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Exploring Management Wiley

Pricing: The New Frontier by Gábor REKETTJE and Jonathan LIU Published: May 2018 The importance of pricing and price management is growing all over the world, primarily due to the turbulent economic situation, accelerating technological development, the saturation of markets and the globalization of competition. All these trends affect the achievement of company objectives, place prices, pricing and price management in a context that differs greatly from what has been known before. In developing and fast moving economies like India, getting the pricing strategy right is a necessity for the short and long term future of the firm. The pricing decision will impact on the profitability and ultimately on the performance of the firm. Executives and managers responsible making pricing decisions will find this book useful and informative in shedding light on an area that is complicate and complex. – Dr M.K. Nandakumar, Associate Professor of Strategic Management, Indian Institute of Management, Kozhikode, India. Leading technological development across the world requires an in-depth understanding of the impact of the pricing decision and business strategy. This book will give its readers a clear understanding of impact of the pricing decision on the industry, the customer and its competitors. I fully recommend and endorse this book. – Jeff C.K. Lim, BU Deputy CEO at ASM Pacific Technology Ltd. Singapore. Pricing of goods and services is a critical decision that creates immediate competitive advantage. This book explains the principles of pricing clearly and concisely. It seamlessly knits concept and practice. It is a useful text book but also useful to practicing managers charged with challenging task of pricing goods and services. I strongly recommend the book to practitioners and students. – Professor Abby Ghobadian FBAM, FAcSS, CCMI, Professor of Management, Henley Business School, United Kingdom. At a time when almost continuous change is disrupting nearly all industries and the internet is putting ever more power in the hands of the customer, a book that treats pricing with substance and foresight is a welcome addition to the market. – Professor John R.

Schermerhorn, Jr., O'Brieness Professor Emeritus, Ohio University, United States In contemporary business pricing is much more than just the money equivalent of the product value. This book provides a high-quality review of different concepts and issues regarding pricing from different stakeholders' perspectives. It can be recommended both as students' textbook as well as a managers' toolkit for making strategic and tactical pricing decisions. – Professor Mirna Leko Šimić, Professor of Marketing at Faculty of Economics at J.J. Strossmayer University of Osijek, Croatia Price is the value that is attached to a product or service and is usually the result of complex set of calculations, research and risk analysis. This book provides comprehensive and understandable strategies and tactics that one may use to price a product or service in our current the multi-faceted operating environment. It is a great resource for both practitioners and academics. – Dr Dolores Rinke, CPA, Professor Emerita, Purdue University, United States In a fast-changing world with fierce competition, pricing has been increasingly the new frontier and battle field for business operations. Dynamic pricing needs to be deployed as the brand new strategy for global organizations to gain competitive advantages and sustainable profit growth. This book provides insightful knowledge of the dynamics of setting price in a networked global context, and enables academics and professionals to have a clear understanding of the principle and practice. – Dr Xinping Shi, Associate Professor of Information and Operations Management, Hong Kong Baptist University, Hong Kong SAR China. Getting the pricing of products and services right is challenging and difficult. It is more complicated in a globalized world and further challenging when it is across different types of economies. This book will offer guidance in setting and negotiating prices for trading across borders and on the digital platform, and will prove useful for practitioners and students. I highly recommend the book. – Professor Vincent XG Qi, PhD, FRAI, Wolfson College, University of Cambridge; Marcel Mauss Chair Distinguished Professor of Global Supply Chain Management and Business Anthropology, Anshan Normal University in China. Contents PART 1. PRICING BASICS Chapter 1. PRICING IN FOCUS Chapter 2. THE ECONOMICS OF PRICING Chapter 3. CUSTOMERS' PRICE PERCEPTION Chapter 4. PRICES, COSTS AND PROFIT Chapter 5. METHODS OF PRICE SETTING PART 2. STRATEGIES AND TACTICS OF PRICING Chapter 6. PRICING STRATEGY

Chapter 7. PRODUCT LIFE CYCLE PRICING Chapter 8. DYNAMIC PRICING Chapter 9. PRODUCT LINES PRICING Chapter 10. PRICE BUNDLING PART 3. INTERMEDIARY PRICING Chapter 11. PRICING ACROSS THE MARKETING CHANNELS Chapter 12. RETAIL AND WHOLESALE PRICING Chapter 13. PRICING IN INTERNATIONAL MARKETS Chapter 14. SUCCESSFUL PRICE NEGOTIATIONS Bibliography Index Product Details: ISBN: 9781910781944 Publisher: Transnational Press London Published: 23 May 2018 Language: English Pages: 320 Interior Ink: Black & white Weight (approx.): 0.65 kg Dimensions (approx.): 18.9cm wide x 24.59cm tall

Management Wiley

Completely updated and revised, this eleventh edition arms managers with the business tools they'll need to succeed. The book presents managerial concepts and theory related to the fundamentals of planning, leading, organizing, and controlling with a strong emphasis on application. It offers new information on the changing nature of communication through technology. Focus is also placed on ethics to reflect the importance of this topic, especially with the current economic situation. This includes all new ethics boxes throughout the chapters. An updated discussion on the numerous legal law changes over the last few years is included as well. Managers will be able to think critically and make sound decisions using this book because the concepts are backed by many applications, exercises, and cases.

MANAGEMENT AND ORGANIZATIONAL BEHAVIOR ESSENTIALS

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We've got you covered for Principles of Management with John Schermerhorn's Introduction to Management 12th Edition. From new cases and self-assessments to the Fast Company Video Series and Management Weekly Updates, the text and its comprehensive suite of resources promote critical thinking and active learning. Thoroughly updated while maintaining its trusted, balance of concepts and applications, Introduction to Management 12th Edition allows you to present the most current material, help students apply theory and show relevance of management concepts in the real world--so your student will succeed in your course and beyond.

Management, 13th Edition John Wiley & Sons

"A leading text and reference in management, this comprehensive book introduces the essentials of management as they apply within the contemporary work environment. Particular attention is paid to cultural diversity, the global economy, ethical behavior and social responsibility, and the use of technology"--Publisher description.

OB Workbook Supplement to Accompany Organizational Behavior, Sixth Edition [by] John R. Schermerhorn Jr., James G. Hunt, Richard N. Osborn Wiley

This text includes a rich array of exercises, cases, and applied materials such as the Kouzes and Posner Leadership Practices Inventory and Pfeiffer Annual Edition exercises. It also offers a greater focus on the hot topic of ethics throughout the entire book to ensure it is contemporary and engaging.Ë

Organizational Behaviour Wiley

Strategic Management delivers an insightful and concise introduction to strategic management concepts utilizing a strong mix of real-world contemporary examples. Written in a conversational style, this product sparks ideas, fuels creative thinking and discussion, while engaging students with the concepts they are studying.

Pricing John Wiley & Sons

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Organizational Behavior Routledge

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KEY ISSUES IN ORGANIZATIONAL COMMUNICATION

Wiley

Management|John Wiley & Sons

EXPLORING MANAGEMENT

Academic Internet Pub Incorporated

Eldenburg's Management is an introductory text that focuses on presenting content in an easy to understand way that encourages students to think critically and draw connections between theory and practice. This new seventh edition has a strengthened focus on technology and features have been updated to help students further consolidate their knowledge. This includes various forms of revision materials such as auto-graded knowledge-check questions and self-skill assessment. There is also a broad variety of concise case studies, including new ones with a strategic focus, which enable instructors to have thought-provoking and engaging tutorials. An exciting addition to the interactive e-text are the new ANZ videos that feature a diverse group of management thought-leaders who give insights and 'tales from the front.' This will provide supplementary content for lectures or serve as pre-work for a flipped classroom.

Management Wiley Global Education

Exploring Management, Second Edition by John Schermerhorn, presents a new and exciting

approach in teaching and learning the principles of management. This text is organized within a unique learning system tailored to students' reading and study styles. It offers a clean, engaging and innovative approach that motivates students and helps them understand and master management principles.

Organizational Behavior John Wiley & Sons

It is often said that the practice of management is in crisis, and that managers are now finding it harder than ever to develop strategies which withstand the shocks of the marketplace. This illuminating book cuts through these conflicting issues to show how organizational communication plays a vital role in confronting uncertainty. Arguing that many managers fail to adequately consider the communication consequences of the decision making process and its impact on organizational effectiveness, Hargie and Tourish present here numerous organizational communication insights, and show how they reveal a way through these dilemmas. Based on cutting-edge research findings and case studies, this book features contributions from the UK, USA, Canada, New Zealand and Norway, bringing multiple perspectives to this topical subject. The result is a comprehensive guide to organizational communication useful for managers, academics and students.

Management Wiley

A brief introduction to organizational behaviour that tackles the issues facing today's managers, such as diversity, total quality management, ethics and the global marketplace. It uses a managerial perspective to explore how a manager uses organizational behaviour insights in the workplace.

Exploring Management Transnational Press London

We've Got You Covered for your Organizational Behavior course. Wiley provides the most current content, comprehensive resources and flexible format options to help teachers teach and students learn. Our commitment to Currency, Global Issues, Sustainability and Learning Outcomes translates into a suite of teaching and learning options that seamlessly integrate into your management courses. Organizational Behavior 12e connects OB concepts with applications and is the clearest, most current and applicable OB text today - helping students understand how they can thrive in the world of work. Through experiential exercises and activities that ask students to evaluate themselves as leaders and colleagues, students are encouraged to reflect, grow and understand how they can contribute their professional and social environments. Known for sound pedagogy, research, and a rich framework of personal and organizational skills, OB 12e presents students with a full portfolio of concepts and applications. In addition, the 12th Edition continues to emphasize global business issues important for future generations, including ethics, leadership, and sustainability.

Management Halsted Press

We've got you covered for your Principles of Management course with Schermerhorn/Bachrach, Management 13th Edition. With new cases, more opportunities for self-assessment and the Management Weekly Updates news blog, the text and its comprehensive suite of resources promote critical thinking and active learning. Thoroughly updated while maintaining its trusted balance of concepts and applications, Management 13th Edition presents the most current material to apply theory and show relevance of management concepts in the real world—for students to succeed in your management course and beyond.

Management John Wiley & Sons

Today's students are tomorrow's leaders and managers. The Management, Fifth Canadian Edition WileyPLUS course helps students discover their true potential and accept personal responsibility for developing career skills to become future leaders in the workplace. New content on topics like disruption, Big Data, AI, machine learning, and sustainability, plus thought-provoking exercises give students a fundamental understanding of today's world of management while urging them to reflect on their own behavior and decision-making processes. Management provides exciting new student engagement features on key themes of Analysis, Ethics, Choices, Insight, and Wisdom to attract learners' attention and prompt additional reflection, while fresh author videos, updated video cases accompanying each chapter, and other digital assets bring managerial theory to life. By the end of the course, students will be able to understand and apply management principles, have developed concrete skills for career readiness, gained confidence in critical thinking, and embraced lifelong learning to ensure professional success.

Organizational Behavior, 13th Edition John Wiley & Sons

Organizational Behavior is a multidimensional product to allow for student development in

knowledge, analysis, synthesis and personal development with pedagogical features designed to bring Organizational Behavior to life. This product reframes the content of organizational behavior to reflect the inherent interdependence of factors that explain human behavior. Traditional OB topics are introduced as part of an integrated framework for answering practically-relevant questions about why people behave as they do and how to effectively self manage and influence others.

Management 8th Edition Update John Wiley & Sons

This is a newly edited revision of Albert Howard's important text on organic farming and gardening, and the central role of humus in maintaining soil health and fertility. No single generation has the right to exhaust the soil from which humanity must draw its sustenance. Modern agricultural practices, with their emphasis on chemicals, poisons, and toxins, lead to the impoverishment and death of the soil. THE SOIL AND HEALTH is a detailed analysis of the vital role of humus and compost in soil health — and the importance of soil health to the health of crops and the humans who eat them. The author is keenly aware of the dead end which awaits humanity if we insist on growing our food using artificial fertilisers and poisons. Albert Howard (1873-1947) was one of the leaders of the British organics movement in the mid-twentieth century. He was the first westerner to document and publish research on traditional techniques of agriculture, including Indian and Chinese farming and management of the soil. "Agriculture is the fundamental industry of the world and must be allowed to occupy the primary position in the economies of all countries." — Albert Howard CONTENTS 1 - Soil Fertility and Agriculture 1.1 The operations of Nature - The life of the plant - The living soil - The significance of humus - The importance of minerals 1.2 Systems of agriculture - Primitive forms of agriculture - Shifting cultivation - The harnessing of the Nile - Staircase cultivation - The agriculture of China - The agriculture of Greece and Rome - Farming in the Middle Ages 1.3 Soil fertility in Great Britain - The Roman occupation - The Saxon conquest - The open-field system - The depreciation of soil fertility - The low yield of wheat - The Black Death-Enclosure - The Industrial Revolution and soil fertility - The Great Depression of 1879 - The Second World War 1.4 Industrialism and the profit motive - The exploitation of virgin soil - The profit motive - The consequence of soil exploitation - The easy transfer of fertility - The road farming has travelled 1.5 The intrusion of Science - The origin of artificial fertilisers - The advent of the laboratory hermit - The unsoundness of Rothamsted - Artificials during the two world wars - The shortcomings of current agricultural research 2 - Disease in Present-day Farming and Gardening 2.1 Diseases of the soil - Soil erosion - The formation of alkaline land 2.2 The diseases of crops - Sugar Cane - Coffee - Tea - Cacao - Cotton - Rice - Wheat - Vine - Fruit - Tobacco - Leguminous crops - Potato 2.3 Disease and health in livestock - Foot-and-mouth disease - Soil fertility and disease - Concentrates and contagious abortion - Selective feeding by instinct - Herbs and livestock - The maintenance of our breeds of poultry 2.4 Soil fertility and human health 2.5 The nature of disease 3 - The Problem of Manuring 3.1 The origins and scope of the problem - The phosphate problem and its solution - The reform of the manure heap - Sheet-composting and nitrogen fixation - The utilisation of town wastes 3.2 The Indore Process - Some practical points - The New Zealand compost box - Mechanisation - The spread of the Indore Process 3.3 The reception by scientists 4 - Conclusions and Suggestions

STRATEGIC MANAGEMENT

Wiley

ALERT: The Legacy WileyPLUS platform retires on July 31, 2021 which means the materials for this course will be invalid and unusable. If you were directed to purchase this product for a course that runs after July 31, 2021, please contact your instructor immediately for clarification. This package includes a registration code for the WileyPLUS course associated with Exploring Management, 6th Edition, along with a three-hole punched, loose-leaf version of the text. Please note that the loose-leaf print companion is only sold in a set and is not available for purchase on its own. Before you purchase, check with your instructor or review your course syllabus to ensure that your instructor requires WileyPLUS. For customer technical support, please visit <http://www.wileyplus.com/support>. WileyPLUS registration cards are only included with new products. Used and rental products may not include WileyPLUS registration cards. Exploring Management supports teaching and learning of core management concepts by presenting material in a straightforward, conversational style with a strong emphasis on application. With a focus on currency, high-interest examples and pedagogy that encourages critical thinking and personal reflection, Exploring Management is the perfect balance between what students need and what

instructors want.

Management Wiley

Students have changed. Has your textbook kept up? There are things your students can't wait to open. Their Principles of Management text should be one of them. Exploring Management in Modules, by John Schermerhorn, is an exciting and new approach to Principles of Management

textbooks. Written by an instructor who teaches Principles of Management every semester, Exploring Management is organized using an innovative modular approach that presents the material in manageable chunks. Students want to succeed and Exploring Management in Modules facilitates active student learning and assessment. A built-in study guide stops the student every 6-8 pages to review the material they just read while test prep at the end of each module allows

students to assess their comprehension and feel confident about doing well on the next quiz or exam. In addition, Exploring Management in Modules reaches your students just like you do in your classroom by using up-to-date examples, challenging yet fun exercises, self-assessments and an exclusive and free online casebook featuring companies like MySpace.com and Nike. This is a book that works with you as you build excitement about management.

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