability can be used as a principle for HRM itself and the tasks of Sustainable HRM are twofold. On the one hand it fosters the conditions for individual employee sustainability and develops the ability of HRM systems to continuously attract, regenerate and develop motivated and engaged employees by making the HRM system itself sustainable. On the other hand Sustainable HRM contributes to the sustainability of the business organizations through cooperation with the top management, key stakeholders and NGOs and by realising economic, ecological, social and human sustainability goals. This book provides a comprehensive review of the new area of Sustainable HRM and of research from different disciplines like sustainable work systems, ergonomics, HRM, linking sustainability and HRM. It brings together the views of academics and practitioners and provides many ideas for conceptual development, empirical exploration and practical implementation. This publication intends to advance the international academic and practice-based debates on the potential of sustainability for HRM and vice versa. In 19 chapters, 26 authors from five continents explore the role of HRM in developing economically, socially and ecologically sustainable organizations, the concept of Sustainable HRM and the role of HRM in developing Sustainable HRM systems and how sustainability and HRM are conceptualized and perceived in different areas of the world.

Tout ce que les publicitaires ne vous disent pas

Les publicitaires nous créent-ils des besoins? Peut-on vendre un politicien comme on vend de la lessive? Les couleurs influencent-elles nos décisions d'achat? Consommation, culture, médias, politique, causes sociétales: tout est aujourd'hui une question d'image et de "marque" à vendre. De A à Z, Arnaud Granata et Stéphane Mailhiot nous plongent dans la tête des publicitaires et nous donnent des pistes pour consommer plus intelligemment. Un ouvrage ludique et accessible, agrémenté de quizz et de tests amusants pour mieux connaître le consommateur en nous.

Why Winners Win

Your journey to success starts here Why Winners Win identifies the crucial elements of business success and provides step-by-step guidance on getting there. Author Gary Pittard shows you why consistent results are the key contributing factor to lasting success, and helps you identify your personal barriers. Whether you lack the ability to set goals or a plan, motivation or focus, this book will show you how to adjust your course and direct you to the top. Based on the Success Journey model, the discussion focuses on attitude, knowledge, skill and competent action to give you a solid framework to boost your potential and achieve prosperity. You'll learn the essential qualities of a winner, and how to demonstrate these qualities every day in every interaction. Case studies demonstrating success and failure provide you with clear examples of the framework in action and illustrate the cause-and-effect relationship behind everyday choices. Believe it or not, failing at something is a great way to become successful. Experience teaches a lesson no advice could impart, and not being at the top just means there's more room to grow. This book equips you with a solid success plan, the skills you need to execute it and expert insight into your own unique path. Identify and overcome your personal barriers to achieve success Build and amplify winning qualities that that will keep you on course Learn a simple four-step model for achieving consistent results Discover the single most important difference between winners and losers The goal is prosperity – whatever that may mean to you – and attaining a level of freedom and security that allows you to give back and be generous with your money, time and knowledge. Success is a journey, but Why Winners Win provides the roadmap you need to start the journey today.

Infrastructure as Business

Infrastructure as Business brings new emphasis and clarity to the importance of private investment capital in large-scale infrastructure projects, introducing investors, policymakers, and other stakeholders to a key element that is surprisingly absent from the discourse on public-private partnerships. Despite the importance of modernizing infrastructure across the globe, governments often face challenges in securing the necessary capital to meet future need, as well as developing policy to meet these goals. Explaining the structure of the private investment universe and flow of private capital in such projects, this book ambitiously aims to bridge this "infrastructure gap" by elucidating shared terminology, conceptual frameworks, and an alignment of goals and objectives between public and private sectors—essential to meet increasing environmental, social, and governmental requirements for infrastructure in coming years. Appropriate for graduate-level courses in real estate, public policy, and urban planning that focus on infrastructure, project finance, and procurement and delivery models such as PPPs. Provides a clear understanding of private investment and PPPs to the investment community as well as professionals in real estate, project finance, and related fields, who often learn mostly on-the-job and from colleagues. Equips government officials and policymakers with key terms and concepts needed to "sit across the table" with private financers and explore opportunities for private capital investment in early project stages. Outlines communication strategies for both public and private sectors, which will increasingly need to collaborate to address climate change, respond to new technologies, and develop efficient ways to deliver services. Written to engage academic, private investment, and public policy/governance audiences alike, Infrastructure as Business: The Role of Private Investment Capital invites discussion and opens doors to advancing new business models, with international applications, to offer increased value for private investors as well as more efficient, flexible funding for innovative infrastructure development in the future.

Islamic Finance and Circular Economy

This book is the first of its kind to provide a critical overview and theoretical analysis of the Circular Economy from Shariah and Islamic Finance perspectives. The book is divided into three parts. The contributing authors pay close attention to Islamic Finance in light of sustainability and value creation. It also includes case studies on the Circular Economy application in Islamic Finance industry. The book is of interest to academics, students, and practitioners on Islamic Economics and Finance who have an interest in understanding the Circular Economy under the lens of Islamic Finance principles and applications.

The Director

A Financial Times Book of the Year 2020! Should companies be run for profit or purpose? In this ground-breaking book, acclaimed finance professor and TED speaker Alex Edmans shows it's not an either-or choice. Drawing from real-life examples spanning industries and countries, Edmans demonstrates that purpose-driven businesses are consistently more successful in the long-term. But a purposeful company must navigate difficult trade-offs and take tough decisions. Edmans provides a roadmap for company leaders to put purpose into practice, and overcome the hurdles that hold many back. He explains how investors can discern which companies are truly purposeful and how to engage with them to unleash value for both shareholders and society. And he highlights the role that citizens can play in reshaping business to improve our world. This edition has been thoroughly updated to include the pandemic, the latest research, and new insights on how to make purpose a reality.

Grow the Pie

Companies can both serve society and generate profit. This book shows how - based on rigorous evidence and an actionable framework.

Nursing Times

This eighth edition brings fresh evidence to explore theory in practice, and a wide range of brand new and intriguing examples and case studies on issues and organisations that are engaging, relevant and contemporary.

Grow the Pie

'Impeccably researched and sumptuous in its detail... It's a page-turner' The Economist 'Well-paced and cleverly organised' The Sunday Times 'Gripping' Guardian 'A pacy and deeply-reported tale' Financial Times Longlisted for the 2021 Financial Times / McKinsey Business Book of the Year In this compelling story of greed, chicanery and tarnished idealism, two Wall Street Journal reporters investigate a man who Bill Gates and Western governments entrusted with hundreds of millions of dollars to make profits and end poverty but now stands accused of masterminding one of the biggest, most brazen frauds ever. Arif Naqvi was charismatic, inspiring and self-made. The founder of the Dubai-based private-equity firm Abraaj, he was the Key Man to the global elite searching for impact investments to make money and do good. He persuaded politicians he could help stabilize the Middle East after 9/11 by providing jobs and guided executives to opportunities in cities they struggled to find on the map. Bill Gates helped him start a billion-dollar fund to improve health care in poor countries, and the UN and Interpol appointed him to boards. Naqvi also won the support of President Obama's administration and the chief of a British government fund compared him to Tom Cruise in Mission: Impossible. The only problem? In 2019 Arif Naqvi was arrested on charges of fraud and racketeering at Heathrow airport. A British judge has approved his extradition to the US and he faces up to 291 years in jail if found guilty. With a cast featuring famous billionaires and statesmen moving across Asia, Africa, Europe and America, The Key Man is the story of how the global elite was duped by a capitalist fairy tale. Clark and Louch's thrilling investigation exposes one of the world's most audacious scams and shines a light on the hypocrisy, corruption and greed at the heart of the global financial system. 'An unbelievable true tale of greed, corruption and manipulation among the world's financial elite' Harry Markopolos, the Bernie Madoff whistleblower

Management and Organisational Behaviour

Examines the possibilities of global governance in the wake of the challenges of globalization.

Nursing Times, Nursing Mirror

How do we make the most of the greatest global shift in the world of work for a century and radically redesign the way we work—forever? Professor Lynda Gratton is the global thought-leader on the future of work. Drawing on thirty years of research into the technological, demographic, cultural, and societal trends that are shaping work and building on what we learned through our experiences of the pandemic, Gratton presents her innovative four-step framework for redesigning work that will help you: Understand your people and what drives performance Reimagine creative new ways to work Model and test these approaches within your organization Act and create to ensure your redesign has lasting benefits Gratton presents real-world case studies that show companies grappling with work challenges. These include the global bank HSBC, which built a multidisciplinary team to understand the employee experience; the Japanese technology company Fujitsu, which reimagined three kinds of “perfect” offices; and the Australian telecommunications company Telstra, which established new roles to coordinate work across the organization. Whether you’re working in a small team or running a multinational, Redesigning Work is the definitive book on how to transform your organization and make hybrid working work for you.

The Key Man

Learn how to create a competitive advantage for your business by offering a customer experience that’s second to none! By following a simple “ten principles” format, this book will show you how to constantly improve and build your business. The combination of psychological theory, real world case studies, worked examples and template documents provides the ‘what, why and how’ necessary to make good ideas stick and get them into practical usage, so you can enhance your customers’ experiences and keep them returning again and again. Featuring lessons from a host of winning companies such as Facebook, Lush Cosmetics, Gü puddings and John Lewis, the book is littered with uncomplicated ideas which are simple to implement and accessible to anyone.

Global Liberalism and Political Order

Want to take your company to the next level? You need a roadmap, a strategy. Preferably one that is simple, workable and saleable. This book provides you with just that. It sets out a straightforward strategy development process, the ‘Strategy Pyramid’, and guides you through it. It uses a lively central case study throughout, as well as drawing on examples of how real businesses have developed winning strategies. Whether you are intent on growing your business, or setting out on your start-up, this book offers an uncomplicated, practical and readable guide on how to get the strategy you need for your business to succeed. It offers sound advice on the following areas: Setting goals and objectives Forecasting market demands Gauging industry competition Tracking competitive advantage Targeting the strategic gap Bridging the gap with business strategy Bridging the gap with corporate strategy Addressing risk and opportunity The FT Essential Guide to Developing a Business Strategy will help businesses of all sizes to chart and realise their growth ambitions.

Redesigning Work

In the latest volume in this classic series, Rockman, Rudalevige, and Campbell once again bring together top-notch scholars, this time to take a comprehensive look at the first two years of Barack Obama's presidency. Assessing Obama's political strategy, as well as his administration's successes and setbacks, chapter authors critically examine a presidency marked by continued partisanship, major policy battles, and continued global turmoil.

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Comprehensive Health Care Reform Discussion Draft