

A Comprehensive Approach to Types of Business Entity



Table of Contents

Chapter 1 - Consumer Cooperative

Chapter 2 - Limited Company

Chapter 3 - Limited Liability Company

Chapter 4 - Limited Partnership and Limited Liability Partnership

Chapter 5 - Low-profit Limited Liability Company (L3C)

Chapter 6 - Partnership

Chapter 7 - Other Important Entities

Chapter 8 - Types of Business Entity: World Study



Accounting Management



Table of Contents

Chapter 2 - Financial Statement and Financial Audit

Chapter 3 - Accounting Information System

Chapter 4 - Double-entry Bookkeeping System

Chapter 5 - Dividend

Chapter 6 - Investment and Invoice

Chapter 7 - Revenue and Revenue Recognition

Chapter 8 - Depreciation

Chapter 9 - Fund Accounting

Chapter 10 - Accounting Scandals



Advertising Management: Theory and Practice



	Preface	VII
Chapter 1	Introduction to Advertising and Advertising Management i. Advertising	1 1
	ii. Advertising Management	23
	iii. History of Advertising	23
Chapter 2	Types of Advertising	42
	i. Television Advertisement	42
	ii. Radio Advertisement	60
	iii. Mobile Advertising	65
	iv. Classified Advertising	70
	v. Aerial Advertising	72
	vi. Targeted Advertising	82
	vii. Online Advertising	95
	viii. Comparative Advertising	109
	ix. Performance-based Advertising	115
	x. Shock Advertising	119
Chapter 3	Outdoor Advertisement and its Types	124
	i. Out-of-home Advertising	124
	ii. Billboard	129
	iii. Mobile Billboard	141
	iv. Truckside Advertisement	143
	v. Digital Billboard	144
	vi. Sandwich Board	144
	vii. Forehead Advertising	145
	viii. Billboard Bicycle	146
Chapter 4	Concepts of Advertising	149
	i. Public Service Announcement	149
	ii. Virtual Advertising	151
	iii. Interactive Advertising	153
	iv. In-game Advertising	154
	v. Barn Advertisement	159
	vi. Bus Advertising	161
	vii. Wrap Advertising	165
	viii. Parody Advertisement	168
	ix. Space Advertising	173
	x. In-flight Advertising	175
	xi. Advertorial	176



Advertising Management: Theory and Practice



Chapter 5	Approaches in Advertising	181
•	i. International Tourism Advertising	181
	ii. Advertising in Video Games	185
Chapter 6	Advertising Campaign: An Overview	190
	i. Advertising Campaign	190
	ii. Campaign Advertising	200
	iii. Family in Advertising	209
	iv. Augmented Reality	214
Chapter 7	Understanding Advertising Regulation and False Advertising	230
•	i. Consumer Protection	230
	ii. False Advertising	236
Chapter 8	Advertising Research: A Comprehensive Study	245
	Permissions	

Index



Analysis and Processes of Business



Table of Contents

Chapter 1 - Introduction to Business Analysis

Chapter 2 - Requirements Analysis

Chapter 3 - VPEC-T

Chapter 4 - Business Process Improvement

Chapter 5 - BUFQI

Chapter 6 - Strategic Planning

Chapter 7 - Project Management

Chapter 8 - Business Model

Chapter 9 - Business Process

Chapter 10 - Business Process Improvement

Chapter 11 - Business Process Management

Chapter 12 - Management Processes

Chapter 13 - Operational Processes

Chapter 14 - Marketing and Sales



Areas of Management Application



Table of Contents

Chapter 1 - Cost Accounting

Chapter 2 - Crisis Management

Chapter 3 - Design Management

Chapter 4 - Emergency Management

Chapter 5 - Earned Value Management

Chapter 6 - Time Management

Chapter 7 - Project Management

Chapter 8 - Theory of Constraints

Chapter 9 - Decision Making



Basics of Business Analysis



Table of Contents

Chapter 1 - Introduction to Business Analysis

Chapter 2 - Requirements Analysis

Chapter 3 - VPEC-T

Chapter 4 - Business Process Improvement

Chapter 5 - BUFQI

Chapter 6 - Strategic Planning

Chapter 7 - Project Management

Chapter 8 - Business Model

Chapter 9 - Performance Indicator

Chapter 10 - Business Process Mapping

Chapter 11 - Balanced Scorecard



Behavioral Economics



Table of Contents

Chapter 1 - Behavioral Economic	Chapter	er I -	- Behavio	oral Econo	omics
---------------------------------	---------	--------	-----------	------------	-------

Chapter 2 - Efficiency Wages

Chapter 3 - Inequity Aversion

Chapter 4 - Dynamic Inconsistency and Herd Behavior

Chapter 5 - Anomalies (economic behavior)

Chapter 6 - Heuristics

Chapter 7 - Gambler's Fallacy and Self-serving Bias

Chapter 8 - Behavioral Analysis of Markets and Neuroeconomics

Chapter 9 - Anomalies (market prices and returns)

Chapter 10 - Hyperbolic Discounting and Quantitative Behavioral Finance

Chapter 11 - Risk Aversion



Branches of Management



Table of Contents

Chapter 1 - Human Resource Management

Chapter 2 - Strategic Management

Chapter 3 - Marketing Management

Chapter 4 - Operations Management

Chapter 5 - Financial Management

Chapter 6 - Information Technology Management



Brand Management and Types of Advertising



Table of Contents

Chapter 1 - Brand

Chapter 2 - Employer Branding

Chapter 3 - Brand Community and Brand Orientation

Chapter 4 - Marketing

Chapter 5 - Corporate Identity

Chapter 6 - Mobile Billboard

Chapter 7 - Bus Advertising

Chapter 8 - Newspaper Display Advertising and Advertorial

Chapter 9 - Search Advertising

Chapter 10 - Digital Signage

Chapter 11 - LED Writing Board and Mobile Advertising

Chapter 12 - Out-of-Home Advertising

Chapter 13 - Spam

Chapter 14 - Internet Marketing

Chapter 15 - Wrap Advertising



Brand Management



Table of Contents

Introduction

Chapter 1 - Brand

Chapter 2 - Employer Branding

Chapter 3 - Brand Community and Brand Orientation

Chapter 4 - Marketing

Chapter 5 - Corporate Identity

Chapter 6 - Advertising

Chapter 7 - Brand Extension and Brand Architecture

Chapter 8 - Brand Implementation and Brand Loyalty

Chapter 9 - Product Naming



Business Administration Management and Entrepreneurship



Table of Contents

Chapter 1 - Business Plan

Chapter 2 - Marketing Plan

Chapter 3 - Strategic Management

Chapter 4 - Marketing Research

Chapter 5 - Records Management

Chapter 6 - Entrepreneurship

Chapter 7 - Entrepreneurial Mindset

Chapter 8 - Entrepreneurial Economics and Startup Company

Chapter 9 - Venture Capital

Chapter 10 - Venture Capital Financing

Chapter 11 - Rate of Return

Chapter 12 - Initial Public Offering and Seed Money



Business Administration Management



Table of Contents

Chapter 1 - Business Plan

Chapter 2 - Marketing Plan

Chapter 3 - Strategic Management

Chapter 4 - Marketing Research

Chapter 5 - Records Management

Chapter 6 - Human Resource Management

Chapter 7 - Time Management

Chapter 8 - Project Management



Business and Managerial Economics



Table of Contents

Chapter 1 - Industrial Organization

Chapter 2 - Production Theory Basics

Chapter 3 - Business Cycle

Chapter 4 - Price Discrimination

Chapter 5 - Perfect Competition

Chapter 6 - Monopoly

Chapter 7 - Real Business Cycle Theory

Chapter 8 - Managerial Economics and Production Theory Basics

Chapter 9 - Operations Research

Chapter 10 - Economies of Scale

Chapter 11 - Pricing and Transfer Pricing

Chapter 12 - Capital Budgeting

Chapter 13 - Real Options Valuation



Business Communication Essentials



	Preface	VII
Chapter 1	Introduction to Business Communication	1
Chapter 2	Types of Business Communication	7
•	Videoconferencing	7
	Web Application	22
	• Report	26
	Presentation	30
	Presentation Program Let a manage of Communications	30
	Interpersonal Communication	33
Chapter 3	Sub-disciplines of Business Communication	60
	Professional Communication	60
	Technical Communication	63
	Cross-cultural Communication	88
	Intercultural Communication	94
Chapter 4	Diverse Topics of Business Communication	106
•	Marketing	106
	Brand Management	120
	Customer Relationship Management	123
	Consumer Behaviour	135
	Advertising	164
	Digital Marketing	184
	Reputation Management	196
Chapter 5	Understanding Public Relations	201
	Public Relations	201
	Litigation Public Relations	207
	• Propaganda	209
	Media Event	230
	Press Release Noveletter	232
	Newsletter Ricg	235 235
	Blog Social Media	248
	Social Media	240
Chapter 6	Business Analysis: An Essential Aspect	282
	Business Analysis	282
	Content Analysis	291
	Permissions	
	Index	



Business Continuity and Disaster Recovery



- Chapter 1 Business Continuity
- Chapter 2 Business Continuity Planning
- Chapter 3 Crisis Management
- Chapter 4 Risk Management
- Chapter 5 Disaster Recovery and Business Continuity Auditing
- Chapter 6 Emergency Management
- Chapter 7 Disaster Risk Reduction



Business Ethics



Table of Contents

Chapter i indoduction to Dusiness Eding	Chapter 1	_	Introduction	ı to	Business	Ethics
---	-----------	---	--------------	------	-----------------	--------

Chapter 2 - Marketing Ethics & Professional Ethics

Chapter 3 - Accounting Ethics

Chapter 4 - Anti-Consumerism

Chapter 5 - Corporate Social Responsibility

Chapter 6 - Diversity (business)

Chapter 7 - Ethical Consumerism

Chapter 8 - Compliance and Ethics Program

Chapter 9 - Religious Views on Business Ethics

Chapter 10 - Business Ethics Organizations



Business Failure and Recession



Table of Contents

Chapter	1 -	Business	Failure	&	Bankruptc	y

Chapter 2 - Risk Management

Chapter 3 - Crisis Management

Chapter 4 - Bad Debt & Liquidation

Chapter 5 - Bankruptcy of Lehman Brothers (Case of Business Failure)

Chapter 6 - Specific Cases of Business Failure

Chapter 7 - Recession

Chapter 8 - Recession Shapes

Chapter 9 - Long Depression

Chapter 10 - 99ers

Chapter 11 - Depression

Chapter 12 - Late-2000s Recession

Chapter 13 - Late-2000s Recession in Europe

Chapter 14 - Late-2000s Recession in Asia

Chapter 15 - 2007–10 Recession in the United States

Chapter 16 - Causes of the Late-2000s Recession

Chapter 17 - Effects of the Late-2000s Recession



Business Failure



- Chapter 1 Business Failure & Bankruptcy
- Chapter 2 Risk Management
- Chapter 3 Crisis Management
- Chapter 4 Bad Debt & Liquidation
- Chapter 5 Bankruptcy of Lehman Brothers (Case of Business Failure)
- Chapter 6 Specific Cases of Business Failure
- Chapter 7 Recession



Business Intelligence and Analytics



	Preface	VII
Chapter 1	Introduction to Business Intelligence	1
	Business Intelligence Mahila Business Intelligence	1
	Mobile Business IntelligenceReal-time Business Intelligence	11 18
	• Real-time business intelligence	10
Chapter 2	Analytics: A Comprehensive Study	22
	Business Analytics	22
	• Analytics	24
	Software Analytics	28
	Embedded Analytics Analytics	30
	Learning Analytics Dradictive Analytics	31 37
	Predictive AnalyticsPrescriptive Analytics	51
	Social Media Analytics	56
	Behavioral Analytics	57
	C Deflavioral Analytics	37
Chapter 3	Data Mining: An Overview	64
	Data Mining	64
	Anomaly Detection	73
	Association Rule Learning	75
	Cluster Analysis Statistical Classification	82
	Statistical ClassificationRegression Analysis	97 101
	Automatic Summarization	110
	Examples of Data Mining	120
	- Examples of Data Willing	120
Chapter 4	Understanding Data Warehousing	129
	Data Warehouse	129
	Data Mart	137
	Master Data Management	139
	Dimension (Data Warehouse) Slavely Champing Dimension	142
	Slowly Changing Dimension Data Vault Madeling	146
	Data Vault ModelingExtract, Transform, Load	154 161
	Star Schema	169
	- Star Schema	109
Chapter 5	Market Research: An Integrated Study	173
	Market Research	173
	Market Segmentation	178
	Market Trend	195
	SWOT Analysis	200
	Marketing Research	207



Business Intelligence and Analytics



Chapter 6	Essential Aspects of Business Intelligence	220
	Context Analysis	220
	Business Performance Management	225
	Business Process Discovery	230
	Information System	234
	Organizational Intelligence	241
	Data Visualization	245
	Data Profiling	256
	Data Cleansing	258
	Process Mining	264
	Competitive Intelligence	266
Chapter 7	Operational Intelligence: Technological Components	272
•	Operational Intelligence	272
	Business Activity Monitoring	275
	Complex Event Processing	277
	Business Process Management	281
	Metadata	288
	Root Cause Analysis	302

Permissions

Index



Business Law and Ethics



Table of Contents

Chapter 1 - Standard Form Contract

Chapter 2 - Competition Law

Chapter 3 - Bankruptcy

Chapter 4 - Blue Law

Chapter 5 - Contract

Chapter 6 - Consideration and Breach of Contract

Chapter 7 - Introduction to Business Ethics

Chapter 8 - Marketing Ethics & Professional Ethics

Chapter 9 - Accounting Ethics

Chapter 10 - Anti-Consumerism

Chapter 11 - Corporate Social Responsibility

Chapter 12 - Diversity (business)

Chapter 13 - Ethical Consumerism

Chapter 14 - Compliance and Ethics Program



Business Management



	Preface	VII
Chapter 1	Introduction to Business Management a. Business b. Management	1 1 7
Chapter 2	Classification of Business Entities a. Types of Business Entity b. Corporation c. Cooperative d. Partnership e. Limited Liability Company	20 20 71 81 94 100
Chapter 3	Principles and Key Concepts of Business Management a. Business Acumen b. Business Broker c. Business Rule d. Business Intelligence e. Business Operations f. Business Ethics g. Competitive Advantage	117 117 120 124 127 138 140 154
Chapter 4	Important Areas of Business Management a. Business Process b. Business Process Management c. Manufacturing Process Management d. Innovation Management e. Operations Management f. Supply Chain Management g. Planning	158 158 165 172 174 175 193 210
Chapter 5	Operations and Activities in Business a. Manufacturing b. Marketing c. Financial Accounting d. Commerce e. Corporate Finance	220 220 225 243 248 249
Chapter 6	Entrepreneurship: An Emerging Field of Study a. Entrepreneurship b. Social Entrepreneurship	261 261 277
	Permissions	
	Index	



Business Process Management



	Pretace	VII
Chapter 1	Introduction to Business Process Management	1
	i. Business Process Management	1
	ii. Operations Management	9
	iii. Management	28
Chapter 2	Business Model and its Types	43
	i. Business Model	43
	ii. Bricks and Clicks	54
	iii. Business Model Pattern	58
	iv. Loyalty Business Model	58
	v. Industrialization of Services Business Model	63
	vi. Dependent Growth Business Model	64
	vii. Pyramid Scheme	64
	viii. Business Models for Open-source Software	70
	ix. Inclusive Business Model	80
Chapter 3	Business Process Modeling: An Overview	87
	i. Business Process Modeling	87
	ii. Business Reference Model	93
	iii. Business Process Model and Notation	96
	iv. Business Process	109
	v. Artifact-centric Business Process Model	117
	vi. Event-driven Process Chain	119
	vii. Disintermediation	125
	viii. Direct Selling	128
	ix. Freemium	130
Chapter 4	Diverse Aspects of Business Process Management	135
	i. Business Process Reengineering	135
	ii. Outsourcing	149
	iii. Business Activity Monitoring	162
	iv. Collective Business System	164
	v. Internet of Things	166
	vi. Business Process Automation	189
	vii. Business Process Customization	191
	viii. Business Process Preservation	192
	ix. Professional Open Source	193
	x. Virtual Business Model	197



Business Process Management



Chapter 5	Business Intelligence: An Integrated Study	199
•	i. Business Intelligence	199
	ii. Business Intelligence 2.0	211
	iii. Business Analytics	211
	iv. Analytics	214
	v. Metrics Reference Model	218
	vi. Financial Intelligence (Business)	222
	vii. IBM Cognos Business Intelligence	224
	viii. Report	227
	ix. Collaborative Software	229
	x. Text Mining	235

Permissions

Index



Business Processes & Management



- Chapter 1 Business Process
- Chapter 2 Business Process Improvement
- Chapter 3 Business Process Management
- Chapter 4 Management Processes
- Chapter 5 Operational Processes
- Chapter 6 Marketing and Sales
- Chapter 7 Supporting Processes
- Chapter 8 Business Operations and Demand Chain



Capitalism (Concepts and Economic Theories)



Table of Contents

Chapter 1 - Capitalism

Chapter 2 - Privatization

Chapter 3 - Capital (economics)

Chapter 4 - Monetary Policy

Chapter 5 - Monetarism

Chapter 6 - Classical Economics

Chapter 7 - Supply-side Economics

Chapter 8 - New Keynesian Economics

Chapter 9 - Capital Accumulation



Capitalism and Privatization (Concepts and Theories)



Table of Contents

Chapter 1 - Capitalism

Chapter 2 - Privatization

Chapter 3 - Capital (economics)

Chapter 4 - Monetary Policy

Chapter 5 - Monetarism

Chapter 6 - Classical Economics

Chapter 7 - Supply-side Economics

Chapter 8 - New Keynesian Economics

Chapter 9 - Public-private Partnership

Chapter 10 - Private Finance Initiative

Chapter 11 - Cooperative

Chapter 12 - Deregulation

Chapter 13 - Free Market



Comprehensive Handbook of Taxation



Table of Contents

Chapter 1 - Tax

Chapter 2 - Capital Gains Tax

Chapter 3 - Income Tax and Sales Tax

Chapter 4 - Financial Transaction Tax

Chapter 5 - Currency Transaction Tax and Excise

Chapter 6 - Value Added Tax

Chapter 7 - Corporate Tax

Chapter 8 - Ad Valorem Tax and Wealth Tax

Chapter 9 - Other Important Taxes



Computational Finance and its Applications



Table of Contents

Chapter 1 - Computational Intelligence and Mathematical Finance

Chapter 2 - Investment Management

Chapter 3 - Derivative (Finance)

Chapter 4 - Security

Chapter 5 - Mortgage Loan

Chapter 6 - Fixed Exchange Rate and Collateralized Debt Obligation

Chapter 7 - Credit Default Swap



Concepts & Theories of Leadership



- Chapter 1 Introduction to Leadership
- Chapter 2 Managerial Grid Model
- Chapter 3 Situational Leadership Theory
- Chapter 4 Transactional Leadership
- Chapter 5 Leadership Performance and Collaborative Leadership
- Chapter 6 Leadership Studies
- Chapter 7 Group Decision Making



Concepts and Theories of Investment Management



Table of Contents

Chapter 1 - Investment Management

Chapter 2 - Investment

Chapter 3 - Collective Investment Scheme

Chapter 4 - Investment Banking

Chapter 5 - Mutual Fund

Chapter 6 - Hedge Fund

Chapter 7 - Financial Market

Chapter 8 - Silver as an Investment

Chapter 9 - Gold as an Investment

Chapter 10 - Modern Portfolio Theory

Chapter 11 - Capital Asset Pricing Model

Chapter 12 - Post-Modern Portfolio Theory

Chapter 13 - Value Investing

Chapter 14 - Arbitrage Pricing Theory

Chapter 15 - Vanna Volga and Project Portfolio Management

Chapter 16 - Efficient-market Hypothesis



Constraint Management and Business Theories



	Chapter	l - '	Theory	of (Constr	aints
--	---------	-------	--------	------	--------	-------

- Chapter 2 Thinking Processes (Theory of Constraints)
- Chapter 3 Focused Improvement and Twelve Leverage Points
- Chapter 4 Enterprise Relationship Management
- Chapter 5 Micromanagement
- Chapter 6 Business Network Transformation
- Chapter 7 Chaos Theory in Organizational Development
- Chapter 8 Core Competency
- Chapter 9 Philosophy of Business
- Chapter 10 Workforce Modeling
- Chapter 11 Business Relationship Management
- Chapter 12 Leadership
- Chapter 13 Marketing



Consumer Behaviour



Table of Contents

Introduction

Chapter 1 - Relationship Marketing

Chapter 2 - Consumer Confidence and Consumer Revolution

Chapter 3 - Customer Engagement

Chapter 4 - Customer Satisfaction

Chapter 5 - Ethical Consumerism

Chapter 6 - Household Production Function

Chapter 7 - Anti-consumerism

Chapter 8 - Consumer Capitalism

Chapter 9 - Buyer Decision Processes

Chapter 10 - Decoy Effect



Consumer Economics: Issues and Behaviours



	Preface	VII
Chapter 1	Introduction to Consumer Economics	1
Chapter 2	i. Consumer: An Integrated Study i. Consumer ii. Consumption (Economics) iii. Consumer Privacy iv. Collective Buying Power v. Consumer Economy vi. Consumer Confidence vii. Consumer Network	10 10 11 13 16 17 18 24
Chapter 3	Microeconomics: An Overview i. Microeconomics ii. Supply and Demand iii. Production Theory iv. Perfect Competition v. Labour Economics vi. Welfare Economics vii. Opportunity Cost	26 26 34 42 56 68 80 85
Chapter 4	i. Consumer Choice and Sovereignty i. Consumer Choice ii. Consumer Sovereignty iii. Long Run and Short Run iv. Pricing v. Ethical Consumerism	89 96 101 103 111
Chapter 5	Understanding Consumer Behavior i. Consumer Behaviour ii. Behavioral Economics iii. Family Economics iv. Buying Decision Process v. Consumer Spending vi. Consumer Debt	119 119 158 169 175 177 180
Chapter 6	Consumerism: A Comprehensive Study i. Consumerism ii. Anti-consumerism iii. Critical Consumerism iv. Consumer Protection	199 199 209 214 218



Consumer Economics: Issues and Behaviours



	v. Consumer Movementvi. Consumer Activismvii. Consumer Organization	225 231 234
Chapter 7	Income, Elasticity and Demand i. Elasticity (Economics) ii. Price Elasticity of Demand iii. Income Elasticity of Demand iv. Demand	246 246 248 257 260
Chapter 8	Market Structure and Income Distribution i. Market Structure ii. Monopoly iii. Oligopoly iv. Duopoly v. Monopsony vi. Natural Monopoly viii. Information Asymmetry viii. Income Distribution	268 268 269 289 299 301 307 311
Chapter 9	Goods and its Types i. Good (Economics) ii. Intangible Good iii. Inferior Good iv. Normal Good v. Necessity Good vi. Luxury Goods vii. Superior Good	317 317 319 321 323 323 324 330

Permissions

Index



Corporate Finance Handbook



Table of Contents

Introduction to Corporate Finance

Chapter 1 - Capital Budgeting

Chapter 2 - Public Finance

Chapter 3 - Mergers and Acquisitions

Chapter 4 - Project Valuation

Chapter 5 - Real Options Analysis

Chapter 6 - Capital Structure



Corporate Finance, Law and Governance



Table of Contents

Introduction to Corporate Finance

Chapter 1 - Capital Budgeting

Chapter 2 - Public Finance

Chapter 3 - Mergers and Acquisitions

Chapter 4 - Project Valuation

Chapter 5 - Real Options Analysis

Chapter 6 - Corporation

Chapter 7 - History of Corporation

Chapter 8 - Corporate Law

Chapter 9 - Corporate Tax

Chapter 10 - Corporate Governance



Cost and Accounting Management



Table of Contents

Chapter	1	_	Cost	Acco	unting
CIIMPIUI	-		CODE	1100	-

Chapter 2 - Activity-based Costing

Chapter 3 - Marginal Cost

Chapter 4 - Management Accounting

Chapter 5 - Transfer Pricing

Chapter 6 - Cost-Volume-Profit Analysis

Chapter 7 - Cost of Capital

Chapter 8 - Financial Statement and Financial Audit

Chapter 9 - Accounting Information System

Chapter 10 - Double-entry Bookkeeping System

Chapter 11 - Dividend

Chapter 12 - Investment and Invoice

Chapter 13 - Revenue and Revenue Recognition

Chapter 14 - Depreciation



Cost Management



Table of Contents

Chapter 1 - Cost Accounting

Chapter 2 - Activity-based Costing

Chapter 3 - Marginal Cost

Chapter 4 - Management Accounting

Chapter 5 - Transfer Pricing

Chapter 6 - Cost-Volume-Profit Analysis

Chapter 7 - Economic Cost

Chapter 8 - Sunk Costs

Chapter 9 - Lean Accounting



Customer Experience Management



- Chapter 1 Customer Experience and Help Desk
- Chapter 2 Outsourcing Relationship Management
- Chapter 3 Demand Chain
- Chapter 4 Enterprise Relationship Management
- Chapter 5 Incentive Program
- Chapter 6 Music on Hold and Sales Process Engineering
- Chapter 7 Technical Support
- Chapter 8 Business Augmentation Services (BAS)
- Chapter 9 Customer Data Integration and Customer Dynamics
- Chapter 10 Customer Feedback Management services and Customer Insight
- Chapter 11 Customer Integrated System and Customer Intelligence
- Chapter 12 Customer Relationship Management
- Chapter 13 Customer Service and Customer Service Training
- Chapter 14 Customer Satisfaction
- Chapter 15 Customer Engagement



Customer Relationship and Customer Experience Management



Table of Contents

Chapter 1 - Introduction to Customer Relationship Management
Chapter 2 - Consumerism
Chapter 3 - Customer Base and Customer Satisfaction
Chapter 4 - Technical Support
Chapter 5 - Customer Experience and Help Desk
Chapter 6 - Outsourcing Relationship Management
Chapter 7 - Demand Chain
Chapter 8 - Enterprise Relationship Management
Chapter 9 - Incentive Program
Chapter 10 - Music on Hold and Sales Process Engineering
Chapter 11 - Business Augmentation Services (BAS)
Chapter 12 - Customer Data Integration and Customer Dynamics
Chapter 13 - Customer Feedback Management services and Customer Insight
Chapter 14 - Customer Integrated System and Customer Intelligence

Chapter 15 - Customer Service and Customer Service Training



Customer Relationship Management



- Chapter 1 Introduction to Customer Relationship Management
- Chapter 2 Customer Service
- Chapter 3 Consumerism
- Chapter 4 Customer Base and Customer Satisfaction
- Chapter 5 Technical Support
- Chapter 6 Sales Force Management System



Decentralization and Market Structure Theories



Table of Contents

Chapter 1 - Decentralization

Chapter 2 - Privatization

Chapter 3 - Deregulation

Chapter 4 - Monopolistic Competition

Chapter 5 - Oligopoly

Chapter 6 - Perfect Competition

Chapter 7 - Monopoly



Derivatives of Currency, Interest Rate and Option Strategies in Finance



- Chapter 1 Foreign Exchange Market
- Chapter 2 Exchange Rate
- Chapter 3 Interest Rate Parity and Currency Risk
- Chapter 4 Foreign Exchange Derivative
- Chapter 5 Interest Rate Derivative and Interest Rate Risk
- Chapter 6 Interest Rate Swap
- Chapter 7 Interest Rate Cap and Floor
- Chapter 8 Day Count Convention
- Chapter 9 Range Accrual, Forward Rate Agreement, Interest Rate Future and Overnight Indexed Swap
- Chapter 10 Covered Call
- Chapter 11 Straddle and Naked Put
- Chapter 12 Iron Condor
- Chapter 13 Butterfly (options), Strangle (options) and Collar (finance)



Derivatives of Currency, Interest Rate and Option Strategies in Finance



Table of Contents

Chapter 1 - Short (finance)

Chapter 2 - Forward Contract

Chapter 3 - Futures Contract

Chapter 4 - Option (finance)

Chapter 5 - Put Option and Call Option

Chapter 6 - Compound Interest

Chapter 7 - Yield Curve

Chapter 8 - Yield Spread Premium

Chapter 9 - Z-spread and Yield Spread

Chapter 10 - Option-adjusted Spread, Risk-free Interest Rate and Mortgage Yield



Distinct Departments of Management



- Chapter 1 Enterprise Content Management
- Chapter 2 Financial Management
- Chapter 3 Human Resource Management
- Chapter 4 Information Technology and Engineering Management
- Chapter 5 Marketing Management
- Chapter 6 Procurement
- Chapter 7 Product Management and Records Management
- Chapter 8 Supply Chain Management



Distribution, Retailing, and Wholesaling



Table of Contents

Chapter 1 - Hypermarket

Chapter 2 - Grey Market

Chapter 3 - Demand Chain Management and Supply Chain sustainability

Chapter 4 - Supply Chain Optimization

Chapter 5 - Supply Chain Management

Chapter 6 - Franchising

Chapter 7 - Inventory

Chapter 8 - Retailing

Chapter 9 - Wholesale Marketing and Merchant

Chapter 10 - Stock Management and Pallet Racking



E-commerce: Principles, Technologies and Business Applications



	Preface	VII
Chapter 1	Introduction to E-commerce i. Electronic Business ii. E-commerce iii. Online Marketplace iv. E-services	1 1 6 16 17
Chapter 2	Business Models of E-commerce i. Business Model ii. Omnichannel iii. Business-to-business iv. Consumer-to-business v. Customer to Customer vi. Business-to-government vii. E-procurement viii. Public eProcurement	30 30 41 43 44 45 50 50
Chapter 3	Various E-commerce Softwares i. Shopping Cart Software ii. Jigoshop iii. Inventory Management Software iv. Track and Trace	56 56 59 59 65
Chapter 4	Mobile Commerce: A Comprehensive Study i. Mobile Commerce	69
Chapter 5	Applications of E-commerce i. Online Banking ii. Online Auction iii. Online Advertising iv. Electronic Publishing v. Online Marketplace vi. NetMarket vii. Online Shopping viii. Electronic Trading ix. Online Food Ordering x. Streaming Media xi. E-governance xii. Print on Demand	117 117 143 146 161 165 166 167 178 182 183 190 200



E-commerce: Principles, Technologies and Business Applications



Chapter 6	Open Source E-commerce: An Integrated Study	206
	i. OsCommerce	206
	ii. Drupal Commerce	208
	iii. Magento	208
	iv. NopCommerce	211
	v. Spree Commerce	213
	vi. WooCommerce	213
Chapter 7	Darknet Market: A Comprehensive Overview	216
	i. Darknet Market	216
Chapter 8	Various Electronic Payment System	234
•	i. Payment System	234
	ii. E-commerce Payment System	236
	iii. E-commerce Credit Card Payment System	239
	iv. Electronic Payment Services	240
	v. Digital Wallet	242
	vi. Real-time Gross Settlement	245
	vii. Online Banking ePayments	248
	viii. Giropay	251
	ix. eFaktura	253
	x. Micropayment	253
	xi. Transaction Processing	256
	xii. Online Transaction Processing	260
	xiii. Peer-to-peer Banking	263
	xiv. Google Wallet	264
	xv. Comparison of Payment systems	268

Permissions

Index



Economic Development, Technological Change & Growth



- Chapter 1 Economic Development
- Chapter 2 Workforce Development
- Chapter 3 Economic Growth
- Chapter 4 Development Economics
- Chapter 5 Industrialisation
- Chapter 6 Capital Accumulation
- Chapter 7 Technological Change and Industrial Policy
- Chapter 8 Investment Specific Technological Progress and Rostovian Take-off Model
- Chapter 9 International Economics



Electronic Business and Systems Management (Concepts & Applications)



Table of Contents

Chapter 1 - Introduc	tion to El	lectronic	Business
----------------------	------------	-----------	----------

Chapter 2 - Online Shopping

Chapter 3 - Voice Over IP & Web Conferencing

Chapter 4 - Electronic Commerce

Chapter 5 - Collaborative Software

Chapter 6 - Email (Marketing Tool)

Chapter 7 - Network Management

Chapter 8 - Fault Management

Chapter 9 - Configuration Management

Chapter 10 - Performance and Accounting Management

Chapter 11 - Security Management



Electronic Business



Table of Contents

Chapter 1 - Introduction to Electronic Business

Chapter 2 - Online Shopping

Chapter 3 - Voice Over IP & Web Conferencing

Chapter 4 - Electronic Commerce

Chapter 5 - Collaborative Software

Chapter 6 - Email (Marketing Tool)

Chapter 7 - E-Marketing



Emergency Management



- Chapter 1 Introduction to Emergency Management
- Chapter 2 Emergency Evacuation
- Chapter 3 Mass Decontamination & Contamination Control
- Chapter 4 Earthquake Preparedness
- Chapter 5 Hurricane Preparedness



Encyclopedia of Business Models



- Chapter 1 Introduction to Business Model
- Chapter 2 Loyalty Business Model
- Chapter 3 Pyramid Scheme Business Model
- Chapter 4 Monopolistic Business Model
- Chapter 5 Network Effects Business Model
- Chapter 6 Other Significant Business Models



Enterprise Architecture



Table of Contents

Chapter	1	_	Enter	prise	Ar	chite	cture
---------	---	---	-------	-------	----	-------	-------

Chapter 2 - Enterprise Architecture Planning

Chapter 3 - Enterprise Architecture Framework

Chapter 4 - Generalised Enterprise Reference Architecture and Methodology

Chapter 5 - The Open Group Architecture Framework

Chapter 6 - OBASHI

Chapter 7 - Zachman Framework

Chapter 8 - Department of Defense Architecture Framework

Chapter 9 - Enterprise Life Cycle

Chapter 10 - Enterprise Modelling

Chapter 11 - NIST Enterprise Architecture Model

Chapter 12 - Treasury Enterprise Architecture Framework

Chapter 13 - Federal Enterprise Architecture



Enterprise Modelling and Architecture



Table of Contents

Chapter 1 - Enterprise Modelling
Chapter 2 - Generalised Enterprise Reference Architecture and Methodology
Chapter 3 - IDEF0
Chapter 4 - IDEF3
Chapter 5 - ArchiMate and Architecture of Integrated Information Systems
Chapter 6 - Integrated Enterprise Modeling
Chapter 7 - Business Engineering, Business Model Canvas and Business Process Interoperability
Chapter 8 - Business Process
Chapter 9 - Business Process Modeling
Chapter 10 - Artifact-centric Business Process Model and CIMOSA
Chapter 11 - Enterprise Engineering and Business Reference Model
Chapter 12 - Dynamic Enterprise Modeling
Chapter 13 - Enterprise Architecture
Chapter 14 - Enterprise Architecture Planning
Chapter 15 - Enterprise Architecture Framework
Chapter 16 - The Open Group Architecture Framework
Chapter 17 - OBASHI

Chapter 19 - Department of Defense Architecture Framework

Chapter 18 - Zachman Framework



Enterprise Modelling and Architecture



Chapter 20 - Enterprise Life Cycle



Enterprise Modelling



- Chapter 1 Enterprise Modelling
- Chapter 2 Generalised Enterprise Reference Architecture and Methodology
- Chapter 3 IDEF0
- Chapter 4 IDEF3
- Chapter 5 ArchiMate and Architecture of Integrated Information Systems
- Chapter 6 Integrated Enterprise Modeling
- Chapter 7 Business Engineering, Business Model Canvas and Business Process Interoperability
- Chapter 8 Business Process
- Chapter 9 Business Process Modeling
- Chapter 10 Artifact-centric Business Process Model and CIMOSA
- Chapter 11 Enterprise Engineering and Business Reference Model
- Chapter 12 Dynamic Enterprise Modeling
- Chapter 13 Enterprise Integration
- Chapter 14 Event-driven Process Chain
- Chapter 15 Extended Enterprise Modeling Language



Entrepreneurship and Small Business Management



	Preface	VII
Chapter 1	Introduction to Entrepreneurship • Entrepreneurship	1
	Small Business	14
	• Startup Company	24
	Teampreneurship Sustainen reneurship	31
	 Sustainopreneurship 	32
Chapter 2	Classification of Entrepreneurship	37
	Social Entrepreneurship	37
	Knowledge Entrepreneurship	41
	Creative Entrepreneurship Software Entrepreneurship	45
	Software EntrepreneurshipInclusive Entrepreneurship	48 49
	Corporate Social Entrepreneurship	51
	Corporate Social Entrepreneurship	31
Chapter 3	Elements of Entrepreneurship	56
	Small Business Administration	56
	Lean Startup	63
Chapter 4	Entrepreneurship and Market Relations	71
	Entrepreneurial Economics	71
	Innovation Economics	73
	Entrepreneurial Finance	76
Chapter 5	Innovative Strategies Used in Entrepreneurship	82
	• Innovation	82
	Disruptive Innovation	92
	• Eco-Innovation	102
	Diffusion of InnovationsInduced Innovation	103
	Open Innovation	113 116
	Outcome-Driven Innovation	120
Chapter 6	External Financina in Entrangenerrabin	122
Chapter 6	External Financing in EntrepreneurshipAngel Investor	123 123
	Venture Capital	125
	Crowdfunding	142
	Hedge Fund	154
	• SMF Finance	173



Entrepreneurship and Small Business Management



Chapter 7	Predictors of Success in Entrepreneurship	178
	Competitive Advantage	178
	Business Plan	180
	Strategic Planning	185
	• Cash Flow	189
	Business Incubator	192
	Entrepreneurial Orientation	198
Chapter 8	Ecosystem in Entrepreneurship	200
	Entrepreneurship Ecosystem	200
	Startup Ecosystem	202
Chapter 9	Bootstrapping in Entrepreneurship	206
'	Leveraged Buyout	206
	Types of Bootstrapping	214
Chapter 10	Supporting Aspects of Entrepreneurship	218
•	New Business Development	218
	• Ecopreneurship	220
Chapter 11	Various Types of Entrepreneurs in Entrepreneurship	225
•	Creative Entrepreneurs	225
	Fashion Entrepreneur	225
	Female Entrepreneur	226
	Internal Entrepreneur	232
	Intrapreneurship	235
	Infopreneur	239

Permissions

Index



Entrepreneurship



Table of Contents

Chapter 1 - Endeprenduism	itrepreneurship	- Entr	oter 1	Char
---------------------------	-----------------	--------	--------	------

Chapter 2 - Entrepreneurial Mindset

Chapter 3 - Entrepreneurial Economics and Startup Company

Chapter 4 - Business Plan

Chapter 5 - Venture Capital

Chapter 6 - Venture Capital Financing

Chapter 7 - Rate of Return

Chapter 8 - Initial Public Offering and Seed Money

Chapter 9 - Business Incubator

Chapter 10 - Strategic Planning

Chapter 11 - New Business Development



Essence and Branches of Management



Table of Contents

Chapter 1 -	· Ir	ntroduction	ı to	Management
-------------	------	-------------	------	------------

Chapter 2 - Administration

Chapter 3 - Business

Chapter 4 - Finance

Chapter 5 - Entrepreneurship and Social Entrepreneurship

Chapter 6 - Organization Development

Chapter 7 - Human Resource Management

Chapter 8 - Strategic Management

Chapter 9 - Marketing Management

Chapter 10 - Operations Management

Chapter 11 - Financial Management



Essence of Management



Table of Contents

Chapter 1 - Introduction to Management

Chapter 2 - Administration

Chapter 3 - Business

Chapter 4 - Finance

Chapter 5 - Entrepreneurship and Social Entrepreneurship

Chapter 6 - Organization Development

Chapter 7 - Supply Chain Management

Chapter 8 - Risk Management

Chapter 9 - Knowledge Management



Finance (Concepts & Related Fields)



Table of Contents

Chapter 1 - Introduction to Finance

Chapter 2 - Financial Services

Chapter 3 - Investment Management

Chapter 4 - Financial Capital

Chapter 5 - Personal Finance

Chapter 6 - Public Finance

Chapter 7 - Corporate Finance

Chapter 8 - Behavioral Finance



Financial Accounting



	Pretace	VII
Chapter 1	Introduction to Accounting a. Accounting	1 1
	b. Philosophy of Accounting	8
Chapter 2	Introduction to Finance	17
	a. Finance	17
	b. Financial Capital	26
Chapter 3	Theories of Accounting and Finance	34
	a. Deprival Value	34
	b. Fair Value	36
	c. Financial Asset	40
	d. Arbitrage Pricing Theory	41 45
	e. Capital Structure Substitution Theory	45
Chapter 4	Different Systems and Models in Accounting and Finance	51
	a. Profit Model	51
	b. Financial Modelling	59
	c. Accounting Information System	62
	d. International Financial Reporting Standards	68 87
	e. Single-entry Bookkeeping System f. Double-entry Bookkeeping System	89
	i. Double-entry bookkeeping System	63
Chapter 5	Types of Accounting	104
	a. Financial Accounting	104
	b. Historical Cost	110
	c. Management Accounting	116
	d. Constant Purchasing Power Acconutinge. Inflation Accounting	124 132
	f. Managerial Risk Accounting	135
	g. Mark-to-Market Accounting	138
	g	
Chapter 6	Forms of Accounting	148
	a. Invoice	148
	b. Receipt	155
	c. Cash Register d. Audit	158 164
	u. Auuit	±0 4



Financial Accounting



Chapter 7	Essential Aspects of Accounting a. Accounting Research	172 172
	b. Standard Accounting Practice	175
	c. Accounting Records	176
Chapter 8	a. Mathematical Finance	180 180
	b. Computational Finance	185
	c. Quantitative Behavioral Finance d. Derivative Finance	186 189
	e. Statistical Finance	222
	f. Public Finance	225
	g. Corporate Finance	234
	h. Personal Finance	246
Chapter 9	Types of Financial Analysis	251
•	a. Technical Analysis	251
	b. Financial Statement	265
Chapter 10		271
	a. History of Accounting	271
Chapter 11	Professions in Accounting	279
	a. Accountant	279
	b. Accounting Analyst	286
	c. Bookkeeping	286
	d. Credit Manager e. Credit Assisstant	292 294
	f. Credit Analyst	294 294
	g. Certified Public Accountant	301
	g. coca i done i cocamant	301

Permissions

Index



Financial and Real Estate Economics



Table of Contents

Chapter 1 - Financial Economics & Future Value	Chapter 1	- Financial	Economics	& Future	Value
--	-----------	-------------	------------------	----------	-------

Chapter 2 - Financial Market and Instruments

Chapter 3 - Free Market

Chapter 4 - Financial and Market Risks

Chapter 5 - Diversification

Chapter 6 - Real Estate Economics

Chapter 7 - Savings and Loan Association

Chapter 8 - Real Estate Investment Trust

Chapter 9 - Creative Real Estate Investing

Chapter 10 - Land Trust

Chapter 11 - Real Estate Appraisal

Chapter 12 - Real Estate Investing



Globalization



Table of Contents

Chapter 1 - Globalization

Chapter 2 - Proto-globalization

Chapter 3 - International Trade

Chapter 4 - Free Trade

Chapter 5 - Free Market

Chapter 6 - Offshoring

Chapter 7 - Neoliberalism



Great Depression - World Study



~1	4		~ .	\mathbf{r}	•
(Thanter	1	_	(ireat	1)6	epression
CHAPTEL	_		Orcat	-	

- Chapter 2 Causes of the Great Depression
- Chapter 3 Great Depression in Canada
- Chapter 4 Great Depression in Australia
- Chapter 5 Great Depression in France
- Chapter 6 Great Depression in the United States
- Chapter 7 Great Depression in the United Kingdom
- Chapter 8 Great Depression in the Netherlands
- Chapter 9 New Deal



Handbook of Advertising



- Chapter 1 Introduction to Advertising
- Chapter 2 Television Advertising & Music in Advertising
- Chapter 3 Radio Advertisement
- Chapter 4 Online Advertising
- Chapter 5 Product Placement
- Chapter 6 Criticism and Regulation of Advertising
- Chapter 7 Advertising Research



Handbook of Business Analysis & Intelligence



Table of Contents

Chapter 1 - Introduction to Business Analysis

Chapter 2 - Requirements Analysis

Chapter 3 - VPEC-T

Chapter 4 - Business Process Improvement

Chapter 5 - BUFQI

Chapter 6 - Strategic Planning

Chapter 7 - Project Management

Chapter 8 - Introduction of Business Intelligence

Chapter 9 - Online Analytical Processing

Chapter 10 - Data Mining

Chapter 11 - Business Performance Management

Chapter 12 - Text Mining

Chapter 13 - Predictive Analytics



Handbook of Marketing



Table of Contents

Chapter 1 - History of Marketing

Chapter 2 - Contemporary Approaches to Marketing

Chapter 3 - Marketing Research

Chapter 4 - Marketing Plan

Chapter 5 - Marketing Management



Human Resource Management (Role & Importance)



Table of Contents

Chapter 1 - Human Resource Management

Chapter 2 - Organization Development

Chapter 3 - Recruitment and Employment

Chapter 4 - Organizational Learning

Chapter 5 - Employee Benefit

Chapter 6 - Bureaucracy

Chapter 7 - Human Resources

Chapter 8 - Consensus Decision-making

Chapter 9 - Management Effectiveness



Human Resource Management



	Preface	VII
Chapter 1	Introduction to Human Resource Management a. Human Resources	1 1
	b. Human Resources Management	4
	c. Human Resource Management System	12
Chapter 2	Planning and Processes of Human Resource Management	17
	a. Competency-based Management	17
	b. Strategic Human Resource Planning	19
	c. High Commitment Management	25
	d. Human Resource Accounting	31
Chapter 3	Effective Tools of Human Resource Management	36
	a. Goal Orientation	36
	b. Performance Appraisal	45
	c. Employee Motivation	61
	d. Employee Benefit	67
	e. Work Engagement	71
Chapter 4	Human Resource Strategies	75
•	a. Mergers and Acquisitions	75
	b. Talent Management	93
	c. Succession Planning	95
	d. Industrial Relations	101
	e. Workforce Optimization	105
	f. Commission (Remuneration)	106
	g. Performance-related Pay	107
	h. Bonus Payment	110
	i. Incentive Program	111
	j. Sourcing (Personnel)	115
	k. Onboarding	119
Chapter 5	Core Areas of Human Resource Management	131
•	a. Workforce Planning	131
	b. Job Design	133
	c. Recruitment	136
	d. Training and Development	138
	e. Performance Management	141
	f. Labour Law	144



Human Resource Management



Chapter 6	Applications of Human Resource Management	160
	a. Workforce Management	160
	b. Project Workforce Management	164
	c. Field Service Management	169
	d. E-HRM	171
	e. Customer Relationship Management	172
Chapter 7	Long Term Goals of Human Resource Management	187
•	a. Job Performance	187
	b. Job Satisfaction	193
	c. Organization Development	203
	d. Organizational Commitment	214
	e. Organizational Justice	220
	f. Employee Engagement	227

Permissions

Index



Important Economic Systems



Table of Contents

Chapter 1 - Informal Sector & Economic Growth

Chapter 2 - Market Economy

Chapter 3 - Capitalism

Chapter 4 - Mixed Economy

Chapter 5 - Participatory Economics

Chapter 6 - Planned Economy

Chapter 7 - Black Market



Important Marketing Techniques



- Chapter 1 Enterprise Engagement
- Chapter 2 Fear, Uncertainty and Doubt & Appeal to Fear
- Chapter 3 Embrace, Extend and Extinguish & Directional Marketing
- Chapter 4 Experimental Research Design, Freebie Marketing and Geodemographic Segmentation
- Chapter 5 Trailer
- Chapter 6 Prize and Premium (Marketing)
- Chapter 7 Market Segmentation, Loss Leader and In-store Demonstration
- Chapter 8 Vendor Lock-in
- Chapter 9 Street Marketing and Third-party Technique
- Chapter 10 Seeding Trial and Unique Selling Proposition
- Chapter 11 Social Media in the Fashion Industry
- Chapter 12 Angel Dusting, AIDA (Marketing) and Point of Sale Display
- Chapter 13 Pricing
- Chapter 14 Retailing



Inflation



Table of Contents

Chapter 1 - Inflation

Chapter 2 - Hyperinflation

Chapter 3 - Business Cycle

Chapter 4 - Types of Inflation

Chapter 5 - Real Bills Doctrine

Chapter 6 - Monetary Policy

Chapter 7 - Inflation Rate

Chapter 8 - Money Supply

Chapter 9 - Incomes Policy and Rational Expectations



Information Risk Management



Table of Contents

Chapter 1 - IT Risk

Chapter 2 - IT Risk Management

Chapter 3 - Information Assurance

Chapter 4 - Risk IT

Chapter 5 - Information Security Audit

Chapter 6 - Information Technology Audit Process

Chapter 7 - Threat (Computer)

Chapter 8 - Vulnerability (Computing)



Information Technology and Information Risk Management



Table of Contents

Chapter 1 - Management Information System	Chapter	1 -	Management	Information	Syste
---	---------	-----	------------	-------------	-------

Chapter 2 - Decision Support Systems and Executive Information Systems

Chapter 3 - Collaborative Software

Chapter 4 - Configuration Management

Chapter 5 - Enterprise Resource Planning

Chapter 6 - IT Risk

Chapter 7 - IT Risk Management

Chapter 8 - Information Assurance

Chapter 9 - Risk IT

Chapter 10 - Information Security Audit

Chapter 11 - Information Technology Audit Process



Innovation Management



	Preface	VII
Chapter 1	Introduction to Innovation Management	1
Chapter 2	Innovation: An Overview	4
•	i. Innovation	4
	ii. Open Innovation	15
	iii. Innovation System	19
	iv. Social Innovation	21
	v. Innovation Intermediary	28
	vi. Pace of Innovation	29
	vii. Vertical Innovation	31
	viii. Open Innovation Intermediary	33
	ix. Unbundling	34
Chapter 3	Essential Concepts of Innovation Management	36
•	i. Confirmation Bias	36
	ii. Ambidextrous Organization	53
	iii. Disruptive Innovation	59
	iv. Leapfrogging	70
	v. Paradigm Shift	73
	vi. Eureka Effect	80
	vii. Creative Destruction	90
	viii. Pro-innovation Bias	101
Chapter 4	Theories and Models of Innovation Management	103
•	i. Actor–network Theory	103
	ii. Bass Diffusion Model	109
	iii. Diffusion of Innovations	112
	iv. Innovation Economics	125
	v. Induced Innovation	128
	vi. Linear Model of Innovation	131
	vii. Social Theory	132
	viii. Lazy User Model	141
	ix. Chain-linked Model	143
	x. Domestication Theory	143
Chapter 5	Methods and Techniques of Innovation Management	146
•	i. Innovation Leadership	146
	ii. Creativity Techniques	157
	iii. Systematic Inventive Thinking	159
	iv. Brainstorming	166



Innovation Management



	v. Nominal Group Technique	174
	vi. Eight Disciplines Problem Solving	177
	vii. GROW Model	181
	viii. TRIZ	184
	ix. Social Entrepreneurship	192
Chapter 6	Technological Change: An Innovative Aspects	201
•	i. Technological Change	201
	ii. Technological Revolution	204
	iii. Technological Transitions	208
	iv. Technological Innovation System	214
	v. Technology Scouting	220
	vi. Kondratiev Wave	221
Chapter 7	Research and Development: An Integrated Study	228
•	i. Research and Development	228
	ii. R&D Management	231
	iii. R&D Intensity	232
	iv. Knowledge Translation	234
	v. Technology Brokering	236
	vi. Global R&D Management	242

Permissions

Index



International Economics & Trade



Table of Contents

Chapter 1 - Introduction to International Economics

Chapter 2 - International Finance

Chapter 3 - International Trade

Chapter 4 - International Business

Chapter 5 - World Economy

Chapter 6 - International Monetary Fund

Chapter 7 - Balance of Payments

Chapter 8 - Sterilization and Offer Curve



International Economics and Political Economy



Table of Contents

Chapter 1 - Introduction to International Econom	iics
--	------

Chapter 2 - International Finance

Chapter 3 - International Trade

Chapter 4 - International Business

Chapter 5 - World Economy

Chapter 6 - Political Economy

Chapter 7 - International Political Economy

Chapter 8 - Capitalist Mode of Production

Chapter 9 - Clintonomics

Chapter 10 - Common Ownership and Deficit Spending

Chapter 11 - Economic Freedom

Chapter 12 - Faux Frais of Production and Fictitious Capital



International Political Economy



- Chapter 1 International Political Economy
- Chapter 2 International Trade
- Chapter 3 Heckscher-Ohlin Model
- Chapter 4 International Finance and International Economics
- Chapter 5 International Relations
- Chapter 6 Economy of the United States
- Chapter 7 Economy of Australia
- Chapter 8 Economy of the United Kingdom
- Chapter 9 Economy of the Soviet Union



International Taxation Handbook



Table of Contents

Chapter 1 - Tax	Cha	pter	1 -	Tax
-----------------	-----	------	-----	-----

Chapter 2 - Capital Gains Tax

Chapter 3 - Income Tax and Sales Tax

Chapter 4 - Financial Transaction Tax

Chapter 5 - Currency Transaction Tax and Excise

Chapter 6 - Taxation in Australia

Chapter 7 - Taxation in Canada

Chapter 8 - Taxation in the United States

Chapter 9 - Russian Tax Code

Chapter 10 - Taxation in New Zealand

Chapter 11 - Taxation in the People's Republic of China

Chapter 12 - Taxation in Germany

Chapter 13 - Taxation in France



International Trade (2)



Chapter 1	- Introduction	to International	Trade

- Chapter 2 Heckscher-Ohlin Model
- Chapter 3 New Trade Theory and Gravity Model of Trade
- Chapter 4 Mercantilism
- Chapter 5 Balance of Trade
- Chapter 6 Absolute Advantage and Comparative Advantage
- Chapter 7 International Trade Law and Monopolistic Competition in International Trade
- Chapter 8 Fair Trade
- Chapter 9 Import and Export



International Trade and Globalization



Table of Contents

Chapter	1 -	Introd	uction	to	International	Trade
Chapter	1	muoa	acuon	$\iota \circ$	IIItorriational	Trauc

Chapter 2 - Heckscher-Ohlin Model

Chapter 3 - New Trade Theory and Gravity Model of Trade

Chapter 4 - Mercantilism

Chapter 5 - Balance of Trade

Chapter 6 - Absolute Advantage and Comparative Advantage

Chapter 7 - International Trade Law and Monopolistic Competition in International Trade

Chapter 8 - Globalization

Chapter 9 - Proto-globalization

Chapter 10 - International Trade

Chapter 11 - Free Trade

Chapter 12 - Free Market



International Trade



	Preface	VII
Chapter 1	Introduction to International trade and Management • International Trade	1
	 Global Marketing International Business	3 10
Chapter 2	Economic Globalization	18
Chapter 3	International Trade: Models and Theories	27
	Brander–spencer Model	27
	Balanced Trade	33
	Gravity Model of Trade Linday Llynathasis	34 37
	Linder HypothesisMarginal Intra-industry Trade	38
	New Trade Theory	39
	Prebisch–singer Hypothesis	41
	International Trade Theory	43
	Concertina Model	45
	Development Theory	46
	Technology Gap	52
	Heckscher–ohlin Model	53
	Rybczynski TheoremSwiss Formula	62 63
	• SWISS FOITHUID	63
Chapter 4	Various Types of Trade	66
	Bilateral Trade	66
	Old China Trade	67
	• Fur Trade	74 87
	Arms IndustrySpice Trade	98
	Triangular Trade	105
	• Trans-saharan Trade	108
Chapter 5	Laws Related to International Trade	115
Chapter 5	International Trade Law	115
	Gresham's Law	117
	Internationalization	122
	Non-availability Approach	131
	Balance of Trade	132
	Effective Rate of Protection	138



Index

International Trade



International Trade Policies Commercial Policy Free Trade Dumping (Pricing Policy) Green Box Policies	140 140 142 153 158
International Trade Agreement Trade Agreement Trade Bloc Trade Barrier	160 160 163 171
Financing Function as an Important Area of Study • Trade Finance • Global Financial System	186 186 187
 Trade Facilitation and Development Trade Facilitation Trade Facilitation and Development 	211 211 213
 Import and Export Studies Import Export Marginal Propensity to Import 	216 216 218 225
Exchange Rate and PricesExchange RateReal Prices and Ideal Prices	227 227 233
Competition in International Trade	241
Foreign Direct Investment Process	243
Permissions	
	 Commercial Policy Free Trade Dumping (Pricing Policy) Green Box Policies International Trade Agreement Trade Agreement Trade Bloc Trade Barrier Financing Function as an Important Area of Study Trade Finance Global Financial System Trade Facilitation and Development Trade Facilitation Trade Facilitation and Development Import and Export Studies Import Export Marginal Propensity to Import Exchange Rate and Prices Exchange Rate Real Prices and Ideal Prices Competition in International Trade Foreign Direct Investment Process



Internet Marketing



- Chapter 1 Internet Marketing
- Chapter 2 Email Marketing and Display Advertising
- Chapter 3 Web Analytics
- Chapter 4 Interactive Advertising and Cost per Impression
- Chapter 5 Affiliate Marketing
- Chapter 6 Cost per Action, Contextual Advertising and Revenue Sharing
- Chapter 7 Search Engine Marketing, Paid Inclusion and Pay per Click
- Chapter 8 Search Engine Optimization
- Chapter 9 Landing Page and Landing Page Optimization
- Chapter 10 Keyword Services Platform
- Chapter 11 Microsoft adCenter and Private Label Rights
- Chapter 12 Quality Score, Semantic targeting and Golden Triangle (Internet Marketing)
- Chapter 13 Mobile Advertising



Introduction to Business Economics



Table of Contents

Chapter 1 - Industrial Organization

Chapter 2 - Production Theory Basics

Chapter 3 - Business Cycle

Chapter 4 - Price Discrimination

Chapter 5 - Perfect Competition

Chapter 6 - Monopoly

Chapter 7 - Real Business Cycle Theory

Chapter 8 - Market Structure



Introduction to Business Intelligence



Table of Contents

Chapter 1	- Introduction	of Business	Intelligence

Chapter 2 - Online Analytical Processing

Chapter 3 - Data Mining

Chapter 4 - Business Performance Management

Chapter 5 - Text Mining

Chapter 6 - Predictive Analytics

Chapter 7 - Competitive Intelligence

Chapter 8 - Decision Support System

Chapter 9 - Data Warehouse and Data Mart

Chapter 10 - Industrial Espionage

Chapter 11 - Marketing Research



Introduction to Business Law



Table of Contents

Chapter 1 - Standard Form Contract

Chapter 2 - Competition Law

Chapter 3 - Bankruptcy

Chapter 4 - Blue Law

Chapter 5 - Contract

Chapter 6 - Consideration and Breach of Contract

Chapter 7 - Legal Personality



Introduction to Business



- Chapter 1 Introduction to Business
- Chapter 2 Basic Form of Ownership
- Chapter 3 Business Acumen and Business Broker
- Chapter 4 Business Ethics
- Chapter 5 Business Intelligence and Small Business



Introduction to Management Science



	Preface	VII
Chapter 1	Introduction to Management a. Management b. Management Science c. Management Control System	1 1 12 14
Chapter 2	Branches of Management a. Knowledge Management b. Project Management c. Design Management d. Technology Management e. Innovation Management f. Engineering Management g. Quality Management h. Workers' Self-management i. Financial Management j. Human Resource Management k. Marketing Management l. Operations Management m. Strategic Management n. Investment Management o. Asset Management p. Health Administration	19 19 25 41 69 71 73 78 88 95 98 107 112 131 161 168 171
Chapter 3	Theories of Management a. Scientific Management b. Fayolism c. Alternative Theory of Organization and Management	175 175 186 191
Chapter 4	Concepts of Management a. Planning b. Organizing (Management) c. Controlling (Management) d. Managerialism e. Business Administration	200 200 204 209 220 225
Chapter 5	Skills Required for Management a. Personal Network b. Leadership c. Team Effectiveness	228 228 232 255



Introduction to Management Science



Chapter 6	Significant Aspects of Management a. Management System b. Management by Objectives c. Management Cybernetics d. Tracking Signal	260 260 261 265 267
Chapter 7	Feminine Management: Management Style a. Management Styles b. Feminine Style of Management	269 269 272
	Permissions	

Index



Introduction to Public Administration



	Preface	VII
Chapter 1	Introduction to Public Administration	1
Chapter 2	Policies Related to Public Administration Policy Economic Policy Education Policy Health Policy Military Policy Policy Studies Policy Analysis Program Evaluation Distributive Tendency Policy Alienation Policy Monitoring	16 16 22 25 26 30 31 32 39 58 61 63
Chapter 3	 Understanding Public Policy Public Policy Engineering and Public Policy Foreign Policy Science Policy Policy Laundering Policy Network Analysis Public Comment 	67 67 68 70 74 79 81 83
Chapter 4	 Public Administration Practices Human Resources Organizational Theory Statistics Budget Ethics 	88 88 92 104 120 124
Chapter 5	Essential Elements of Public Administration Administration (Government) Administrative Discretion Politics-Administration Dichotomy Advocacy State-Building	140 140 141 145 147 150
Chapter 6	Forms of Government and Administration • Democracy • Dictatorship • Oligarchy	163 163 189 194



Introduction to Public Administration



	AutocracyMonarchyTotalitarianismRepublic	196 197 210 215
Chapter 7	E-Government: An Integrated Study • E-Government • E-Governance • E-Democracy • Teleadministration • E-Government Unit • E-Estonia	231 231 243 255 270 275 276
Chapter 8	Civil Service: A Global Overview Civil Service Australian Public Service Civil Services of India Brazilian Civil Service Public Service of Canada Hong Kong Civil Service French Civil Service Beamter Civil Service of Iapan	279 279 289 295 306 307 313 316 321

Permissions

Index



Investment Management



Table of Contents

Chapter 1 - Investment Management

Chapter 2 - Investment

Chapter 3 - Collective Investment Scheme

Chapter 4 - Investment Banking

Chapter 5 - Mutual Fund

Chapter 6 - Hedge Fund

Chapter 7 - Financial Market

Chapter 8 - Silver as an Investment

Chapter 9 - Gold as an Investment



Investment Theories



Table of Contents

Chapter 1 - Mo	dern Portfo	olio Theory
----------------	-------------	-------------

Chapter 2 - Capital Asset Pricing Model

Chapter 3 - Post-Modern Portfolio Theory

Chapter 4 - Value Investing

Chapter 5 - Arbitrage Pricing Theory

Chapter 6 - Vanna Volga and Project Portfolio Management

Chapter 7 - Efficient-market Hypothesis

Chapter 8 - Investment and Investment Banking

Chapter 9 - Investment Management

Chapter 10 - Mutual Fund

Chapter 11 - Financial Market



Key Concepts of Marketing



Table of Contents

α_1	4		\mathbf{r}	•	•	
Chapter	-	_	\mathbf{P}_1	r1(าเท	O
Chapter	1		1	гт,	~111	9

Chapter 2 - Product Marketing and Promotion

Chapter 3 - Retailing

Chapter 4 - Service

Chapter 5 - Marketing Management and Distribution

Chapter 6 - Market Research and Marketing Effectiveness

Chapter 7 - Marketing Strategy and Dominance

Chapter 8 - Account-based Marketing and Brand Management

Chapter 9 - Porter Generic Strategies

Chapter 10 - Marketing Warfare Strategies

Chapter 11 - Marketing Plan



Know All About Mergers and Acquisitions in Business



Table of Contents

Chapter 1 - Introduction to Mergers and Acquisitions

Chapter 2 - Business Valuation

Chapter 3 - Merger Integration

Chapter 4 - Valuation using Multiples

Chapter 5 - Corporate Raid and Corporate Advisory

Chapter 6 - Merger Guide Lines & Control

Chapter 7 - Shareholder Rights Plan



Know All About Outsourcing



- Chapter 1 Outsourcing
- Chapter 2 Crowdsourcing
- Chapter 3 Business Process Outsourcing
- Chapter 4 Outsourcing Relationship Management and Offshore Outsourcing
- Chapter 5 Knowledge Process Outsourcing
- Chapter 6 Technical Support
- Chapter 7 Service Level Agreement
- Chapter 8 Online Outsourcing



Know All About Starting your own Small Business



- Chapter 1 Small Business
- Chapter 2 How to Start a Small Business
- Chapter 3 How to Come Up with a Business Idea
- Chapter 4 How to Build Business without Advertising
- Chapter 5 How to Name Your Business
- Chapter 6 How to Create a Logo for Small Business or Website
- Chapter 7 Small Business Administration
- Chapter 8 Types of Small Business
- Chapter 9 Corporation (Business Type)
- Chapter 10 Popular Examples of Small Business



Know All About Stress Management



Table of Contents

Chapter	1	_	Stress
---------	---	---	--------

Chapter 2 - Chronic Stress and Workplace Stress

Chapter 3 - Posttraumatic Stress Disorder

Chapter 4 - Stress Management

Chapter 5 - Physical Exercise (Stress management technique)

Chapter 6 - Cognitive Therapy and Autogenic Training

Chapter 7 - Stress Ball and Diaphragmatic Breathing

Chapter 8 - Meditation

Chapter 9 - Yoga

Chapter 10 - Relaxation Technique and Anger Management

Chapter 11 - Nootropics



Knowledge Management and Operations Research



Table of Contents

Chapter 1 - Introduction to Knowledge Managen	ient
---	------

Chapter 2 - Strategic Profiling

Chapter 3 - Strategic Management

Chapter 4 - Business Plan

Chapter 5 - Human Resource Management

Chapter 6 - Knowledge Representation and Knowledge Market

Chapter 7 - Knowledge Work Productivity

Chapter 8 - Collective Intelligence

Chapter 9 - Introduction to Operations Research

Chapter 10 - Analytic Hierarchy Process

Chapter 11 - Mathematical Model

Chapter 12 - Optimization

Chapter 13 - Data Mining

Chapter 14 - Constraint Satisfaction

Chapter 15 - Constraint Programming



Knowledge Management



Table of Contents

Chapter 1	- Introd	uction to	Knowledge	e Management
-----------	----------	-----------	-----------	--------------

Chapter 2 - Strategic Profiling

Chapter 3 - Strategic Management

Chapter 4 - Business Plan

Chapter 5 - Human Resource Management

Chapter 6 - Knowledge Representation and Knowledge Market

Chapter 7 - Knowledge Work Productivity

Chapter 8 - Collective Intelligence

Chapter 9 - Knowledge Management Concepts

Chapter 10 - Business Intelligence



Logistics and Supply Chain Management



Table of Contents

Chapter 1 - Logistics

Chapter 2 - Purchasing

Chapter 3 - Warehouse

Chapter 4 - Supply Chain Management

Chapter 5 - Channel Coordination

Chapter 6 - Supply Chain

Chapter 7 - Customer and Supplier Relationship Management

Chapter 8 - Procurement

Chapter 9 - Warehouse Management System



Logistics Management and Strategy



	Pretace	VII
Chapter 1	Introduction to Logistics	1
	a. Logistics	1
	b. Third-party Logistics	15
Chapter 2		22
	a. Logistics Performance Index	22
	b. Logistics Support Analysis	23
	c. Logistics Support System	24
Chapter 3	Essential Aspects of Logistics Management	26
	a. Green Logistics	26
	b. Sorter (Logistics)	28
	c. Liquid Logistics	29
	d. Logistics Cluster	30
	e. Value Chain	31
	f. Virtual Value Chain	37
	g. Global Value Chainh. Customer Relationship Management	39 43
	i. Demand Management	57
	j. Workflow	60
	j. Workhow	00
Chapter 4		67
	a. Supply Chain	67
	b. Supply Chain Management	70
	c. Supply Chain Network	95
	d. Supply Chain Sustainability	98
	e. Supply Chain Risk Management	100
	f. Omnichannel Supply Chain g. Order Fulfillment	101 102
	5	102
	h. Reverse Logistics	103
Chapter 5		108
	a. Inventory	108
	b. Inventory Investment	119
	c. Inventory Optimization	121
	d. Inventory Control	124
	e. Inventory Bounce	126
	f. Inventory Theory	126
	g. Inventory Management Software	129 136
	II WATEHOUSE	130



Logistics Management and Strategy



	i. Canal Warehouses	140
	j. Bonded Warehouse	144
	k. Warehouse Management System	147
	I. Data Warehouse	150
	m. Voice-Directed Warehousing	159
	n. VR Warehouses	161
	o. Procurement	164
Chapter 6	Shipping: An Overview	172
	a. Freight Transport	172
	b. Rail Freight Transport	174
	c. Intermodal Freight Transport	186
	d. Barge	198
	e. Cargo Aircraft	203
	f. Shipping Container	213
	g. Container Ship	216
	h. Cross-Docking	274
	i. Loading Dock	276
	j. Load Securing	279

Permissions

Index



Logistics Management



Table of Contents

Chapter 1 - Logistics

Chapter 2 - Purchasing

Chapter 3 - Warehouse

Chapter 4 - Supply Chain Management

Chapter 5 - Channel Coordination

Chapter 6 - Inventory

Chapter 7 - Product Distribution



Managerial Economics (2)



	Preface	VII
Chapter 1	Introduction to Managerial Economics • Managerial Economics • Economics	1 1 2
Chapter 2	Branches of Economics • Macroeconomics • Microeconomics • Financial Economics	33 33 42 49
Chapter 3	Economic Theories Related to Business Theory of the Firm A Behavioral Theory of the Firm Production Theory Industrial Organization Business Economics	74 74 81 83 95
Chapter 4	Economic Models: An Integrated Study • Econometric Model • Macroeconomic Model • Brander–Spencer Model • Big Push Model • Mundell–Fleming Model	99 99 112 116 121 127
Chapter 5	Essential Aspects of Economics • Economic Growth • Business Cycle • Opportunity Cost • Productive Efficiency • Game Theory • Gains from Trade	136 136 149 160 162 163 178
Chapter 6	Applications of Economics • Applied Economics • Econometrics	182 182 186
Chapter 7	Supply and Demand: An Overview Supply and Demand Law of Supply Law of Demand Demand Curve Supply (Economics) Economic Equilibrium Elasticity (Economics)	190 190 198 199 201 204 209 216



Managerial Economics (2)



Chapter 8	Economic S	ystem: An	Overview

conomic System: An Overview	231
Economic System	231
Creative Economy (Economic System)	239
Socialism (Economic System)	241
Price System	247
Global Financial System	248

Permissions

Index



Managerial Economics



Table of Contents

Chapter 1 - Managerial Economics and Production Theory Basics

Chapter 2 - Operations Research

Chapter 3 - Economies of Scale

Chapter 4 - Pricing and Transfer Pricing

Chapter 5 - Price Discrimination

Chapter 6 - Capital Budgeting

Chapter 7 - Real Options Valuation

Chapter 8 - Industrial Economics



Manufacturing Management



Table of Contents

Chapter 1 - Manufacturing

Chapter 2 - Lean Manufacturing

Chapter 3 - Mass Production

Chapter 4 - Just-in-time

Chapter 5 - Manufacturing Systems

Chapter 6 - Manufacturing Engineering

Chapter 7 - Machinery

Chapter 8 - Packaging and Labeling



Market Structure and Value Economics



Table of Contents

Chapter 1 - Monopolistic Competition

Chapter 2 - Oligopoly

Chapter 3 - Duopoly

Chapter 4 - Cournot Competition and Bertrand Competition

Chapter 5 - Monopoly

Chapter 6 - Natural Monopoly

Chapter 7 - Monopsony

Chapter 8 - Use Value and Exchange Value

Chapter 9 - Cost-of-production Theory of Value

Chapter 10 - Labor Theory of Value

Chapter 11 - Value Added

Chapter 12 - Theory of Value

Chapter 13 - Surplus Value

Chapter 14 - Law of Value

Chapter 15 - Time Value of Money



Market Structure



Table of Contents

Introduction

Chapter 1 - Monopolistic Competition

Chapter 2 - Oligopoly

Chapter 3 - Duopoly

Chapter 4 - Cournot Competition and Bertrand Competition

Chapter 5 - Monopoly

Chapter 6 - Natural Monopoly

Chapter 7 - Monopsony

Chapter 8 - Perfect Competition



Marketing and Advertising



Table of Contents

Chapter	1	- History	y of Marketing
---------	---	-----------	----------------

Chapter 2 - Contemporary Approaches to Marketing

Chapter 3 - Marketing Research

Chapter 4 - Marketing Plan

Chapter 5 - Introduction to Advertising

Chapter 6 - Television Advertising & Music in Advertising

Chapter 7 - Radio Advertisement

Chapter 8 - Online Advertising

Chapter 9 - Product Placement

Chapter 10 - Criticism and Regulation of Advertising



Marketing Management



	Preface	VI
Chapter 1	 Introduction to Marketing and Marketing Management Marketing Marketing Management Market Orientation 	1 1 18 22
Chapter 2	Marketing Management Strategies • Enterprise Marketing Management • Marketing Operations Management • Marketing Resource Management • Marketing Information System • Predictive Analytics • Brand Management • Target Market • Market Segmentation • Market Penetration • Diversification (Marketing Strategy)	24 24 27 28 33 47 50 62 65
Chapter 3	 Marketing Management: Concepts and Processes Category Management Customer Acquisition Management Marketing Performance Measurement and Management 	75 75 79 80
Chapter 4	Allied Fields f Marketing Management • Strategic Planning • Strategic Management • Strategic Group	83 83 88 113
Chapter 5	 Product Positioning Elements and Techniques of Expansion Positioning (Marketing) Marketing Mix New Product Development Competitive Intelligence 	115 115 129 135 146
Chapter 6	Markets, Consumers and their Behaviours Consumer BehaviourOrganizational Behavior	153 153 165
Chapter 7	Product Strategies and Pricing: Tools and Techniques • Product Bundling • Product Lining • Product Lifecycle • Pricing • Promotional Mix	175 175 177 181 192 199



Marketing Management



Chapter 8 Sales Marketing: Varied Types

Sales Marketing: varied Types	201
Personalized Marketing	201
Direct Marketing	206
Mobile Marketing	215
Relationship Marketing	221

Permissions

Index



Marketing Strategies



- Chapter 1 Diversification
- Chapter 2 Defensive and Offensive Marketing Warfare Strategies
- Chapter 3 Marketing Warfare Strategies
- Chapter 4 Account Planning
- Chapter 5 Brand Language and Horizontal Integration
- Chapter 6 Business Model
- Chapter 7 Integrated Marketing Communications, Menu Engineering and Pitch Book
- Chapter 8 Personalization and Mass Customization
- Chapter 9 Product Bundling, Special Edition and Vertical Integration
- Chapter 10 Strategy Dynamics
- Chapter 11 Yield Management
- Chapter 12 Marketing Mix



Microeconomics and Macroeconomics



Table of Contents

α_1	1	3.6	•
(hanter	-	- Microeco	nomics
Chapter	1	1111010000	

Chapter 2 - General Equilibrium Theory

Chapter 3 - Supply and Demand

Chapter 4 - Perfect Competition

Chapter 5 - Indifference Curve

Chapter 6 - Law of Demand & Law of Supply

Chapter 7 - Elasticity

Chapter 8 - Macroeconomics

Chapter 9 - Fiscal Policy & Monetary Policy

Chapter 10 - Price Index

Chapter 11 - Measures of National Income and Output

Chapter 12 - Financial Crisis

Chapter 13 - Economic Growth

Chapter 14 - Interest Rate



Operations Research



Table of Contents

Chapter 1 - Introduction to Operations Research

Chapter 2 - Analytic Hierarchy Process

Chapter 3 - Mathematical Model

Chapter 4 - Optimization

Chapter 5 - Data Mining

Chapter 6 - Constraint Satisfaction

Chapter 7 - Constraint Programming

Chapter 8 - Linear Programming

Chapter 9 - Critical Path Method



Organizational Behavior



	Preface	VII
Chapter 1	Introduction to Organizational Behavior	1
Chapter 2	Sub-Disciplines of Organizational Behavior	12
	i. Personality Psychology	12
	ii. Cognitive Psychology	26
	iii. Social Psychology	40
Chapter 3	Understanding Organizational Theories	56
	i. Organizational Theory	56
	ii. Contingency Theory	70
	iii. Theory of the Firm	72
	iv. Institutional Theory	80 82
	v. Transaction Cost vi. Organizational Ecology	85
	vi. Organizational ecology	03
Chapter 4	Theories of Motivation in Organizational Behavior	89
	i. Equity Theory	89
	ii. Expectancy Theory	95
	iii. Maslow's Hierarchy of Needs	101
	iv. Two-factor Theory	107 111
	v. Theory X and Theory Y	111
Chapter 5	Methods used in Organizational Behavior	115
	i. Quantitative Research	115
	ii. Qualitative Research	119
	iii. Meta-analysis	128
	iv. Computer Simulation and Organizational Studies	140
	v. Ethnography	143
	vi. Rational Planning Model	160
Chapter 6	Diverse Elements of Organizational Behavior	170
	i. Counterproductive Work Behavior	170
	ii. Organizational Citizenship Behavior	182
	iii. Leadership	190
	iv. Organizational Culture	211
	v. Team	235



Organizational Behavior



vi.	Motivation	244
/ii.	Decision-Making	269
iii.	Occupational Stress	281

Permissions

Index



Organizational Management



	Preface	VII
Chapter 1	Introduction to Organization and Management • Organization	1
	Management	6
Chapter 2	Essential Elements of Organizational Management	19
	Change Management	19
	Organizational Communication	25
	Organizational Diagnostics Organization Development	33
	Organization Development Organizational Engineering	34
	Organizational EngineeringOrganizational Culture	43 46
	Organizational Architecture	67
	Organizational Theory	74
	Contingency Theory	86
Chapter 3	Project Management: A Comprehensive Study	90
•	Project Management	90
	Organizational Project Management	117
	Project Portfolio Management	117
	Critical Chain Project Management	120
	Lean Project Management	123
	Extreme Project Management Program Manag	123
	Program Management	126
Chapter 4	Marketing: An Overview	132
	• Marketing	132
	Marketing Mix	146
	Marketing Research Marketing Plan	153
	Marketing Plan Marketing Strategy	164 170
	Marketing StrategyGuerrilla Marketing	178 184
	Digital Marketing	195
	Marketing Management	207
	Market Environment	212
	Market Segmentation	214
	Brand Management	236
Chapter 5	Understanding Human Resource Management	239
	Human Resources	239
	Human Resource Management	243
	Recruitment	252
	Human Resource Accounting	254
	Training and Development	258



Organizational Management



	Job Performance	259
	Human Factors and Ergonomics	265
Chapter 6	Performance Management: An Integrated Study	275
	Performance Management	275
	Performance Improvement	278
	Organizational Performance	280
	Business Performance Management	281
Chapter 7	Organizational Behavior and Ethics	287
•	Organizational Behavior	287
	Applied Behavior Analysis	296
	Experimental Analysis of Behavior	311
	Behavioral Systems Analysis	314
	Behavior-based Safety	315
	Behavioral Engineering	316
	Organizational Ethics	317
	Professional Ethics	320
	Business Ethics	323
	Lewish Rusiness Ethics	336

Permissions

Index



Organizational Studies and Business Models



Table of Contents

Chapter 1 - Organizational Studies

Chapter 2 - Bureaucracy

Chapter 3 - Consensus Decision-making

Chapter 4 - Decentralization

Chapter 5 - Organizational Psychology

Chapter 6 - Organizational Culture

Chapter 7 - Motivation

Chapter 8 - Emotional Labor and Co-determination

Chapter 9 - Introduction to Business Model

Chapter 10 - Loyalty Business Model

Chapter 11 - Pyramid Scheme Business Model

Chapter 12 - Monopolistic Business Model

Chapter 13 - Network Effects Business Model



Organizational Studies



Table of Contents

Chapter 1 - Organizational Studies

Chapter 2 - Bureaucracy

Chapter 3 - Consensus Decision-making

Chapter 4 - Decentralization

Chapter 5 - Organizational Psychology

Chapter 6 - Organizational Culture

Chapter 7 - Motivation

Chapter 8 - Emotional Labor and Co-determination

Chapter 9 - Group Development

Chapter 10 - Organizational Learning

Chapter 11 - Group Behaviour



Personal Selling and Direct Marketing



- Chapter 1 Sales Force Management System
- Chapter 2 Sales Process and Continuity Sales Model
- Chapter 3 Sales Decision Process, Marketing Collateral and Door-to-door
- Chapter 4 Shill
- Chapter 5 Direct Marketing and Direct Selling
- Chapter 6 Infomercial
- Chapter 7 Bill of Sale, Boiler Room (Business) and Direct Response Television
- Chapter 8 Mail Order and Direct Mail Fundraising
- Chapter 9 Telemarketing
- Chapter 10 Multi-level Marketing
- Chapter 11 Retailing



Personal Selling, Direct Marketing and Internet Marketing



Table of Contents

Chapter 1 - Sales Force Management System
Chapter 2 - Sales Process and Continuity Sales Model
Chapter 3 - Sales Decision Process, Marketing Collateral and Door-to-door
Chapter 4 - Shill
Chapter 5 - Direct Marketing and Direct Selling
Chapter 6 - Infomercial
Chapter 7 - Bill of Sale, Boiler Room (Business) and Direct Response Television
Chapter 8 - Mail Order and Direct Mail Fundraising
Chapter 9 - Telemarketing
Chapter 10 - Internet Marketing
Chapter 11 - Email Marketing and Display Advertising
Chapter 12 - Web Analytics
Chapter 13 - Interactive Advertising and Cost per Impression
Chapter 14 - Affiliate Marketing
Chapter 15 - Cost per Action, Contextual Advertising and Revenue Sharing
Chapter 16 - Search Engine Marketing, Paid Inclusion and Pay per Click
Chapter 17 - Search Engine Optimization
Chapter 18 - Landing Page and Landing Page Optimization

_____ WORLD TECHNOLOGIES _____

Chapter 19 - Keyword Services Platform



Personal Selling, Direct Marketing and Internet Marketing



Chapter 20 - Microsoft adCenter and Private Label Rights

Chapter 21 - Quality Score, Semantic targeting and Golden Triangle (Internet Marketing)



Philosophy of Business (Concepts & Theories)



Table of Contents

Chapter 1 - Philosophy of Business

Chapter 2 - Business Ethics

Chapter 3 - Collectivism

Chapter 4 - Consumerism

Chapter 5 - Ethical Consumerism

Chapter 6 - Corporate Crime

Chapter 7 - Public Relations

Chapter 8 - Business Model

Chapter 9 - Leadership

Chapter 10 - Black Market



Planning and Time Management (Concepts, Tools & Techniques)



Table of Contents

Chapter 1 - Business Plan

Chapter 2 - Competitor Analysis and Market Analysis

Chapter 3 - Marketing Plan

Chapter 4 - Strategic Planning

Chapter 5 - Operational Plan

Chapter 6 - Supply Chain Management

Chapter 7 - Risk Analysis & Risk Management

Chapter 8 - Introduction to Time Management

Chapter 9 - Goal Setting

Chapter 10 - Performance Measurement

Chapter 11 - Scheduling

Chapter 12 - Time Discipline and Time Tracking Software



Planning in Business & Management



Table of Contents

Chapter 1 - Business Plan

Chapter 2 - Competitor Analysis and Market Analysis

Chapter 3 - Marketing Plan

Chapter 4 - Strategic Planning

Chapter 5 - Operational Plan

Chapter 6 - Supply Chain Management

Chapter 7 - Risk Analysis & Risk Management



Price Concepts and Production Economics



Table of Contents

- . 1	•		- ·
Intro	luction	+~	1)*100
11111636	111611611	1()	PIICE

Chapter 1 - Price Fixing

Chapter 2 - Price Controls

Chapter 3 - Price Elasticity of Demand

Chapter 4 - Price Floor

Chapter 5 - Resale Price Maintenance

Chapter 6 - Pricing

Chapter 7 - Methods of Pricing

Chapter 8 - Monopoly Price

Chapter 9 - Production Theory Basics

Chapter 10 - Marginal Cost

Chapter 11 - Cost-of-production Theory of Value and Capacity Utilization

Chapter 12 - Economic Order Quantity and Economic Production Quantity

Chapter 13 - Diseconomy of Scale and Diminishing Returns

Chapter 14 - Productivity

Chapter 15 - Long Run and Short Run & Isoquant

Chapter 16 - Factors of Production

Chapter 17 - Scheduling (Production Processes)

Chapter 18 - Marginal Product of Labor



Price Concepts in Management & Economics



Table of Contents

Introduction to Price

Chapter 1 - Price Fixing

Chapter 2 - Price Controls

Chapter 3 - Price Elasticity of Demand

Chapter 4 - Price Floor

Chapter 5 - Resale Price Maintenance

Chapter 6 - Pricing

Chapter 7 - Methods of Pricing

Chapter 8 - Monopoly Price

Chapter 9 - Price Discrimination

Chapter 10 - Cost Concepts (Influential in Pricing decisions)



Principles and Techniques of Marketing Management



Table of Contents

Chapter 1 - Introduction to Marketing Management
Chapter 2 - Marketing Plan
Chapter 3 - Customer Relationship Management
Chapter 4 - Strategic Planning
Chapter 5 - Quantitative Marketing Research
Chapter 6 - Product Management
Chapter 7 - Promotional Activities
Chapter 8 - Enterprise Engagement
Chapter 9 - Fear, Uncertainty and Doubt & Appeal to Fear
Chapter 10 - Embrace, Extend and Extinguish & Directional Marketing
Chapter 11 - Experimental Research Design, Freebie Marketing and Geodemographic Segmentation
Chapter 12 - Trailer
Chapter 13 - Prize and Premium (Marketing)
Chapter 14 - Market Segmentation, Loss Leader and In-store Demonstration
Chapter 15 - Vendor Lock-in
Chapter 16 - Street Marketing and Third-party Technique
Chapter 17 - Seeding Trial and Unique Selling Proposition
Chapter 18 - Social Media in the Fashion Industry

_____ WORLD TECHNOLOGIES _____



Principles and Techniques of Marketing Management



Chapter 19 - Angel Dusting, AIDA (Marketing) and Point of Sale Display

WORLD TECHNOLOGIES	



Principles of Marketing Management



- Chapter 1 Introduction to Marketing Management
- Chapter 2 Marketing Plan
- Chapter 3 Customer Relationship Management
- Chapter 4 Strategic Planning
- Chapter 5 Quantitative Marketing Research
- Chapter 6 Product Management
- Chapter 7 Promotional Activities
- Chapter 8 Customer Experience Management



Principles of Marketing



	Preface	VII
Chapter 1	Introduction to Marketing	1
Chapter 2	Business and Social Marketing Business Marketing Social Marketing Loyalty Marketing Industrial Marketing Services Marketing	19 19 25 30 35 38
Chapter 3	Key Concepts of Marketing Target Market Market Analysis Marketing Strategy Marketing Ethics Place Branding Marketing Research Advertising Research	41 41 53 61 70 80 84
Chapter 4	 Marketing Mix: A Comprehensive Study Marketing Mix Product (Business) Pricing Promotion (Marketing) Distribution (Business) 	99 99 105 107 136 138
Chapter 5	Strategies of Marketing Promotional Merchandise Sales Promotion Advertising Brand Publicity Multi-level Marketing Marketing Warfare Strategies	141 141 156 162 196 216 220 226
Chapter 6	Marketing Plan: Aims and Objectives	232
Chapter 7	Marketing Management: A Comprehensive Overview	246
Chapter 8	Digital Marketing: A Growing Branch • Digital Marketing • Mobile Marketing • Social Media Marketing	251 251 262 267



Principles of Marketing



Chapter 9	Global Marketing: An Introduction Permissions	307
	Referral Marketing	305
	Content Marketing	300
	Email Marketing	296
	Online Advertising	283

Index



Principles of Operations Management



	Ргетасе	ΛΠ
Chapter 1	Introduction to Operations Management i. Operations Management ii. Business Operations	1 1 20
Chapter 2	i. Factory ii. Factory iii. Factory System iii. Manufacturing iv. Assembly Line v. Wage Labour vi. Piece Work vii. Production (Economics) viiii. Market Production	24 24 32 37 43 52 55 58 71
Chapter 3	Understanding Supply Chain and Logistics i. Supply Chain ii. Supply Chain Management iii. Supply Chain Network iv. Reverse Logistics v. Logistics vi. Inventory vii. Inventory Control viii. Warehouse	73 73 76 102 104 107 121 132 134
Chapter 4	Quality Management: An Integrated Study i. Quality Management System ii. Taguchi Methods iii. Kansei Engineering iv. Business Process Reengineering v. ISO 9000 vi. ISO/IEC 15504 vii. Quality Circle	143 143 148 153 157 172 185 192
Chapter 5	Seven Basic Tools of Quality i. Seven Basic Tools of Quality ii. Ishikawa Diagram iii. Check Sheet iv. Control Chart v. Histogram vi. Pareto Chart	196 196 197 200 205 213 221



Principles of Operations Management



	vii. Scatter Plot viii. Stratified Sampling	221 224
Chapter 6	Diverse Aspects of Operations Management	229
-	i. Division of Labour	229
	ii. Performance Metric	238
	iii. Root Cause Analysis	239
	iv. Benchmarking	243
	v. Time and Motion Study	249
	vi. Household Production Function	253
	vii. Lean Manufacturing	253
	viii. Reconfigurable Manufacturing System	273
	ix. Six Sigma	278

Permissions

Index



Principles of Program Management



Table of Contents

Introduction

Chapter 1 - Corporate Governance

Chapter 2 - Quality Management

Chapter 3 - Corporate Finance

Chapter 4 - Risk Management

Chapter 5 - Planning

Chapter 6 - Marketing Plan

Chapter 7 - Project Management



Principles of Sales Management



Table of Contents

Chapter 1 - Introduction to Sale

Chapter 2 - Retailing

Chapter 3 - Sales Methods and Techniques

Chapter 4 - Point of Sale

Chapter 5 - Sales Promotion

Chapter 6 - Advertising Promotion

Chapter 7 - Sales Force Management System

Chapter 8 - Price-based Selling

Chapter 9 - Sales Process

Chapter 10 - Lead Management



Principles of Supply Chain Management



	Preface	VII
Chapter 1	Introduction to Supply Chain i. Supply Chain	1
	ii. Value Chain	7
Chapter 2	An Overview of Supply Chain Management	14
•	i. Supply Management (Procurement)	14
	ii. Supply Chain Management	16
	iii. Supply Chain Sustainability	38
	iv. Supply Chain Network	40
	v. Supply Chain Security	42
	vi. Vertical Integration	44
	vii. Horizontal Integration viii. Netchain Analysis	50 52
	VIII. Neterialii Arialysis	32
Chapter 3	Key Concepts of Supply Chain Management	56
	i. Bullwhip Effect	56
	ii. Channel Coordination	60
	iii. Cold Chain	68
	iv. Common Carrier	72
	v. Order Picking vi. Verification and Validation	75 77
	vii. Push–pull Strategy	82
	viii. Supply Chain Optimization	88
	ix. Procurement	90
Chapter 4	Allied Fields of Supply Chain Management	99
Chapter	i. Demand Chain Management	99
	ii. Operations Management	103
	iii. Customer Relationship Management	123
	iv. Service Management	137
	v. Transportation Management System	139
Chapter 5	New Frontiers of Logistics	142
	i. Logistics	142
	ii. Reverse Logistics	157
	iii. Green Logistics	159
	iv. Third-party Logistics	161
	v. Integrated Logistics Support	167
	vi. Logistics Automation	174
	vii Logistics Engineering	179



Principles of Supply Chain Management



Chapter 6	Warehouse and its Management	182
	i. Warehouse	182
	ii. Distribution Center	189
	iii. Warehouse Management System	196
	iv. Automated Storage and Retrieval System	198
	v. Bonded Warehouse	205
	vi. Data Warehouse	209
	vii. Warehouse Control System	218
Chapter 7	Inventory and its Management	222
•	i. Inventory	222
	ii. Inventory Investment	233
	iii. Inventory Management Software	236
	iv. Inventory Control	242
	iv. Inventory Control	272
	v. Carrying Cost	244
	•	
	v. Carrying Cost	244

Permissions

Index



Privatization



Table of Contents

Chapter 1 - Privatization

Chapter 2 - Public-private Partnership

Chapter 3 - Private Finance Initiative

Chapter 4 - Cooperative

Chapter 5 - Deregulation

Chapter 6 - Free Market

Chapter 7 - List of Privatizations



Problem Solving Techniques



Table of Contents

Chapter 1 - Introduction to Problem Solving

Chapter 2 - Abstraction

Chapter 3 - Analogy

Chapter 4 - Brainstorming

Chapter 5 - Statistical Hypothesis Testing

Chapter 6 - Root Cause Analysis

Chapter 7 - Einstellung Effect and Functional Fixedness

Chapter 8 - Inductive Reasoning and Integrative Thinking

Chapter 9 - Other Significant Techniques



Process and Product Management



Chapter 1	- Business	Process
-----------	------------	----------------

- Chapter 2 Business Process Improvement
- Chapter 3 Business Process Reengineering
- Chapter 4 Demand Chain and GROW Model
- Chapter 5 Integrated Business and Strategic Planning
- Chapter 6 Lean Integration
- Chapter 7 Process Modeling
- Chapter 8 Product Management & Product Life Cycle Management
- Chapter 9 Technology Lifecycle
- Chapter 10 Planned Obsolescence and Product Differentiation
- Chapter 11 G. E. Multi Factoral Analysis and Growth-share Matrix
- Chapter 12 Product Manager
- Chapter 13 Brand Management



Process Management



- Chapter 1 Business Process
- Chapter 2 Business Process Improvement
- Chapter 3 Business Process Reengineering
- Chapter 4 Demand Chain and GROW Model
- Chapter 5 Integrated Business and Strategic Planning
- Chapter 6 Lean Integration
- Chapter 7 Process Modeling
- Chapter 8 Manufacturing Process Management
- Chapter 9 Business Process Modeling Notation



Product Lifecycle and Production Management



Table of Contents

Chapter 1 - Product Lifecycle Management
Chapter 2 - Configuration Management
Chapter 3 - New Product Development
Chapter 4 - Product Structure Modeling
Chapter 5 - Product Data Management and Teamcenter
Chapter 6 - Concurrent Engineering and Maintenance, Repair, and Operations
Chapter 7 - Computer-aided Manufacturing
Chapter 8 - Knowledge-based Engineering and Plant Simulation
Chapter 9 - Direct Digital Manufacturing
Chapter 10 - Manufacturing Process
Chapter 11 - Factory

Chapter 12 - Mass Production

Chapter 15 - Productivity

Chapter 13 - Lean Manufacturing

Chapter 14 - Theories of Production

Chapter 16 - Productivity Improving Technologies



Product Lifecycle Management and Technology



- Chapter 1 Product Lifecycle Management
- Chapter 2 Configuration Management
- Chapter 3 New Product Development
- Chapter 4 Product Structure Modeling
- Chapter 5 Product Data Management and Teamcenter
- Chapter 6 Concurrent Engineering and Maintenance, Repair, and Operations
- Chapter 7 Computer-aided Manufacturing
- Chapter 8 Knowledge-based Engineering and Plant Simulation
- Chapter 9 Direct Digital Manufacturing
- Chapter 10 Project Portfolio Management
- Chapter 11 Price Discrimination
- Chapter 12 Scheduling (Production Processes)
- Chapter 13 User-centered Design



Product Management (1)



	Ргетасе	VII
Chapter 1	Introduction to Product Management	1
	i. Product Management	1
	ii. Product (Business)	4
	iii. Product Information Management	7
Chapter 2	Key Concepts of Product Management	10
	i. Product Differentiation	10
	ii. Reverse Engineering	12
	iii. Time to Market	21 23
	iv. Product Planning v. Industrial Design	28
	vi. Perceptual Mapping	36
	vii. Service Life	40
	viii. Planned Obsolescence	42
	ix. Rule-Developing Experimentation	50
	x. Product Naming	52
Chapter 3	Planning in Product Management	59
•	i. Production Planning	59
	ii. Manufacturing Resource Planning	61
	iii. Material Requirements Planning	66
	iv. Capacity Planning	73
	v. Scheduling (Production Processes) vi. Master Production Schedule	76 82
	vii. Workflow	84
	VII. WOIKHOW	04
Chapter 4		90
	i. New Product Development ii. Lean Product Development	90 103
	iii. Design for Six Sigma	103
	iv. Flexible Product Development	111
	v. Quality Function Deployment	112
	vi. Phase–gate Model	114
	vii. User-centered Design	123
Chapter 5	Product Life Cycle Management	131
	i. Product Lifecycle	131
	ii. Maintenance, Repair, and Operations	143
	iii. Knowledge-based Engineering	146
	iv. Requirements Management	152



Product Management (1)



Chapter 6	Packaging and Labeling	157
	i. Packaging and Labeling	157
	ii. Sustainable Packaging	170
	iii. Active Packaging	174
	iv. Shelf-ready Packaging	178
	v. Tamper Resistance	181
	vi. Tamper-evident Technology	185
	vii. Modified Atmosphere/Modified Humidity Packaging	190
	viii. Packing Problems	193
Chapter 7	Marketing: An Overview	201
•	i. Marketing	201
	ii. Marketing Strategy	216
	iii. Market Research	223
	iv. Marketing Information System	229
	v. Market Segmentation	235
	vi. Market Environment	255
	vii. Positioning (Marketing)	258
	viii. Brand Management	264
Chapter 8	Research and Development: A Crucial Aspect	269
•	i. Research and Development	269
	ii. R&D Intensity	272
	iii. R&D Management	274
	iv. Research-based Design	275
	v. Research and Development Agreement	276

Permissions

Index



Product Management



Table of Contents

Chapter 1 - Product Management & Product Life Cycle Management

Chapter 2 - Technology Lifecycle

Chapter 3 - Planned Obsolescence and Product Differentiation

Chapter 4 - G. E. Multi Factoral Analysis and Growth-share Matrix

Chapter 5 - Product Manager

Chapter 6 - Brand Management

Chapter 7 - Product Marketing

Chapter 8 - Trademark



Production and Manufacturing Management



Chapter	1 -	Assem	bl	ly	Lin	e

- Chapter 2 AS-Interface
- Chapter 3 Cellular Manufacturing and Capacity Planning
- Chapter 4 Business Process Improvement
- Chapter 5 Critical Chain Project Management and Asphalt Plant
- Chapter 6 Direct Digital Manufacturing and Contract Manufacturer
- Chapter 7 Digital Prototyping
- Chapter 8 Factory
- Chapter 9 Packaging and Labeling
- Chapter 10 Manufacturing and Manufacturing Resource Planning
- Chapter 11 Manufacturing Engineering
- Chapter 12 Reconfigurable Manufacturing System
- Chapter 13 Supply Chain Management
- Chapter 14 Quality Management
- Chapter 15 Experience Curve Effects
- Chapter 16 Computer-integrated Manufacturing



Production Economics



Table of Contents

Chapter 1	- Production	Theory	Basics
-----------	--------------	--------	--------

Chapter 2 - Marginal Cost

Chapter 3 - Cost-of-production Theory of Value and Capacity Utilization

Chapter 4 - Economic Order Quantity and Economic Production Quantity

Chapter 5 - Diseconomy of Scale and Diminishing Returns

Chapter 6 - Productivity

Chapter 7 - Long Run and Short Run & Isoquant

Chapter 8 - Factors of Production

Chapter 9 - Scheduling (Production Processes)

Chapter 10 - Marginal Product of Labor

Chapter 11 - Production Function

Chapter 12 - Production-possibility Frontier

Chapter 13 - Productivity Model



Production Management (1)



	Preface	VII
Chapter 1	Introduction to Production Management	1
Chapter 2	Key Concepts of Production Management a. Product Differentiation b. Product Naming c. Price–performance Ratio	5 5 7 17
Chapter 3	Production: An Overview a. Production (Economics) b. Mass Production c. Factors of Production d. Prices of Production e. Pricing Strategies f. Mode of Production g. Production Theory h. Productivity Improving Technologies i. Division of Labour	20 32 41 46 64 73 79 90 120
Chapter 4	Production Planning: An Integrated Study a. Product Planning b. Quantitative Marketing Research c. Qualitative Marketing Research d. Design of Experiments e. Data Collection f. Data Analysis g. Exit Strategy h. Barriers to Exit	131 131 136 140 143 153 154 170
Chapter 5	 Understanding Product Lifecycle a. Product Lifecycle b. Systems Engineering c. Project Portfolio Management d. Product Design e. Manufacturing Process Management f. Product Data Management 	173 173 185 199 201 205 207
Chapter 6	Product Packaging and Labeling a. Packaging and Labeling b. Food Packaging c. Active Packaging	210 210 260 265



Production Management (1)



	d. Sustainable Packaging e. Reusable Packaging	269 273
Chapter 7	Research and Development: An Overview	278
•	a. Research and Development	278
	b. Innovation	281
	c. Basic Research	292
	d. Applied Research	293
	e. R&D Intensity	294
	f. Product Life-cycle Management (Marketing)	296

Permissions

Index



Production Management



Table of Contents

Chapter 1 - Manufacturing Process

Chapter 2 - Factory

Chapter 3 - Mass Production

Chapter 4 - Lean Manufacturing

Chapter 5 - Theories of Production

Chapter 6 - Productivity

Chapter 7 - Productivity Improving Technologies

Chapter 8 - New Product Development



Profit Maximization (Ultimate Goal of Business)



Table of Contents

Chapter 1 - Introduction to Profit Maximization

Chapter 2 - Internal Rate of Return

Chapter 3 - Tendency of the Rate of Profit to Fall

Chapter 4 - Profit (accounting)

Chapter 5 - Profit in Economics

Chapter 6 - Economic Surplus

Chapter 7 - Surplus Value

Chapter 8 - Superprofit



Program and Project Management



Table of Contents

Chapter 1	- Program N	Management
-----------	-------------	------------

Chapter 2 - Corporate Governance

Chapter 3 - Quality Management

Chapter 4 - Corporate Finance

Chapter 5 - Risk Management

Chapter 6 - Planning

Chapter 7 - Marketing Plan

Chapter 8 - Critical Chain Project Management and Event Chain Methodology

Chapter 9 - Projects IN Controlled Environments (PRINCE2)

Chapter 10 - Project Manager and Project Management Triangle

Chapter 11 - Work Breakdown Structure

Chapter 12 - Project Portfolio Management

Chapter 13 - Tools and Techniques in Project Management



Project Management: Processes and Methodologies



	Preface	VII
Chapter 1	Introduction to Project Management • Project Management • Small-scale Project Management	1 1 15
Chapter 2	Branches of Project Management Software Project Management Project Portfolio Management Program Management Project Risk Management Project Workforce Management	22 22 26 29 32 34
Chapter 3	Fundamentals of Project Management Project Budget Project Management Office SMART Criteria Project Planning Project Governance Project Team Project Charter Project Manager Project Management Triangle Project Management Simulation Stakeholder Analysis Financial Analysis	39 39 44 47 49 51 53 60 60 62 67 75 76
Chapter 4	Concepts of Project Management Dependency (Project Management) Float (Project Management) Product Breakdown Structure Work Breakdown Structure Hammock Activity	86 86 89 90 91
Chapter 5	Project Management: Tools, Techniques and Methods PRINCE2 Phase—gate Model Earned Value Management Constructability Event Chain Methodology Critical Chain Project Management Project Cost Management Agile Management Lean Project Management	100 100 109 118 131 132 134 137 139



Project Management: Processes and Methodologies



141
144
147
148
150
150
153
155
158
159
161
171
171
174
176
179
184
186
188
190
192
192
209
212
213
214
217
224
225
235

Permissions

Index



Project Management



Table of Contents

Introduction

- Chapter 1 Critical Chain Project Management and Event Chain Methodology
- Chapter 2 Projects IN Controlled Environments (PRINCE2)
- Chapter 3 Project Manager and Project Management Triangle
- Chapter 4 Work Breakdown Structure
- Chapter 5 Project Portfolio Management
- Chapter 6 Tools and Techniques in Project Management

Glossary



Promotion and Marketing Communications



Table of Contents

Chapter 1 - Advertising

Chapter 2 - Direct Marketing and Database Marketing

Chapter 3 - Telemarketing

Chapter 4 - Multi-level Marketing

Chapter 5 - Radio Advertisement

Chapter 6 - Sales Promotion

Chapter 7 - Billboard

Chapter 8 - Viral Marketing

Chapter 9 - Internet Marketing

Chapter 10 - Television Advertisement



Promotional Media and Promotional Content in Marketing



Table of Contents

Chapter 1 - Broadcasting and Publication

Chapter 2 - Out-of-home Advertising

Chapter 3 - Internet Marketing

Chapter 4 - Promotional Merchandise and Point of Sale Display

Chapter 5 - Digital Marketing

Chapter 6 - Brand

Chapter 7 - Sales

Chapter 8 - Product Placement

Chapter 9 - Sales Promotion and Publicity

Chapter 10 - Public Relations



Public Relations and Sales Management



Table of Contents

Chapter 1	1 -	Public	Relations
-----------	-----	--------	-----------

Chapter 2 - Corporate Communication

Chapter 3 - Internal Communications

Chapter 4 - Media Monitoring Service

Chapter 5 - Litigation Public Relations and Spin (Public Relations)

Chapter 6 - Press Release

Chapter 7 - Public Opinion and Video News Release

Chapter 8 - Political Correctness

Chapter 9 - Introduction to Sale

Chapter 10 - Retailing

Chapter 11 - Sales Methods and Techniques

Chapter 12 - Point of Sale

Chapter 13 - Sales Promotion

Chapter 14 - Advertising Promotion

Chapter 15 - Sales Force Management System



Public Relations Management (2)



	Preface	VII
Chapter 1	Introduction to Public Relations Public RelationsPublicist	1 1 7
Chapter 2	Subfields of Public Relations Crisis Communication Internal Communications Lobbying Media Relations Media Event Press Release News Conference Target Audience Digital Marketing Litigation Public Relations New Media Green PR	10 10 21 29 35 36 39 42 44 54 65 67
Chapter 3	 Theories and Concepts of Public Relations Excellence Theory Dialogic Public Relations Theory Organization-public Relationships 	79 79 81 83
Chapter 4	Pillars of Public Relations • Communication • Marketing • Discipline (Academia)	87 87 98 115
Chapter 5	Various Aspects of Public Relations • Spin (Propaganda) • Negative Campaigning • Media Manipulation • Promotion (Marketing) • Advocacy Group • Public Opinion • Impression Management • Reputation Management	120 120 122 128 131 133 141 147 155
Chapter 6	Brand Management in Public RelationsBrand ManagementBrand Awareness	160 160 163



Public Relations Management (2)



	Brand EngagementBrand Implementation	178 180
Chapter 7	Fundamentals of Communication Theory	183
	Communication Theory	183
	Organizational Communication	185
	Marketing Communications	192
Chapter 8	Evolution of Public Relations	211
	Permissions	

Index

WORLD TECHNOLOGIES _____



Public Relations Management



Table of Contents

Chapter 1	1 -	Public	Relations
-----------	-----	--------	-----------

Chapter 2 - Corporate Communication

Chapter 3 - Internal Communications

Chapter 4 - Media Monitoring Service

Chapter 5 - Litigation Public Relations and Spin (Public Relations)

Chapter 6 - Press Release

Chapter 7 - Public Opinion and Video News Release

Chapter 8 - Political Correctness

Chapter 9 - Situational Theory of Publics

Chapter 10 - Media Manipulation

Chapter 11 - Greenwashing

Chapter 12 - Consumer Protection



Quality Management Techniques



Table of Contents

Chapter 1 - Quality Management System

Chapter 2 - Six Sigma

Chapter 3 - Statistical Process Control

Chapter 4 - Quality Circle

Chapter 5 - Requirements Analysis

Chapter 6 - Theory of Constraints

Chapter 7 - Business Process Reengineering

Chapter 8 - Business Process Management

Chapter 9 - Verification and Validation

Chapter 10 - Strategic Management



Quality Management



	Preface	VII
Chapter 1	Introduction to Quality Management	1
	Quality Management	1
	• Quality (Business)	9
Chapter 2	Strategies and Techniques of Quality Management	14
	Quality Control	14
	• Quality Assurance	16
	Quality Audit Total Quality Management	20
	 Total Quality Management Quality Function Deployment	21 25
	Quality Circle	27
	Standard Operating Procedure	29
	Quality Management System	30
	• PDCA	34
	Expediting	37
	Zero Defects	39
Chapter 3	Concepts of Quality Management	44
	Corrective and Preventive Action	44
	Statistical Process Control	46
	Advanced Product Quality Planning Providing and Japanestics	50
	 Pre-shipment Inspection First Article Inspection	52 53
	Kaizen	54
	• Six Sigma	58
	Taguchi Methods	69
	Kansei Engineering	73
	• TRIZ	76
Chapter 4	Diverse Aspects of Quality management	86
	Service Quality	86
	Continual Improvement Process	88
	Environment, Health and Safety Analysis and Critical Control Reliate	90
	Hazard Analysis and Critical Control Points	93
Chapter 5		99
	Technical StandardInternational Organization for Standardization	99 101
	• ISO 9000	101
	• ISO 22000	120
	• ISO/IEC JTC 1/SC 7	122
	• ISO/IEC 15504	128



Quality Management



	• ISO/IEC 12207	134
	• ISO/TS 16949	140
	Quality Management Maturity Grid	142
Chapter 6	Tools for Quality Assessment	144
-	Eight Dimensions of Quality	144
	Verification and Validation	148
	 Informal Methods (Validation and Verification) 	154
	Common Assessment Framework	159
	• SERVQUAL	162
Chapter 7	Emerging Concepts in Customer Service	166
1	Customer Service	166
	Customer Success	168
	Customer Experience	171
	Customer Satisfaction	180
	Customer Relationship Management	185
	Customer Satisfaction Research	197
	Customer Support	199

Permissions

Index



Recession (business cycle contraction)



Table of Contents

Chapter 1 - Recession

Chapter 2 - Recession Shapes

Chapter 3 - Long Depression

Chapter 4 - 99ers

Chapter 5 - Depression

Chapter 6 - Late-2000s Recession

Chapter 7 - Late-2000s Recession in Europe

Chapter 8 - Late-2000s Recession in Asia

Chapter 9 - 2007–10 Recession in the United States

Chapter 10 - Causes of the Late-2000s Recession

Chapter 11 - Effects of the Late-2000s Recession

Chapter 12 - Late-2000s Financial Crisis



Risk and Emergency Management



- Chapter 2 Enterprise Risk Management
- Chapter 3 Market Risk and Liquidity Risk
- Chapter 4 Value at Risk
- Chapter 5 Investment Controlling and Operational Risk Management
- Chapter 6 Risk Assessment
- Chapter 7 Risk Management Tools
- Chapter 8 Introduction to Emergency Management
- Chapter 9 Emergency Evacuation
- Chapter 10 Mass Decontamination & Contamination Control
- Chapter 11 Earthquake Preparedness
- Chapter 12 Hurricane Preparedness



Risk Management: A Strategic Approach



	Preface	VII
Chapter 1	Introduction to Risk Management	1
	i. Risk Management	1
	ii. Crisis Management	17
	iii. Risk	33
Chapter 2	Different Types of Risk Management	76
	i. Enterprise Risk Management	76
	ii. Project Risk Management	86
	iii. Social Risk Management	88
	iv. Operational Risk Management v. Financial Risk Management	94 98
	vi. Fuel Price Risk Management	99
	vii. IT Risk Management	101
Chapter 3	Theory Related to Risk Management	122
	i. Dragon King Theory	122
Chapter 4	Analysis and Assessment of Risk Management	132
•	i. Risk Analysis	132
	ii. Hazard Analysis	133
	iii. Fault Tree Analysis	136
	iv. Society for Risk Analysis	145
	v. Risk Assessment vi. Flood Risk Assessment	146 153
	vii. Own Risk and Solvency Assessment	156
	vii. Own Kisk and Solvency Assessment	130
Chapter 5	Preventive Measures for Risk Management	163
	i. ISO/TC 223	163
	ii. Contingency Plan iii. Common Alerting Protocol	165 166
	iv. Currency Analytics	170
	v. Social Responsibility	171
	vi. Risk Pool	174
	vii. Risk Management Programme	176
Chapter 6	Risk Management: Tools, Methods and Techniques	177
	i. Risk Management Tools	177
	ii. RIMS Risk Maturity Model	187
	iii. Event Chain Methodology	189
	iv. Risk Register	192



Risk Management: A Strategic Approach



	v. Predictive Analytics	194
	vi. Delphi Method	210
	vii. Monte Carlo Method	216
	viii. Risk Breakdown Structure	230
	ix. Control Self-assessment	236
	x. Scenario Analysis	241
	xi. Black–Scholes Model	243
	xii. Value at Risk	257
Chapter 7	Essential Aspects of Risk Management	268
•	i. Risk Matrix	268
	ii. RiskLab	270
	iii. Precautionary Principle	271
Chapter 8	Various Risk Management Softwares	283
	i. Actimize	283
	ii. PillarOne.RiskAnalytics	285
	iii. Logic Manager	288
	iv. SureID	289
Chapter 9	Risk Management: A Global Overview	293
Chapter 3	i. Institute of Risk Management	293
	ii. Risk and Insurance Management Society	295
	iii. Global Association of Risk Professionals	295
	iv. Financial Risk Manager	301
		00-

Permissions

Index



Risk Management in Finance



- Chapter 1 Derivative
- Chapter 2 Asset-backed Security
- Chapter 3 Capitalization Rate and Ancillary Revenue
- Chapter 4 Contango and Carried Interest
- Chapter 5 Derivatives Market, Credit Enhancement and Chinese Wall
- Chapter 6 Hedge Fund
- Chapter 7 Nonrecourse Debt and Margin (finance)
- Chapter 8 Power Reverse Dual Currency Note and Operational Due Diligence
- Chapter 9 Tranche and Reverse Convertible Securities
- Chapter 10 Coherent Risk Measure and Normal Backwardation
- Chapter 11 Valuation
- Chapter 12 Futures Contract
- Chapter 13 Credit Derivative
- Chapter 14 Contract for Difference



Risk Management



- Chapter 1 Introduction to Risk Management
- Chapter 2 Enterprise Risk Management
- Chapter 3 Market Risk and Liquidity Risk
- Chapter 4 Value at Risk
- Chapter 5 Investment Controlling and Operational Risk Management
- Chapter 6 Risk Assessment
- Chapter 7 Risk Management Tools
- Chapter 8 Planning



Sales Management



	Preface	VII
Chapter 1	Introduction to Sales and Sales Management • Sales	1
	Sales Management	8
Chapter 2	Selling: Methods and Techniques	11
	Direct Selling	11
	Complex Sales Austing	12
	AuctionPrice-based Selling	13 32
	Hawker (Trade)	35
	Business-to-Business	42
	Mail Order	43
	Solution Selling	51
	• Video Scaler	52
	Cross-SellingCold Calling	54 56
	Sales Outsourcing	59
	Guided Selling	61
Chapter 3	Methods of Sales Efficiency	65
	Sales Territory	65
	Sales Effectiveness	67
	Profit-based Sales Targets Continuity Sales Model	69 69
	Continuity Sales ModelSales Density	71
	• Sales Variance	71
	Social Selling	72
Chapter 4	Personal Selling: An Integrated Study	77
	Personal Selling	77
	• Direct Selling	78
	CanvassingDoor-to-Door	88 95
	Solicitation	96
	Upselling	98
	Sales Force Management System	101
	Negotiation	105
	Multi-level Marketing	120
Chapter 5	Essential Aspects of Sales Management	133
	Hit RateBill of Sale	133
	Structured Sale	133 136
	Structured Suic	130



Sales Management



	 System Sales Sales Quote Sales Development Installment Sale Sales Decision Process Product (Business) Demand Management Marketing Plan Strategic Planning 	138 138 139 140 143 145 148 151
	Business Plan	169
Chapter 6	Motivation in Sales Management Motivation Incentive Program Affiliate Marketing Performance-Related Pay Travel Incentive Employee Stock Option Promotion (Rank)	175 175 197 201 210 212 213 220
Chapter 7	 Understanding Marketing Marketing Marketing Mix Marketing Research Market Environment Market Segmentation Marketing Plan Marketing Strategy 	224 224 238 245 256 265 286 299
Chapter 8	Various Sales Occupations Business Broker Estate Agent Property Finder Automobile Salesperson Cloth Merchant	317 317 321 326 327 329

Permissions

Index



Service Management: An Integrated Approach



	Preface	VII
Chapter 1	Introduction to Service Management	1
	i. Service Management	1
	ii. Field Service Management	3
	iii. Service Science, Management and Engineering	5
Chapter 2	Essential Elements of Service Management	10
	i. Customer Service	10
	ii. Customer Support	13
	iii. Customer Service System	15
	iv. Customer Dynamics	16
	v. Chatterbot	18
	vi. Service Provider	21
Chapter 3	Service System: An Integrated Study	37
	i. Service System	37
	ii. Service (Economics)	41
	iii. Service (Business)	53
	iv. Services Marketing	55
	v. Service Design	56
	vi. Service Desk (ITSM)	63
Chapter 4	Supply Chain Management: An Overview	78
	i. Supply Chain Management	78
	ii. Supply Chain	98
	iii. Channel Coordination	104
	iv. Supply Chain Network	111
	v. Inventory	114
	vi. Stock Management	125
	vii. Warehouse	130
	viii. Data Warehouse	138
	ix. Warehouse Management System	147
	x. Supply Chain Optimization	149
	xi. Supply Chain Risk Management	152 153
	xii. Supply Chain Security	155
	xiii. Supply Chain Management Software	156
	xiv. Talent Supply Chain Management	156
	xv. Service Parts Pricing	150
Chapter 5	IT Service Management	165
	i IT Service Management	165



Service Management: An Integrated Approach



	ii. ITIL	167
	iii. Business Information Services Library	194
	iv. Service Design Package (ITIL)	195
	v. Network and Service Management Taxonomy	196
Chapter 6	Strategic Management: A Significant Study	201
	i. Strategic Management	201
	ii. Loyalty Business Model	231
	iii. Strategic Service Management	236
	iv. SWOT Analysis	236
	v. Porter's Generic Strategies	244
	vi. Strategic Thinking	252
	vii. Strategic Planning	255
	viii. Critical Chain Project Management	261
	ix Customer Relationship Management	264

Permissions

Index



Six Sigma Management Strategy (Methods & Tools)



Table of Contents

Chapter 1 - Introduction to Six Sigma

Chapter 2 - Business Process Mapping and Chi-square Test

Chapter 3 - Control Chart

Chapter 4 - Correlation and Dependence

Chapter 5 - Cost-benefit Analysis & Regression Analysis

Chapter 6 - Histogram

Chapter 7 - Taguchi Methods & TRIZ

Chapter 8 - Analysis of Variance

Chapter 9 - Other Method Used in Six Sigma



Strategic Management and Quality Management (Concepts and Techniques)



Table of Contents

Chapter 1 - Introduction to Strategic Management

Chapter 2 - Business Plan

Chapter 3 - Marketing Plan

Chapter 4 - Marketing Research

Chapter 5 - Marketing Strategy

Chapter 6 - Marketing Warfare Strategies

Chapter 7 - Strategic Planning

Chapter 8 - Quality Management System

Chapter 9 - Six Sigma

Chapter 10 - Statistical Process Control

Chapter 11 - Quality Circle

Chapter 12 - Requirements Analysis

Chapter 13 - Theory of Constraints

Chapter 14 - Business Process Reengineering

Chapter 15 - Business Process Management



Strategic Management



Table of Contents

Chapter 1 - Introduction to Strategic Management

Chapter 2 - Business Plan

Chapter 3 - Marketing Plan

Chapter 4 - Marketing Research

Chapter 5 - Marketing Strategy

Chapter 6 - Marketing Warfare Strategies

Chapter 7 - Strategic Planning

Chapter 8 - Market Analysis and Competitor Analysis



Strategies and Concepts of Marketing



Table of Contents

Chapter 1 - Diversification
Chapter 2 - Defensive and Offensive Marketing Warfare Strategies
Chapter 3 - Marketing Warfare Strategies
Chapter 4 - Account Planning
Chapter 5 - Brand Language and Horizontal Integration
Chapter 6 - Business Model
Chapter 7 - Integrated Marketing Communications, Menu Engineering and Pitch Book
Chapter 8 - Personalization and Mass Customization
Chapter 9 - Product Bundling, Special Edition and Vertical Integration
Chapter 10 - Pricing
Chapter 11 - Product Marketing and Promotion
Chapter 12 - Retailing
Chapter 13 - Service
Chapter 14 - Marketing Management and Distribution
Chapter 15 - Market Research and Marketing Effectiveness
Chapter 16 - Marketing Strategy and Dominance
Chapter 17 - Account-based Marketing and Brand Management
Chapter 18 - Porter Generic Strategies

__ WORLD TECHNOLOGIES _____

Chapter 19 - Marketing Warfare Strategies



Supply Chain Management



Table of Contents

Chapter 1 - Supply Chain Management

Chapter 2 - Supply Chain

Chapter 3 - Customer and Supplier Relationship Management

Chapter 4 - Procurement

Chapter 5 - Channel Coordination

Chapter 6 - Warehouse Management System

Chapter 7 - Supply Chain Security

Chapter 8 - Inventory Management



Swaps, Exotic Options and Derivatives Market in Finance



- Chapter 1 Swap (finance)
- Chapter 2 Variance Swap and Forex Swap
- Chapter 3 Total Return, Currency, Equity and Constant Maturity Swap
- Chapter 4 Exotic Option and Barrier Option
- Chapter 5 Swaption and Compound Option
- Chapter 6 Delta Neutral, Bond Plus Option, Cliquet, Equity-Linked Note and Commodore Option
- Chapter 7 Binary, Rainbow and Chooser Option
- Chapter 8 Mountain Range, Lookback and Low Exercise Price Option
- Chapter 9 Constant Proportion Portfolio Insurance and Real Estate Derivative
- Chapter 10 Power Reverse Dual Currency Note and Inflation Derivative
- Chapter 11 Futures Exchange
- Chapter 12 Margin (finance) and Open Interest
- Chapter 13 Day Trading
- Chapter 14 Algorithmic Trading
- Chapter 15 Commodity Market
- Chapter 16 Electronic Trading and Normal Backwardation



Systems Management & its Applications



Table of Contents

Introduction

- Chapter 1 Network Management
- Chapter 2 Fault Management
- Chapter 3 Configuration Management
- Chapter 4 Performance and Accounting Management
- Chapter 5 Security Management
- Chapter 6 Maintenance and Promotion of standards for Systems Management



Textbook of Macroeconomics



Table of Contents

Chapter 1 - Macroeconomics

Chapter 2 - Economic Growth

Chapter 3 - Gross Domestic Product

Chapter 4 - Circular Flow of Income

Chapter 5 - Aggregate Demand and Aggregate Supply

Chapter 6 - Unemployment

Chapter 7 - Inflation

Chapter 8 - Monetary Policy

Chapter 9 - Price Index

Chapter 10 - Measures of National Income and Output

Chapter 11 - Financial Crisis

Chapter 12 - Fiscal Policy



Textbook of Microeconomics



Table of Contents

α_1	1	3 f.	•
(hanter	-	- Microeco	nomics
Chapter	1	1111010000	110111103

Chapter 2 - Production-possibility Frontier

Chapter 3 - Production Theory Basics

Chapter 4 - Division of Labour

Chapter 5 - Comparative Advantage

Chapter 6 - Supply and Demand

Chapter 7 - Market Failure and Opportunity Cost

Chapter 8 - Theory of the Firm

Chapter 9 - General Equilibrium Theory

Chapter 10 - Perfect Competition

Chapter 11 - Indifference Curve

Chapter 12 - Law of Demand and Law of Supply

Chapter 13 - Elasticity



The Art and Science of Leadership



	Preface	VII
Chapter 1	Introduction to Leadership	1
	i. Leadership	1
	ii. Leadership Studies	23
Chapter 2	Key Concepts of Leadership Studies	28
	i. Leadership Style	28
	ii. Mindfulness	33
	iii. Leadership Development	48
	iv. Transactional Leadership	51
	v. Transformational Leadership	54
	vi. Distributed Leadership	62
	vii. Shared Leadership	66
	viii. Trait Leadership	74
	ix. Experiential Learning	81 86
	x. Action Learning xi. Learning Cycle	93
	xi. Learning Cycle	93
Chapter 3	Theories of Leadership	98
	i. Path–goal Theory	98
	ii. Situational Leadership Theory	100
	iii. Trait Theory	104
	iv. Trait Activation Theory	109
	v. Leader–member Exchange Theory	114
	vi. Social Impact Theory	121
Chapter 4	Significant Leadership Models	127
•	i. Vroom–Yetton Decision Model	127
	ii. Three Levels of Leadership Model	129
	iii. Functional Leadership Model	138
	iv. Managerial Grid Model	140
	v. Fiedler Contingency Model	142
	vi. Alternative Five Model of Personality	145
	vii. Big Five Personality Traits	148
	viii. Task-oriented and Relationship-oriented Leadership	172



The Art and Science of Leadership



Chapter 5	Diverse Approaches in Leadership Development	178
	i. Authentic Leadership	178
	ii. Theory of Constraints	195
	iii. Reflective Practice	206
	iv. Leadership Analysis	217
	v. Business Acumen	228
Chapter 6	Study of Social Influence on Leadership	232
•	i. Social Influence	232
	ii. Compliance (Psychology)	238
	iii. Identification (Psychology)	248
	iv. Conformity	252
	v. Minority Influence	259
	vi. Self-fulfilling Prophecy	264
	vii. Reactance (Psychology)	273
	viii. Obedience (Human Behavior)	277

Permissions

Index



Time Management (Tools & Techniques)



Table of Contents

Chapter 1 - Introduction to Time Management

Chapter 2 - Goal Setting

Chapter 3 - Performance Measurement

Chapter 4 - Scheduling

Chapter 5 - Time Discipline and Time Tracking Software

Chapter 6 - Strategic Planning

Chapter 7 - Market Analysis and Competitor Analysis

Chapter 8 - Business Plan

Chapter 9 - Opportunity Cost

Chapter 10 - Planning



Time Management



	Preface	VII
Chapter 1	Introduction to Time Management	1
Chapter 2	Methods of Time Management	10
•	a. Getting Things Done	10
	b. Pomodoro Technique	14
	c. Time Allocation	15
	d. Punctuality	18
	e. Schedule	18
	f. Just-in-time Manufacturing	23
	g. Maestro Concept	31
	h. Timesheet	34
	i. Time and Attendance	36
	j. Human Multitasking	37
	k. Media Multitasking	43
	I. Workforce Management	47
Chapter 3	Time: An Overview	51
	a. Time	51
	b. Clock	73
	c. Calendar	97
	d. Time in Physics	106
	e. Time Preference	119
	f. Periodization	121
	g. Sidereal Time	129
	h. Chronology i. Time Dilation	135
	i. Time Dilation	138
Chapter 4	Various Units of Time	150
	a. Unit of Time	150
	b. International System of Units	154
	c. Planck Time	183
	d. Orders of Magnitude (Time)	184
	e. Attosecond	186
	f. Femtosecond	187
	g. Svedberg	188
	h. Nanosecond	189
	i. Moment (Time)	191



Time Management



Chapter 5	Essential Elements of Time Management	194
	a. Effectiveness	194
	b. Efficiency	195
	c. Productivity	198
Chapter 6	Softwares used for Time Management	224
•	a. Calendaring Software	224
	b. Time-Tracking Software	227
	c. Personal Digital Assistant	229
Chapter 7	7 Diverse Aspects of Time Management	
•	a. Value of Time	239
	b. Time Limit	241
	c. Time Discipline	241
	d. Time Perception	247
	e. Time to Completion	257
	f. Timeboxing	257
	g. Goal Setting	260
	h. SMART Criteria	267
	i Mise En Place	269

Permissions

Index



Trade in Business and Economics



Table of Contents

Chapter 1 - Trade

Chapter 2 - Balance of Trade

Chapter 3 - Fair Trade

Chapter 4 - Doha Development Round

Chapter 5 - Free Trade

Chapter 6 - International Trade

Chapter 7 - Safe Trade & Tax, Tariff and Trade

Chapter 8 - Globalization



Types of Advertising



Table of Contents

Chapter 1 - Mobile Billboard

Chapter 2 - Bus Advertising

Chapter 3 - Newspaper Display Advertising and Advertorial

Chapter 4 - Search Advertising

Chapter 5 - Digital Signage

Chapter 6 - LED Writing Board and Mobile Advertising

Chapter 7 - Out-of-Home Advertising

Chapter 8 - Spam

Chapter 9 - Internet Marketing

Chapter 10 - Wrap Advertising

Chapter 11 - Television Advertisement

Chapter 12 - Classified Advertising and Transit Media



Valuation, Volatility & Risk Measurement in Finance



Table of Contents

Chapter 1 - Valuation

Chapter 2 - Black–Scholes

Chapter 3 - Put-call Parity, Moneyness and Intrinsic Value

Chapter 4 - Heston Model and Black Model

Chapter 5 - Volatility

Chapter 6 - Volatility Smile

Chapter 7 - Implied Volatility and Net Volatility

Chapter 8 - Value at Risk

Chapter 9 - Greeks (finance)

Chapter 10 - SABR Volatility Model and Stochastic Volatility



Value Economics



Table of Contents

Introduction

Chapter 1 - Use Value and Exchange Value

Chapter 2 - Cost-of-production Theory of Value

Chapter 3 - Labor Theory of Value

Chapter 4 - Value Added

Chapter 5 - Theory of Value

Chapter 6 - Surplus Value

Chapter 7 - Law of Value

Chapter 8 - Time Value of Money



World Study of Taxation



Table of Contents

Chapter 1 - Taxation in Australia

Chapter 2 - Taxation in Canada

Chapter 3 - Taxation in the United States

Chapter 4 - Russian Tax Code

Chapter 5 - Taxation in New Zealand

Chapter 6 - Taxation in the People's Republic of China

Chapter 7 - Taxation in Germany

Chapter 8 - Taxation in France