

Jetblue Airways Case Study Solution

Network World

'Online Marketing' provides a balance between theory & practice by recognising the advantages & drawbacks of doing business online. Supported by contemporary mini-cases, case studies & expert opinion from leading practitioners, this text covers: the changing online environment, online planning and more.

Global Strategic Management

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

International Corporate Finance

When both an industry's workers and its customers report high and rising frustration with the way they are being treated, something is fundamentally wrong. In response to these conditions, many of the world's airlines have made ever-deeper cuts in services and their workforces. Is it too much to expect airlines, or any other enterprise, to provide a fair return to investors, high-quality reliable service to their customers, and good jobs for their employees? Measured against these three expectations, the airline industry is failing. In the first five years of the twenty-first century alone, U.S. airlines lost a total of \$30 billion while shedding 100,000 jobs, forcing the remaining workers to give up over \$15 billion in wages and benefits. Combined with plummeting employee morale, shortages of air traffic controllers, and increased congestion and flight delays, a total collapse of the industry may be coming. Is this state of affairs inevitable? Or is it possible to design a more sustainable, less volatile industry that better balances the objectives of customers, investors, employees, and the wider society? Does deregulation imply total abrogation of government's responsibility to oversee an industry showing the clear signs of deterioration and increasing risk of a pending crisis? Greg J. Bamber, Jody Hoffer Gittell, Thomas A. Kochan, and Andrew von Nordenflycht explore such questions in a well-informed and engaging way, using a mix of quantitative evidence and qualitative studies of airlines from North America, Asia, Australia, and Europe. *Up in the Air* provides clear and realistic strategies for achieving a better, more equitable balance among the interests of customers, employees, and shareholders. Specifically, the authors recommend that firms learn from the innovations of companies like Southwest and Continental Airlines in order to build a positive workplace culture that fosters coordination and commitment to high-quality service, labor relations policies that avoid long drawn-out conflicts in negotiating new agreements, and business strategies that can sustain investor, employee, and customer support through the ups and downs of business cycles.

Foundations of Management

This text provides a comprehensive introduction to the new field of knowledge management. It approaches the subject from a management rather than a highly technical point of view, and provides students with a state-of-the-art survey of KM and its implementation in diverse organizations. The text covers the nature of knowledge (tacit and explicit), the origins and units of organizational knowledge, and the evolution of knowledge management in contemporary society. It explores the implementation and utilization of knowledge management systems, and how to measure their impact, outputs, and benefits. The book includes a variety of original case studies that illustrate specific situations in which the absence or existence of knowledge management systems has been crucial to the organization's actions. Charts and figures throughout help clarify more complex phenomena and classifications, and each chapter includes review questions and a comprehensive index.

Rights at Risk

Customer Relationship Management: A Global Approach provides a uniquely global, holistic, strategic and tactical grounding in managing customer and other stakeholder experiences and relationships across the value chain, cultures and countries. Reflecting the global structures of companies operating today, the author draws on his research knowledge alongside industry and teaching experience to connect Customer Relationship Management (CRM) core concepts, processes and strategies with international business opportunities and challenges, including globalization and cross-cultural marketing. Emphasis is placed on the need for developing cross-cultural skills and cultural intelligence for identifying and fulfilling cross country CRM opportunities, through analytical, strategic, operational and social CRM projects. Written in an accessible style throughout, the eleven chapters provide ample depth to support a full course related to CRM, spanning: · CRM foundations · planning and implementation · managing stakeholder relationships · improving global CRM implementation Wide-ranging case studies include: Royal Bank of Scotland, the Nike hijab, Instagram, HubSpot and the pharmaceutical industry in India. The text will appeal to advanced undergraduate and graduate students studying CRM, Relationship Marketing and International Marketing, as well as CRM and marketing practitioners. Samit Chakravorti is an Associate Professor of Marketing at Western Illinois University in the United States.

Solving Employee Performance Problems: How to Spot Problems Early, Take Appropriate Action, and Bring Out the Best in Everyone

A considered balance of depth, detail, context, and critique, Directions books offer the most student-friendly guide to the subject; they empower students to evaluate the law, understand its practical application, and approach assessments with confidence.

Pricing and Revenue Optimization

Responding to the newly-emerging trend of organisations hiring journalists to create content on their behalf, Brand Journalism is the first

comprehensive, practical guide to this hybrid form of traditional journalism, marketing and public relations. This textbook takes a direct and practical approach to the subject, showing journalists and journalism students how they can apply their skills to working for a brand, and showing those who work for non-media organisations how their organisation can acquire the skills necessary to become a multimedia publisher. Areas covered include: • Establishing the audience your brand wants to engage with • Identifying your organisation's business goals • Developing a brand journalism strategy to help deliver those business goals • Measuring the results of your brand journalism strategy The book also features a wealth of case studies on the subject and offers an invaluable companion website - www.brand-journalism.co.uk.

Plane Simple Truth

Air transport industry finance, with its complexity and special needs such as route rights, airport slots, aircraft leasing options and frequent flyer programmes, requires specific knowledge. While there are numerous financial management and corporate finance texts available, few of these provide explanations for the singularities of the airline industry with worked examples drawn directly from the industry itself. Revised and updated in its third edition, this internationally renowned and respected book provides the essentials to understanding all areas of airline finance. Designed to address each of the distinct areas of financial management in an air transport industry context, it also shows how these fit together, while each chapter and topic provides a detailed resource which can be also consulted separately. Supported at each stage by practical airline examples, it examines the financial trends and prospects for the airline industry as a whole, contrasting the developments for the major regions and airlines. Important techniques in financial analysis are applied to the airline industry, together with critical discussion of key issues. Thoroughly amended and updated throughout, the third edition reflects the many developments that have affected the industry since 2001. It features several important new topics, including Low Cost Carriers (LCCs), fuel hedging and US Chapter 11 provisions. The sections on financial statements and privatisation have been expanded, and a new chapter has been added on equity finance and IPOs. New case studies have been added, as well as the latest available financial data. The range and perspective is even greater than before, with significant expansion of material specific to the US and Asia. The book is a key resource for students of airline management, and a sophisticated and authoritative guide for analysts in financial institutions and consultancies, executives in airlines and related industries, and civil aviation departments.

Power Brands

Brand success can be managed What distinguishes a brand-name product from no-name competitors? How can companies assess and enhance the value of their brands? What steps can executives take to manage their brands successfully? Reliable answers to these and other questions can be found with the proven BrandMatics-Konzept from McKinsey. Now in its third revised and enhanced edition, Power Brands incorporates many recent advances in the field: New research on the evolution of brand relevance - both in B2C and B2B. Two modular additions to the proven brand purchase funnel framework. All-new chapters on brand delivery, MROI, and digital brand management. Dozens of new case studies - from insights generation to brand promise definition. Six new in-depth interviews with distinguished international brand managers.

The No Asshole Rule

Artificial Intelligence (AI) is a major technological advancement in the 21st century. With its influence spreading to all aspects of our lives and the engineering sector, establishing well-defined objectives is crucial for successfully integrating AI in the field of transportation. This book presents different ways of adopting emerging technologies in transportation operations, including security, safety, online training, and autonomous vehicle operations on land, sea, and air. This guide is a dynamic resource for senior management and decision-makers, with essential practical advice distilled from the expertise of specialists in the field. It addresses the most critical issues facing transportation service providers in adopting AI and investigates the relationship between the human operator and the technology to navigate what is and is not feasible or impossible. Case studies of actual implementation provide context to common scenarios in the transportation sector. This book will serve the reader as the starting point for practical questions regarding the deployment and safety assurance of new and emergent technologies in the transportation domains. Artificial Intelligence and Human Performance in Transportation is a beneficial read for professionals in the fields of Human Factors, Engineering (Aviation, Maritime and Land), Logistics, Manufacturing, Accident Investigation and Safety, Cybersecurity and Human Resources.

Leading at the Strategic Level in an Uncertain World

The fundamental nature of a leader's work changes at the strategic level. Leaders currently working as strategic leaders or those aspiring to become strategic leaders must gain a fine appreciation for the effort and skills required at the strategic level. Moreover, they need to develop and hone their personal dimensions (including conceptual, social, and behavioral capacities; individual traits, attitudes and characteristics; and technical skills and business acumen), and acquire the new knowledge essential for success at the strategic level. This book is intended to help develop strategic leaders in each of these personal dimensions.

Up In the Air

The Handbook of Crisis Communication

Airline Finance

For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

Air Travel Consumer Report

Aircraft Financing and Leasing: Tools for Success in Aircraft Acquisition and Management, Second Edition provides students and industry professionals with unique insights into the latest developments in the Commercial Aircraft and Engine Leasing and Financing industry that has grown into one of the most distinctive and important industries globally. This book offers a blend of academic and professional views that make it educational

and relevant to the everyday operations of the industry. It can be used as a stand-alone textbook as well as a practitioner's guide. Given the impact of the COVID-19 virus on airlines around the world, the industry has experienced substantial changes since the first edition was published. This second edition is thoroughly revised and includes some new case studies and an entirely new chapter on Environmental Considerations with Respect to Aviation Finance. Aircraft Financing and Leasing details the industry's foundational concepts, including aviation law and regulation, airline credit analysis, maintenance reserve development, insurance, transaction cost modeling, risk management tools such as asset and credit diversification, and the art of lease negotiations. Different types of aircraft are explored, highlighting their purposes, as well as when and why airline operators and investors choose specific models over others. In addition, the book covers important factors such as modeling financial returns for leased aircraft and appraising aircraft values. Users will find this an ideal resource for practitioners or as an outstanding reference for senior undergraduate and graduate students. - Includes a new chapter on Environmental Considerations with Respect to Aviation Finance as well as updates throughout to reflect changes in the industry, particularly due to COVID-19 - Utilizes case studies in each chapter—real-life examples that will help the readers apply newly learned concepts to real problems of the industry - Highly illustrated with text boxes for examples and real-world applications; graphs, charts, tables, diagrams, flow charts, photos, maps; and examples of forms - Offers a blend of academic and professional views, making it suitable for both student and practitioner - Serves as an aircraft finance and leasing reference for those starting their careers, as well as for legal, investment, and other professionals

Remuneration and Talent Management

Dr Mark Bussin together with world-class experts who are thought leaders and highly regarded by their peers and clients answered the question - "Who can say they find it easy to attract top talent, and once they are in the organisation, pay them fairly, and are able to retain them relatively easily?" The global pool of highly skilled employees is in great demand, and those with both critical skills and experience come at a hefty price. The million dollar question is whether money alone is enough to secure the best talent in the market. This is a practical and informative book for managing the tension between talent and remuneration in organisations. Contents include: The Context to Remuneration: Strategy, Organisation Design, Leadership and Talent Management Components of an Integrated Talent Management Strategy Talent Retention - Customising Retention Strategies: A Case Study How to Identify Talent Integrated Talent Management - Practical Ideas, Tools and Tips Engaging Talent The Employee Value Proposition (EVP) and Talent Rewarding Talent Talent Management and Variable Pay Long-term Incentives Attracting, Retaining and Leveraging Generation Y Talent Rewarding the Talent at the Top I am Talent - Empowering the Individual to Manage His/Her Own Career Securing Talent: The Role of the Contract of Employment and Restraints of Trade Remuneration as a Talent Investment Strategy - Increasing the Value of your Talent Portfolio Reviews Mark once again accomplishes what few authors do - writing in an accessible way. A must-read for HR practitioners, consultants, students and academics in understanding the mechanics of remuneration and talent management in the South African context. - Professor Anita Bosch, Lead researcher: Women in the Workplace Research Programme, Department of Industrial Psychology and People Management, Faculty of Management, University of Johannesburg This book navigates the reader practically through the labyrinth of reward and talent. It unpacks the crucial elements of reward and talent and exposes alignment considerations that will enable the practitioner to establish an employee value proposition with strategic significance. - Michelle Pirie, Group CHRO, Econet Wireless This book truly explores and explains the very critical and often-asked question about how to manage remuneration and talent within an organisation. It answers that question and more! - Willem Verwey, Head: Remuneration and Benefits, Anglo American Platinum Dr Mark Bussin consistently contributes to the development of a host of human resource managers in the remuneration and talent management field in Africa via his corporate and consulting experience, wise counsel, writings, and hundreds of lectures, TV and radio interviews. He has developed a generation of remuneration and talent experts, helped define the field of practice, and made a significant contribution to the national level of excellence in these fields.

Online Marketing

Aviation has grown leaps and bounds within the last decade. Aviation courses and training at all levels have shown an exponential increase around the globe. There has been a restricted focus on writing books in this sector of the economy, mainly due to the shortage of expertise in this specialist and complex area. This book was written with the purpose of meeting this need of the aviation sector. Due to the diversified nature of aviation knowledge, which includes flying, engineering, airports, allied trades for aircraft and airports, airline and airport management and operations, education, etc., one text alone will not suffice and do justice to address all these areas. It is envisaged to develop subsequent parts of this book to cover all these knowledge areas. This book is the first installment of any subsequent books and explores issues including airline management and operations, airline business models, airport systems, flight operational procedures, aircraft maintenance, runway safety management systems, and air traffic management. In particular, attention will be given to aspects such as analysis of air traffic in a domestic market, runway safety management systems, critical success factors for multiple MRO service providers, key pain points of the industry to be addressed to move into the future, new research on hub airports for international flights, new business models for airlines, and runway safety management systems. This book is useful to aviation managers, educators, students, and professionals interested in any of the above issues.

HCI in Business

International business is undergoing continuous transformation as multinational firms and comparative management evolve in the changing global economy. To succeed in this challenging environment, firms need a well-developed capability for sound strategic decisions. This comprehensive work provides an applied and integrated strategic framework for developing capabilities that lead to global success. It is designed to help readers achieve three essential objectives. First, it provides intellectual and practical guidelines for readers to execute goals and strategies that lead to meaningful and productive results. The book is packed with frameworks, cases, anchoring exercises, techniques, and tools to help readers emerge with a completed business plan after the last chapter. Second, it focuses on strategy and how firms build competitive presence and advantages in a global context. A primary learning objective is to enable readers to understand and evaluate the major issues in strategy formulation and implementation in a global context. Third, it provides an accessible framework that will help guide readers in making strategic decisions that are sound and effective. It offers a unifying process that delineates the necessary steps in analyzing the readiness of a firm to do business abroad. In addition to core issues, each chapter presents frameworks, analytical tools, action-oriented items, and a real-world case - all designed to provide insights on the challenges imposed by globalization and technology on managers operating in a global context.

Basics Marketing 01: Consumer Behaviour

Written as a tool for both researchers and communication managers, the Handbook of Crisis Communication is a comprehensive examination of the

latest research, methods, and critical issues in crisis communication. Includes in-depth analyses of well-known case studies in crisis communication, from terrorist attacks to Hurricane Katrina Explores the key emerging areas of new technology and global crisis communication Provides a starting point for developing crisis communication as a distinctive field research rather than as a sub-discipline of public relations or corporate communication

Organizational Rhetoric

A brand new collection of business analytics insights and actionable techniques... 3 authoritative books, now in a convenient e-format, at a great price! 3 authoritative eBooks deliver comprehensive analytics knowledge and tools for optimizing every critical business decision! Use business analytics to drive maximum value from all your business data! This unique 3 eBook package will help you harness your information, discover hidden patterns, and successfully act on what you learn. In Enterprise Analytics, analytics pioneer Tom Davenport and the world-renowned experts at the International Institute for Analytics (IIA) bring together the latest techniques, best practices, and research on large-scale analytics strategy, technology, implementation, and management. Using real-world examples, they cover everything from building better analytics organizations to gathering data; implementing predictive analytics to linking analysis with organizational performance. You'll find specific insights for optimizing supply chains, online services, marketing, fraud detection, and many other business functions; plus chapter-length case studies from healthcare, retail, and financial services. Next, in the up-to-the-minute Analysis Without Paralysis, Second Edition, Babette E. Bensoussan and Craig S. Fleisher help you succeed with analysis without getting mired in advanced math or arcane theory. They walk you through the entire business analysis process, and guide you through using 12 core tools for making better decisions about strategy and operations -- including three powerful tools covered for the first time in this new Second Edition. Then, in Business and Competitive Analysis, Fleisher and Bensoussan help you apply 24 leading business analysis models to gain deep clarity about your business environment, answer tough questions, and make tough choices. They first walk you through defining problems, avoiding pitfalls, choosing tools, and communicating results. Next, they systematically address both "classic" techniques and the most promising new approaches from economics, finance, sociology, anthropology, and the intelligence and futurist communities. For the first time, one book covers Nine Forces, Competitive Positioning, Business Model, Supply Chain Analyses, Benchmarking, McKinsey 7S, Shadowing, Product Line, Win/Loss, Strategic Relationships, Corporate Reputation, Critical Success Factors, Driving Forces, Country Risk, Technology Forecasting, War Gaming, Event/Timeline, Indications, Warning Analyses, Competitor Cash Flow, ACH, Linchpin Analyses, and more. Whether you're an executive, strategist, analyst, marketer, or operations professional, this eBook collection will help you make more effective, data-driven, profitable decisions! From world-renowned analytics and competitive/business intelligence experts Thomas H. Davenport, Babette E. Bensoussan, and Craig S. Fleisher

Human Rights Law

A Pulitzer Prize winner delivers an enlightening, intensely researched examination of violations of the constitutional principles that preserve individual rights and civil liberties from courtrooms to classrooms.

D?na Keli Cint?ma?i

D?na Keli Cint?ma?i narrates the sweet pastime of collecting tax by K???a with his narma sakhas, imitating tax collectors, from R?dh? and her sakh?s, while they were on their way to Vasudeva's sacrifice performed at Govinda-ku??a. It especially focuses on the exchange of sweet words between K???a and R?dh? along with sakhis, and also the description of Radha's beauty by K???a while he was trying to extract the toll.

Entrepreneurship

Written by an award-winning expert demystifies the process of starting a business by presenting difficult economic, financial and business concepts in a manner easily understood by beginners. This book addresses the demands of integrating workplace relevant activities to meet academic standards. Placing an emphasis on developing business plans, it can be used as a professional resource for anyone looking to start their own business. An excellent resource for anyone looking to start their own small business!

Brand Journalism

Updated throughout for the second edition, Introduction to Mechanical Engineering: Part 1 continues to be the essential text for all first-year undergraduate students, alongside those studying for foundation degrees and HNDs. Written by an experienced team of lecturers at the internationally renowned University of Nottingham, this book provides a comprehensive grounding in the following core engineering topics: thermodynamics, fluid mechanics, solid mechanics, dynamics, electrical and electronic systems and material science. It includes questions and answers for instructors and for self-guided learning. As well as mechanical engineers, this book is highly relevant to civil, automotive and aerospace engineering students.

Fundamentals of Management with Online Study Tools 12 Months

This is the first comprehensive introduction to the concepts, theories, and applications of pricing and revenue optimization. From the initial success of \"yield management\" in the commercial airline industry down to more recent successes of markdown management and dynamic pricing, the application of mathematical analysis to optimize pricing has become increasingly important across many different industries. But, since pricing and revenue optimization has involved the use of sophisticated mathematical techniques, the topic has remained largely inaccessible to students and the typical manager. With methods proven in the MBA courses taught by the author at Columbia and Stanford Business Schools, this book presents the basic concepts of pricing and revenue optimization in a form accessible to MBA students, MS students, and advanced undergraduates. In addition, managers will find the practical approach to the issue of pricing and revenue optimization invaluable. Solutions to the end-of-chapter exercises are available to instructors who are using this book in their courses. For access to the solutions manual, please contact marketing@www.sup.org.

Scaling Up Excellence

Wall Street Journal Bestseller \"The pick of 2014's management books.\" –Andrew Hill, Financial Times \"One of the top business books of the year.\" –Harvey Schacter, The Globe and Mail Bestselling author, Robert Sutton and Stanford colleague, Huggy Rao tackle a challenge that determines every organization's success: how to scale up farther, faster, and more effectively as an organization grows. Sutton and Rao have devoted much of the last

decade to uncovering what it takes to build and uncover pockets of exemplary performance, to help spread them, and to keep recharging organizations with ever better work practices. Drawing on inside accounts and case studies and academic research from a wealth of industries-- including start-ups, pharmaceuticals, airlines, retail, financial services, high-tech, education, non-profits, government, and healthcare-- Sutton and Rao identify the key scaling challenges that confront every organization. They tackle the difficult trade-offs that organizations must make between whether to encourage individualized approaches tailored to local needs or to replicate the same practices and customs as an organization or program expands. They reveal how the best leaders and teams develop, spread, and instill the right mindsets in their people-- rather than ruining or watering down the very things that have fueled successful growth in the past. They unpack the principles that help to cascade excellence throughout an organization, as well as show how to eliminate destructive beliefs and behaviors that will hold them back. *Scaling Up Excellence* is the first major business book devoted to this universal and vexing challenge and it is destined to become the standard bearer in the field.

Managerial Capitalism, Ethics, Secrets and the Business School

By interlacing the threads of managerial development through the 19th, 20th, and early 21st centuries, from capitalist managerialism to the emergence of management consultancy and management education, with particular focus on the American context, this book sheds light on the opportunities, challenges, and pitfalls facing the modern manager today. Especially relevant to aspiring managers seeking to learn more about business, serious questions are asked about management education and its provision. Providing an exposé on (and denunciation of) managerial fallacies, management failures, academic treachery, and greed, the author directly addresses the need for professional managers, to cope with the challenges on this planet to come. With a deep historical knowledge, breadth of vision and equally intellectually daring insight, the author offers the keys not only to an understanding of how we have reached our current position, but more importantly, how we might progress from here. This book sets the tone and heralds the need for real, practical, decisive change, leading to a more ethical, sustainable future.

Principles of Knowledge Management

Samson/Daft/ Donnet's *Fundamentals of Management* is a robust foundation text providing a balance of broad, theoretical content with accessible language for students. This sixth edition features a new author on the team and contains updates to content based on recent research. Along with current management theory and practice, the text integrates coverage of innovation, entrepreneurship, agile workplaces, social media and new technology throughout. The book is rich with experiential exercises, self-assessment activities, challenges and cases for students to engage with, developing multiple skills. Examples within the text are both local and global, with a new focus on a 'skills approach', and each part of the text concludes with a contemporary continuing case study, focussing on car company, Toyota, as it faces managerial challenges and opportunities in the region. The text covers the four key management functions: Planning, Organising, Leading, and Controlling, conveying to students the elements of a manager's working day.

Customer Relationship Management

Up-To-Date Coverage of Every Aspect of Commercial Aviation Safety Completely revised edition to fully align with current U.S. and international regulations, this hands-on resource clearly explains the principles and practices of commercial aviation safety—from accident investigations to Safety Management Systems. *Commercial Aviation Safety, Sixth Edition*, delivers authoritative information on today's risk management on the ground and in the air. The book offers the latest procedures, flight technologies, and accident statistics. You will learn about new and evolving challenges, such as lasers, drones (unmanned aerial vehicles), cyberattacks, aircraft icing, and software bugs. Chapter outlines, review questions, and real-world incident examples are featured throughout. Coverage includes: • ICAO, FAA, EPA, TSA, and OSHA regulations • NTSB and ICAO accident investigation processes • Recording and reporting of safety data • U.S. and international aviation accident statistics • Accident causation models • The Human Factors Analysis and Classification System (HFACS) • Crew Resource Management (CRM) and Threat and Error Management (TEM) • Aviation Safety Reporting System (ASRS) and Flight Data Monitoring (FDM) • Aircraft and air traffic control technologies and safety systems • Airport safety, including runway incursions • Aviation security, including the threats of intentional harm and terrorism • International and U.S. Aviation Safety Management Systems

Analysis Without Paralysis

Rev. ed. of: *Analysis without paralysis: 10 tools to make better strategic decisions.* c2008.

Artificial Intelligence and Human Performance in Transportation

This volume constitutes the refereed proceedings of the First International Conference on HCI in Business, HCIB 2014, held as part of the 16th International Conference on Human-Computer Interaction, HCI International 2014, in Heraklion, Crete, Greece, jointly with 13 other thematically similar conferences. The total of 1476 papers and 220 posters presented at the HCII 2014 conferences was carefully reviewed and selected from numerous submissions. The papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. They thoroughly cover the entire field of human-computer interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The 76 papers included in this volume deal with the following topics: enterprise systems; social media for business; mobile and ubiquitous commerce; gamification in business; B2B, B2C, C2C e-commerce; supporting collaboration, business and innovation and user experience in shopping and business.

Management Information Systems

Basics Marketing 01: Consumer Behaviour examines the relationship between consumers and culture, and the impact of current trends on consumer behaviour. It explores the different ways in which consumers around the world respond to marketing strategies, examining the interpretation of new stimuli using existing knowledge, and how both new and remembered knowledge combine to influence purchasing behaviour. Finally, there is a detailed examination of the influence of ethnicity, religion, class, age and gender on consumers' actions and the importance of understanding the challenges and diversity of a global marketplace.

Case Studies on Aviation Industry

Whenever an industry, under regulation is liberalised, there is an increasing tendency to overestimate returns. And that too without considering how well the support system can sustain those returns. When the aviation industry was liberalized, new entrants flooded the aviation market, especially the low-cost carriers (LCC). Low entry barriers, rising income and demographic profile of fliers, growing potential of domestic and international travel, signaled unlimited opportunity for the airline companies. Plagued by the high cost structures of the hub-and-spoke business model and tempted by the success of Southwest Airlines, Ryanair and other LCCs, many traditional airlines too slid into the tarmac. But not many could hold ground for long - owing to the highly cyclical, cost-intensive nature of the business, but more so because of the added capacity. Case Studies on Aviation Industry is a compilation of the experiences of various airlines across geographical regions. It spotlights what caused few airlines to prosper while others perished.

Introduction to Mechanical Engineering

As globalization is redefining the field of corporate finance, international finance is now part and parcel of the basic literacy of any financial executive.

This is why International Corporate Finance is a “must” text for upper-undergraduates, MBAs aspiring to careers in global financial services and budding finance professionals. International Corporate Finance offers thorough coverage of the international monetary system, international financing, foreign exchange risk management and cross-border valuation. Additionally, the book offers keen insight on how disintermediation, deregulation and securitization are re-shaping global capital markets. What is different about International Corporate Finance? Each chapter opens with a real-life mini-case to anchor theoretical concepts to managerial situations. Provides simple decision rules and “how to do” answers to key managerial issues. Cross-border Mergers & Acquisitions, Project Finance, Islamic Finance, Asian Banking & Finance are completely new chapters that no other textbooks currently cover. Accompanied with a comprehensive instructor support package which includes case studies, an Instructor’s Manual, PowerPoint slides, Multiple Choice Questions and more.

Ebook: Corporate Communication

Corporate Communication, 6th Edition shows readers the importance of creating a coordinated corporate communication system, and describes how organizations benefit from important strategies and tools to stay ahead of the competition. Throughout the book, cases and examples of company situations relate to the chapter material. These cases provide readers with the opportunity to participate in real decisions that managers had to make on a variety of real problems.

Aircraft Leasing and Financing

An unprecedented text explains how to analyze the role of rhetoric in organizations Integrating rhetorical theories and methods with principles of organizational communication, this pioneering text provides students with a step-by-step method for analyzing and critiquing examples of organizational rhetoric. The first half of the book offers an accessible introduction to rhetorical research, theory, and criticism and equips students for analyzing the messages of organizations in a variety of contexts. The second half focuses on needs in real-life organizational situations: to create and maintain identity; to manage messages about issues, risk, and crisis; and to communicate with those “inside” the organization. Contemporary examples and case studies (including a dispute over clean energy in Texas, efforts on the part of restaurant owners in New York to fight food labeling requirements, and a university’s announcement that it is building a “body farm”) illustrate the importance of this area of study and provide opportunities for students to apply their emerging analytical and critical thinking skills. Key Features Grounds the explanation and critique of persuasive organizational messages in traditional and contemporary rhetorical literature Shows students how to critique the messages organizations use to create and maintain organizational power Demonstrates the importance of rhetoric to the success of the organization Uses case studies and accompanying worksheets to help students move through the process of analyzing sample situations and messages Covers image/impression management, issue management, crisis management, and other key facets of organizational rhetoric Includes models of the book’s method for analysis at the beginning of each chapter to help students visualize how each step fits into the larger system Intended Audience Organizational Rhetoric: Situations and Strategies is ideal for a wide range of courses at the upper-level undergraduate and master’s level, including Organizational Communication, Organizational Studies, Public Relations, and Rhetorical Studies. This first-of-its-kind textbook is also an essential addition to the libraries of Communication/Rhetoric and Business instructors.

The Complete Guide to Business Analytics (Collection)

Put every employee on the path to excellence! Solving Employee Performance Problems provides the tools you need to handle the most difficult employees—from the chronically late or distractingly dramatic to the disruptive, dishonest, or downright insubordinate. Taking a heavy-handed approach to such behaviors might make you feel good for a little while—but using the measured, proactive techniques outlined in this book will be better for you, your staff, and your business. With Solving Employee Performance Problems, you’ll learn how to take ownership of your employees’ behaviors, master conversations about poor performance, conduct productive follow-ups, and ultimately generate: Greater engagement and ownership of work Higher levels of collaboration and productivity Increased loyalty and retention rates Gainful ROI from everyone who works for you There’s a direct link between growth of individual employees and organizational growth. Use Solving Employee Performance Problems to be someone who manages proactively. It’s the only way to make a positive difference in the life of your employee—and make a positive impact on the future of your company.

Commercial Aviation Safety, Sixth Edition

The definitive guide to working with -- and surviving -- bullies, creeps, jerks, tyrants, tormentors, despots, backstabbers, egomaniacs, and all the other assholes who do their best to destroy you at work. “What an asshole!” How many times have you said that about someone at work? You're not alone! In this groundbreaking book, Stanford University professor Robert I. Sutton builds on his acclaimed Harvard Business Review article to show you the best ways to deal with assholes...and why they can be so destructive to your company. Practical, compassionate, and in places downright funny, this guide offers: Strategies on how to pinpoint and eliminate negative influences for good Illuminating case histories from major organizations A self-diagnostic test and a program to identify and keep your own “inner jerk” from coming out The No Asshole Rule is a New York Times, Wall Street Journal, USA Today and Business Week bestseller.

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https://www.api.motion.ac.in/lchargud/F68731M/qconseaste/F438927M65/counting-and_number__bonds-math-games_for_early-learners-math_you_can_play_1.pdf
<https://www.api.motion.ac.in/kruscuua/431B44A/cshiviry/355B5597A8/turquie-guide.pdf>
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