vested how pg mcdonalds and microsoft are redefining winning in business relationships

#business relationships #strategic partnerships #McDonald's strategy #Microsoft innovation #redefining success

Explore how industry giants McDonald's and Microsoft are fundamentally redefining what 'winning' entails within business relationships. By fostering deeply vested partnerships, these companies are innovating strategic alliances, driving mutual growth, and establishing new benchmarks for collaborative success in today's competitive landscape.

Vested

Working with partners is the future of business. In this timely and original work, Vitasek and Mandrodt show companies, through a series of high-profile global examples, how to create a vested agreement that brings success and create a better future for everyone involved.

Value First then Price

Winner of the Overall Case Award 2014 The Case Centre best selling case 2013 - 2017 Value-based pricing—pricing a product according to its value to the customer rather than its cost—is the most effective and profitable pricing strategy. Buyers need to evaluate the monetary benefits of a product against the price of its competitors. Sellers justify their price points through documenting the value of a product, emphasising its superiority against competitors and therefore justifying the premium price. Value First then Price is an innovative collection which proposes a quantitative methodology to value pricing, and road-tests this methodology through a wide variety of real-life industrial cases. It provides a state-of-the art and best practice overview of how leading companies quantify and document value to customers. In doing so, this book provides researchers with a method by which to draw invaluable data-driven conclusions, and sales and marketing managers the theories and best practices they need to quantify the value of their products to demanding, hard-nosed industrial purchasers. With contributions from global industry experts this book provides cutting edge research on value quantification and value quantification capabilities with real-life, practical examples. It will be essential reading for sales and pricing specialists as well as business strategists, in both research and practice.

Finance Unleashed

Fast moving, to the point, and rooted in first-hand executive experiences, this book is for people of vision and action, and for creating the conditions required for growth, innovation, and increased competitive advantage. Finance Unleashed is based on a series of interactive interviews with a diverse group of global influencers and executives, all of which will challenge readers to think laterally and find inspiration in the new role of finance. Cases and interviewees represent organizations such as UPS and DHL, and the London School of Economics, and approaches such as Lean Six Sigma, innovation, customer-centricity, the financial supply chain, and behavioral procurement. The authors' goal is to serve as a catalyst for leaders who are positioned to make meaningful changes today. The book includes a practical model to help executive teams redesign and refocus finance to drive business leadership - with an emphasis on the CFO. The model has three primary components: 1) Customer-Centricity - Listen and Map; 2) Process - Structure and Technology; and 3) Innovation - Create and Measure. These are presented as phases that each executive team will need to consider based on the goals and maturity level of their organization. For the CFO and ambitious finance executives, Finance Unleashed presents a path forward towards success and career advancement. For the CEO and the board, it presents an expanded vision for what financial organizations are capable of.

Getting to We

Drawing on best practices and real examples from companies who are achieving record results, Getting to We flips conventional negotiation on its head, shifting the perspective from a tug of war between parties to a collaborative partnership where both sides effectively pull against a business problem.

Strategic Sourcing in the New Economy

This book provides a comprehensive overview of each of the sourcing business model. Readers will master the art and science of strategic sourcing by being able to chart a unique path that fits their capacity to apply more the full continuum of strategic sourcing concepts and tools.

Vested Outsourcing, Second Edition

In her classic book Vested Outsourcing , Kate Vitasek identified the top 10 flaws in most outsourced business models and shows organizations how to rethink their outsourcing relationships in a way that will lower costs, improve service, and increase innovation. This revised edition includes updated case studies and a new chapter based on Dell.

The Origin and Evolution of New Businesses

What is this mysterious activity we call entrepreneurship? Does success require special traits and skills or just luck? Can large companies follow their example? What role does venture capital play? In a field dominated by anecdote and folklore, this landmark study integrates more than ten years of intensive research and modern theories of business and economics. The result is a comprehensive framework for understanding entrepreneurship that provides new and penetrating insights. Examining hundreds of successful ventures, the author finds that the typical business has humble, improvised origins. Well-planned start-ups, backed by substantial venture capital, are exceptional. Entrepreneurs like Bill Gates and Sam Walton initially pursue small, uncertain opportunities, without much capital, market research, or breakthrough technologies. Coping with ambiguity and surprises, face-to-face selling, and making do with second-tier employees is more important than foresight, deal-making, or recruiting top-notch teams. Transforming improvised start-ups into noteworthy enterprises requires a radical shift, from "opportunistic adaptation" in niche markets to the pursuit of ambitious strategies. This requires traits such as ambition and risk-taking that are initially unimportant. Mature corporations have to pursue entrepreneurial activity in a much more disciplined way. Companies like Intel and Merck focus their resources on large-scale initiatives that scrappy entrepreneurs cannot undertake. Their success requires carefully chosen bets, meticulous planning, and the smooth coordination of many employees rather than the talents of a driven few. This clearly and concisely written book is essential for anyone who wants to start a business, for the entrepreneur or executive who wants to grow a company, and for the scholar who wants to understand this crucial economic activity.

Contracting in the New Economy

Today’s business environment is constantly evolving, filled with volatility, uncertainty, complexity and ambiguity and driven by digital transformation, globalization, and the need to creating value through innovation. These shifts demand that organizations view contracting through a different lens. Since it is impossible to predict every what-if scenario in a transactional contract, organizations in strategic and complex partnerships must shift to a mindset of shared goals and objectives built upon a strong foundation of transparency and trust, working together to mitigate risk much better than merely shifting risk to the weaker party. Contracting in the New Economy helps you to not only develop this mindset – but also offers the practical tools needed to embrace the social side of contracting, enabling your organization to harness the value creating potential of formal relational contracts. Briefly sharing the theoretical foundations that prove relational contracting works, it goes well beyond theory by providing powerful examples of relational contracting principles in practice. In addition, the authors provide a practical and proven approach for helping you to put relational contracting theory into practice for your own relationships. First by providing a framework for approaching any contracting situation and helping organizations finding the best contract model for each situation. And then by sharing five proven steps you can take to create an effective relational contract for you own strategic and complex business relationships. For anyone involved in developing contracts —lawyers, in-house counsels, contract managers, C-level managers, procurement officers, and so on — this book will empower you to create powerful cooperative alliances that will help you reach —and surpass — your business goals in today’s dynamic new environment.

E-business 2.0

This title seeks to explain how to choose and implement the right e-business infrastructure and how to deliver the strategies you have created. It uses case studies to illustrate the successes and failures of e-business initiatives.

How the World Changed Social Media

How the World Changed Social Media is the first book in Why We Post, a book series that investigates the findings of anthropologists who each spent 15 months living in communities across the world. This book offers a comparative analysis summarising the results of the research and explores the impact of social media on politics and gender, education and commerce. What is the result of the increased emphasis on visual communication? Are we becoming more individual or more social? Why is public social media so conservative? Why does equality online fail to shift inequality offline? How did memes become the moral police of the internet? Supported by an introduction to the project’s academic framework and theoretical terms that help to account for the findings, the book argues that the only way to appreciate and understand something as intimate and ubiquitous as social media is to be immersed in the lives of the people who post. Only then can we discover how people all around the world have already transformed social media in such unexpected ways and assess the consequences

Human Rights Translated

"The purpose of this publication is to contribute to [the] process of clarification by explaining universally recognised human rights in a way that makes sense to business. The publication also aims to illustrate, through the use of case studies and actions, how human rights are relevant in a corporate context and how human rights issues can be managed."--Introduction, p. vii.

The Vested Outsourcing Manual

In this must-have guide for creating and implementing successful outsourcing processes and partnerships, Vitasek drives the principles of Vested Outsourcing beyond theory into practice. From shared vision, desired outcomes to win-win and long-term success the manual will help managers build an agreement vested in each other's success.

Brands and Branding

With contributions from leading brand experts around the world, this valuable resource delineates the case for brands (financial value, social value, etc.) and looks at what makes certain brands great. It covers best practices in branding and also looks at the future of brands in the age of globalization. Although the balance sheet may not even put a value on it, a company’s brand or its portfolio of brands is its most valuable asset. For well-known companies it has been calculated that the brand can account for as much as 80 percent of their market value. This book argues that because of this and because of the power of not-for-profit brands like the Red Cross or Oxfam, all organisations should make the brand their central organising principle, guiding every decision and every action. As well as making the case for brands and examining the argument of the anti-globalisation movement that brands are bullies which do harm, this second edition of Brands and Branding provides an expert review of best practice in branding, covering everything from brand positioning to brand protection, visual and verbal identity and brand communications. Lastly, the third part of the book looks at trends in branding, branding in Asia, especially in China and India, brands in a digital world and the future for brands. Written by 19 experts in the field, Brands and Branding sets out to provide a better understanding of the role and importance of brands, as well as a wealth of insights into how one builds and sustains a successful brand.

Business Ethics

A practical guide to making more informed investmentdecisions Investors often buy or sell stocks too quickly. When you baseyour purchase decisions on isolated facts and don't take the timeto thoroughly understand the businesses you are buying, stock-priceswings and third-party opinion can lead to costly investmentmistakes. Your decision making at this point becomes dangerousbecause it is dominated by emotions. The InvestmentChecklist has been designed to help you develop an in-depthresearch process, from generating and researching investment ideasto assessing the quality of a business and its management team. The purpose of The Investment Checklist is to help youimplement a principled investing strategy through a series ofchecklists. In it, a thorough and comprehensive research process ismade simpler through the use of straightforward checklists thatwill allow you to identify quality investment opportunities. Eachchapter contains detailed demonstrations of how and where to findthe information necessary to answer fundamental questions aboutinvestment opportunities. Real-world examples of how investmentmanagers and CEOs apply these universal principles are alsoincluded and help bring the concepts to life. These checklists willhelp you consider a fuller range of possibilities in yourinvestment strategy, enhance your ability to value your investmentsby giving you a holistic view of the business and each of itsmoving parts, identify the risks you are taking, and much more. Offers valuable insights into one of the most important aspectsof successful investing, in-depth research Written in an accessible style that allows aspiring investorsto easily understand and apply the concepts covered Discusses how to think through your investment decisions morecarefully With The Investment Checklist, you'll quickly be able toascertain how well you understand your investments by the questionsyou are able to answer, or not answer, without making the costlymistakes that usually hinder other investors.

The Investment Checklist

Managing Change is written for students on modules covering management, strategy and organisational change as part of undergraduate and postgraduate programmes. --Book Jacket.

Managing Change

One of the world's most respected economists and author of the international bestseller "Bad Samaritans" equips readers with an understanding of how global capitalism works--and doesn't.

23 Things They Don't Tell You about Capitalism

The magazine that helps career moms balance their personal and professional lives.

Working Mother

This work provides an analysis of the determinants and effects of reputation management. It demonstrates the economic value of a corporate reputation, quantifying the economic returns for well-regarded companies, and presents recommendations and processes for assessing and improving reputation. INDICE: Introduction: why reputations matter. Part 1 The hidden value of a good reputation: going for the gold; what's in a name?; enlightened self-inter... Etc.

Reputation

Paid work is absolutely central to the culture and politics of capitalist societies, yet today’s work-centred world is becoming increasingly hostile to the human need for autonomy, spontaneity and community.

The grim reality of a society in which some are overworked, whilst others are condemned to intermittent work and unemployment, is progressively more difficult to tolerate. In this thought-provoking book, David Frayne questions the central place of work in mainstream political visions of the future, laying bare the ways in which economic demands colonise our lives and priorities. Drawing on his original research into the lives of people who are actively resisting nine-to-five employment, Frayne asks what motivates these people to disconnect from work, whether or not their resistance is futile, and whether they might have the capacity to inspire an alternative form of development, based on a reduction and social redistribution of work. A crucial dissection of the work-centred nature of modern society and emerging resistance to it, The Refusal of Work is a bold call for a more humane and sustainable vision of social progress.

The Refusal of Work

In his new book, Microsoft chairman and CEO Bill Gates discusses how technology can help run businesses better today and how it will transform the nature of business in the near future. Gates stresses the need for managers to view technology not as overhead but as a strategic asset, and offers detailed examples from Microsoft, GM, Dell, and many other successful companies. Companion Web site.

Business @ the Speed of Thought

An extensive process of market research & product development has formed the basis for this new edition. It covers all of the underlying concepts, processes of development & analytical methods of corporate strategy within a variety of organisations.

Exploring Corporate Strategy

In this new book, Jacqueline Davies and Jeremy Kourdi argue that organizations are failing to realize the simple truth about talent: they are misunderstanding their people, making flawed choices and allowing the true potential of their workforce to go unused and unfulfilled. Understanding the truth about talent in all its forms is a vital step in developing an organization and ensuring long-term, sustainable success. A core part of their thesis is that organizations should recognize that people at different stages of their career and with different experiences and aspirations need to developed and engaged in different ways. The book provides a practical guide explaining how to segment the workforce, why, what to expect when you do, and how to ensure that this approach succeeds.

The Truth about Talent

By studying the work of hundreds of the most original and effective business minds, the authors present a common architecture that illuminates exceptional analysis and creative performance. 2 x 2 Thinking is characterized by a fundamental appreciation for the dynamic and complex nature of business. The best strategists go out of their way to tackle dilemmas rather than merely solve problems. They use opposition, creative tension, iteration and transcendence to get to the heart of issues and involve critical others in finding the best solutions. The authors demonstrate how to apply the 2 x 2 approach to a wide range of important business challenges.

The Power of the 2 x 2 Matrix

When Fortune Magazine estimated that 70% of all strategies fail, it also noted that most of these strategies were basically sound, but could not be executed. The central premise of Strategic Project Management Made Simple is that most projects and strategies never get off the ground because of adhoc, haphazard, and obsolete methods used to turn their ideas into coherent and actionable plans. Strategic Project Management Made Simple is the first book to couple a step-by-step process with an interactive thinking tool that takes a strategic approach to designing projects and action initiatives. Strategic Project Management Made Simple builds a solid platform upon four critical questions that are vital for teams to intelligently answer in order to create their own strong, strategic foundation. These questions are: 1. What are we trying to accomplish and why? 2. How will we measure success? 3. What other conditions must exist? 4. How do we get there? This fresh approach begins with clearly understanding the what and why of a project - comprehending the bigger picture goals that are often given only lip service or cursory reviews. The second and third questions clarify success measures and identify the risky assumptions that can later cause pain if not spotted early. The how questions -

what are the activities, budgets, and schedules - comes last in our four-question system. By contrast, most project approaches prematurely concentrate on the how without first adequately addressing the three other questions. These four questions guide readers into fleshing out a simple, yet sophisticated, mental workbench called "the Logical Framework" - a Systems Thinking paradigm that lays out one's own project strategy in an easily accessible, interactive 4x4 matrix. The inclusion of memorable features and concepts (four critical questions, LogFrame matrix, If-then thinking, and Implementation Equation) make this book unique.

Strategic Project Management Made Simple

Why did some countries grow rich while others remained poor? Human history unfolded differently across the globe. The world is separated in to places of poverty and prosperity. Tracing the long arc of human history from hunter gatherer societies to the early twenty first century in an argument grounded in a deep understanding of geography, Andrew Brooks rejects popular explanations for the divergence of nations. This accessible and illuminating volume shows how the wealth of ‘the West’ and poverty of ‘the rest’ stem not from environmental factors or some unique European cultural, social or technological qualities, but from the expansion of colonialism and the rise of America. Brooks puts the case that international inequality was moulded by capitalist development over the last 500 years. After the Second World War, international aid projects failed to close the gap between ‘developed’ and ‘developing’ nations and millions remain impoverished. Rather than address the root causes of inequality, overseas development assistance exacerbate the problems of an uneven world by imposing crippling debts and destructive neoliberal policies on poor countries. But this flawed form of development is now coming to an end, as the emerging economies of Asia and Africa begin to assert themselves on the world stage. The End of Development provides a compelling account of how human history unfolded differently in varied regions of the world. Brooks argues that we must now seize the opportunity afforded by today’s changing economic geography to transform attitudes towards inequality and to develop radical new approaches to addressing global poverty, as the alternative is to accept that impoverishment is somehow part of the natural order of things.

A Question Of Trust

We live in a world where we constantly ask “what’s in it for me?” But that is not the path to success. Partnership and collaboration is where innovation meets business success. In this single, authors Kate Vitasek and Karl Manrodt reveal how theory in collaboration and partnerships meet in practice. They share how successful relationships have taken Nobel Prize winning academic concepts and applied them in real life situations to achieve extraordinary results. And most importantly The Vested Way provide insights into how you can take theory and actual cases and apply them to your own relationships to help you achieve results you are hoping for.

The End of Development

Kingdom of Nokia tells a fascinating story of corporatism in Finland. How did the mobile phone giant Nokia make the Finnish elite willing to serve the interests of the company? Nokia became a global player in mobile communications in the 1990s, and helped establish Anglo-Saxon capitalism in Finland. Through its success and strong lobbying, the company managed to capture the attention of Finnish politicians, civil servants, and journalists nationwide. With concrete detailed examples, Kingdom of Nokia illustrates how Nokia organised lavishing trips to journalists and paid direct campaign funding to politicians to establish its role at the core of Finnish decision-making. As a result, the company influenced important political decisions such as joining the European Union and adopting the euro, and further, Nokia even drafted its own law to serve its special interests. All this in a country considered one of the least corrupt in the world.

The Vested Way

Buying, selling, budgeting, and saving are fundamental business practices that almost everyone understands on a basic level.

Kingdom of Nokia

The third edition of Market-Led Strategic Change builds on the massive success of the previous two editions, popular with lecturers and students alike, presenting an innovative approach to solving an old problem: making marketing happen! In his witty and direct style, Nigel Piercy has radically updated this seminal text, popular with managers, students, and lecturers alike, to take into account the most recent developments in the field. With a central focus on customer value and creative strategic thinking, he fully evaluates the impact of electronic business on marketing and sales strategy, and stresses the goal of totally integrated marketing to deliver superior customer value. "Reality Checks" throughout the text challenge the reader to be realistic and pragmatic. The book confronts the critical issues now faced in strategic marketing: · escalating customer demands driving the imperative for superior value · totally integrated marketing to deliver customer value · the profound impact of electronic business on customer relationships · managing processes like planning and budgeting to achieve effective implementation At once pragmatic, cutting-edge and thought-provoking, Market-Led Strategic Change is essential reading for all managers, students and lecturers seeking a definitive guide to the demands and challenges of strategic marketing in the 21st century.

Encyclopedia of American Business

What's it like to start a revolution? How do you build the biggest tech company in the world? And why do you walk away from it all? Paul Allen co-founded Microsoft. Together he and Bill Gates turned an idea writing software into a company and then an entire industry. This is the story of how it came about: two young mavericks who turned technology on its head; the bitter battles as each tried to stamp his vision on the future; and, the ruthless brilliance and fierce commitment. And finally, Allen's extraordinary step in walking away from it all to discover what it is you do after you've already changed the world.

Market-Led Strategic Change

More than simply a comprehensive collection of brand success stories, this text will also help businesses and students to easily identify the factors behind these successes, and to place them into a broader business and social context.

Idea Man

The days of the image brands are over, and ‘new marketing’ has gone mainstream. The world’s biggest companies are pursuing a post-advertising strategy, moving away from advertising and investing in leading edge alternatives. In the vanguard of the revolution has been John Grant, co-founder of the legendary agency St. Luke’s and author of The New Marketing Manifesto, whose radical thinking has informed a generation. Now Grant is set to stun the industry again. In The Brand Innovation Manifesto, he redefines the nature of brands, showing why old models and scales no longer work and revealing that the key to success today is impacting people’s lifestyles (think Starbucks, iPod and eBay). At the heart of the book is the concept of the ‘brand molecule’ to which new cultural ideas can be constantly added to keep pace with change. Cataloguing 32 classes of idea, Grant presents a practical approach to mixing and matching them within your own market to develop new brand ideas - and new ideas for existing brands.

Brand Royalty

Whether making a business deal, talking to friends or booking a holiday, negotiation is going on. And most of us are terrible at it. This book reveals the secrets behind getting more in negotiations - whatever 'more' means to you.

The Brand Innovation Manifesto

The book examines the evolution and current state of corporate social responsibility (CSR), using a five-stage maturity model: defensive, charitable, promotional, strategic and transformative CSR. The first four stages are dubbed CSR 1.0 and characterise most current CSR practice, while the fifth stage is named CSR 2.0 (also transformative or systemic CSR) and describes emergent and future CSR practices. Reasons are given why CSR 1.0 approaches have failed to have any significant impact on the most serious global social, environmental and ethical challenges. The emergent CSR 2.0 will then be explored in detail by elaborating on five principles underlying the new approach, including: creativity, scalability, responsiveness, glocality and circularity. A four-part DNA Model is also introduced, covering value creation, good governance, societal contribution and ecological integrity, which provides the basis for defining and measuring CSR 2.0. Finally, a 70-question CSR 2.0 self-assessment diagnostic tool developed by the author is presented, with sample data to show how the tool can be used for future research and practitioner application.

Getting More

This volume discusses business disruptions as strategic to gain market competitiveness. It analyzes the convergence of innovation and technology, business practices, public policies, political ideologies, and consumer values to strengthen competitive business practices through disruptions. Bringing together contributions from global experts, the chapters add to knowledge on contemporary business models, business strategies, radical interventions in manufacturing, services, and marketing organizations. Disruptive innovations led by contemporary trends, tend to transform the market and consumers' landscape. These trends include shifts from closed to open models of innovation, servitization, and moving from conventional manufacturing and marketing paradigms to industry 4.0 business philosophy. Focused on the triadic themes of disruption, innovation, and management in emerging markets, this book serves as a valuable compendium for research in entrepreneurship development, regional business and development, contemporary political ideologies, and changing social values.

CSR 2.0

The significance of business-led corporate responsibility coalitions is indisputable. The WBCSD has 200 member companies with combined annual revenues of US$7 _trillion_; the UN Global Compact has almost 8,000 corporate members, over two-thirds of them from developing countries. It is estimated that there are more than 110 national and international generalist business-led CR coalitions. But there is now urgent need for informed and balanced analysis of their achievements, their progress and their potential. Why did these coalitions start and grow? What have been their impacts? Where are they heading now? Where should they be going? What is the future? In a period of austerity, the business and public sector must decide whether funding these coalitions is a priority. To meet current crises, there will have to be a great deal more business involvement; but efforts of individual corporations will not be sufficient. There is also a need for far more collective action among companies and more collaborative action between different sectors of society. Business-led CR coalitions with their decades of convening experience could play an important role in this process - if they are fit for purpose going forward. Authors David Grayson and Jane Nelson have been actively involved in such coalitions for decades. In Corporate Responsibility Coalitions they first explore the past, present and future of these coalitions: the emergence of new models of collective corporate action over the past four decades; the current state of play, and the increasing number, diversity and complexity in terms of how they not only network with each other but also engage in a much broader universe of institutions that are promoting responsible business practices. In addition, the book provides in-depth profiles of the most strategic, effective and long-standing coalitions, including: Business for Social Responsibility; Business in the Community; CSR Europe; Instituto Ethos; International Business Leaders Forum; the UN Global Compact; and the WBCSD. This book will be required reading for key supporters and potential partners of such coalitions in companies, governments, international development agencies, foundations, non-governmental organizations, academic institutions and think-tanks. It also aims to inspire a future generation of leaders to be more aware of the role of business as a partner in driving more inclusive, green and responsible growth, and to help them develop new types of leadership skills so that they can be effective in finding multi-stakeholder solutions to complex and systemic challenges.

Managing Disruptions in Business

Hailed by The New York Times as probably the most important economist in the world , Jeffrey Sachs is internationally renowned for his work around the globe advising economies in crisis. Now he draws on all he has learned from twenty-five years of work to offer a uniquely informed vision of the keys to economic success in the world today and the steps that are necessary to achieve prosperity for all. Marrying vivid, passionate storytelling with profound, rigorous analysis, Jeffrey Sachs explains why, over the past two hundred years, wealth has diverged across the planet and why the poorest nations have so far been unable to improve their lot. He explains how to arrive at an in-depth diagnosis of a country s economic challenges and the options it faces. He leads readers along the same learning path he himself followed, telling the stories of his own work in Bolivia, Poland, Russia, India, China and Africa to bring us to a deep understanding of the challenges faced by developing nations in different parts of the world. Finally, he offers an integrated set of solutions to the interwoven economic, political, environmental and social problems that most challenge the world s poorest countries and, indeed, the world. Ultimately, The End of Poverty leaves readers with an understanding, not just of how grave the problem of poverty is, but how solvable it is and why making the necessary effort is a matter of both moral obligation and strategic self-interest of the rich countries. A work of astounding intellectual vision that grows out of unprecedented real-world experience, The End of Poverty is a road map to a safer, more prosperous world for us all.

Corporate Responsibility Coalitions

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

The End of Poverty

Principles of Marketing