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This revised set of resources for Cambridge IGCSE Business Studies syllabus 0450 (and Cambridge O Level Business Studies syllabus 7115) is thoroughly updated for the latest syllabus for first examinations from 2015. Written by experienced teachers, the Coursebook provides comprehensive coverage of the syllabus. Accessible language combined with the clear, visually-stimulating layout makes this an ideal resource for the course. Questions and explanation of key terms reinforce knowledge; different kinds of activities build application, analytical and evaluation skills; case studies contextualise the content making it relevant to the international learner. It provides thorough examination support for both papers with questions at the end of each chapter and an extensive case study at the end of each unit. The CD-ROM contains revision aids, further questions and activities. A Teachers CD-ROM is also available.

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This book interweaves the theory of strategic management with the special requirements of Indian business environment. This fourth edition of the popular text in strategic management brings the current and updated content in the discipline in a lucid and reader-friendly manner. The content for this edition is thoroughly revised, rewritten, and updated with 36 cases (comprehensive and mini) of Indian organisations and companies. Salient Features: - New chapters dealing with sustainability in the context of strategic management, and methods of pursuing strategies. - Enhanced framework of strategy implementation in India - Learning objectives based content with new examples, illustrations and cases.

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Contemporary business-to-business (B2B) industries consist of networks of customers, competitors and other stakeholders. Firms which manage their relationships with these important stakeholders are more likely to enjoy a sustained competitive advantage in the international business environment. This book is the first to provide a comprehensive overview of the field from a broad and accessible perspective. The authors bring an authoritative, scholarly understanding to the subject, taking readers through the entire process of creating, developing and maintaining B2B networks. Case studies illustrating each chapter include: Apple, Panasonic, Johnson & Johnson, Epson and Samsung. In providing a single and explicit established academic framework for understanding business networks in a global setting, this book is vital reading for students and researchers involved with international management, international marketing and strategic management.

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The level of outward foreign direct investment (OFDI) flows from ASEAN countries has increased rapidly in past two decades. This book examines OFDI trends and patterns in the ASEAN region including the impact of the ASEAN Economic Community. It also provides analyses of country policies affecting OFDI and the drivers of OFDI in Indonesia, Malaysia, Singapore and Vietnam. Myanmar is studied as an investment frontier for other ASEAN countries. span, SPAN { background-color:inherit; text-decoration:inherit; white-space:pre-wrap } "The dynamic economies of Southeast Asia have historically been very large recipients of foreign direct investment (FDI). As global capital markets have opened up, and these economies have developed their technological and commercial capabilities, in more recent years Southeast Asia has emerged as a significant source of outward FDI both within the region and beyond. This important volume, by a group of leading regional scholars, offers a timely, comprehensive, accessible and authoritative analysis of this phenomenon." – Hal Hill, H.W. Arndt Professor of Southeast Asian Economics, Arndt-Corden Department of Economics, Crawford School of Public Policy, Australian National University "A timely, rich and comprehensive study filling a major gap in the literature on the increasingly important phenomenon of foreign investment flowing out from regions including developing and middle-income countries." -- Luke Nottage, Professor of Comparative and Transnational Business Law; Associate Director, Centre for Asian and Pacific Law at the University of Sydney

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As the monetary cost of fraud escalates globally, and the ensuing confidence in financial markets deteriorates, the international demand for quality in financial statements intensifies. But what constitutes quality in financial statements? This book examines financial statement fraud, a topical and increasingly challenging area for financial accounting, business, and the law. Evidence shows that accounting anomalies in an organization's financial statements diminish the quality and serviceability of financial information. However, an anomaly does not necessarily signal fraud. Financial statement fraud is intended to mislead shareholders and other stakeholders. In this book, elements that underpin diversity of accounting anomalies likely found in fraudulent financial accounting statements are revealed. Multiple research methods are used in the analysis of selected international fraud cases, each illustrating examples of financial statement fraud, including: revenue recognition, overstatement and/or misappropriation of assets, understatement of expenses and liabilities, disclosure fraud, bribery and corruption. Additionally, the phoenix phenomenon with regard to fraud in financial accounting is investigated. Drawing on documented observations of commercial and legal cases globally this study highlights the necessity for continued development of financial audit practices and other audit services.

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EBOOK: Principles and Practice of Marketing, 9e

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MGMT4 is the fourth Asia–Pacific edition of this innovative approach to teaching and learning the principles of management. Concise yet complete coverage of the subject, supported by a suite of online learning tools and teaching material equips students and instructors with the resources required to successfully undertake an introductory management course. This highly visual and engaging resource is now available on the MindTap eLearning platform, allowing for seamless delivery both online and in-class. With the Cengage Mobile app students can take course materials with them – anytime, anywhere. New, print versions of this book include access to the MindTap platform.

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The Robert Trent Jones Golf Trail tells how a bold, imaginative investment by a public employee pension fund turned into a world-class tourist attraction that helped change the image and boost the economy of an entire state. The pension fund was the Retirement Systems of Alabama, and its alternative investment was in a string of golf courses and affiliated high-end hotels and spas. In business-speak, this was an "economically targeted investment" designed to diversify returns, create jobs, and increase tax revenue. Twenty-five years later, the Robert Trent Jones Golf Trail is known worldwide for the quality and beauty of its courses and the hospitality and elegance of its resorts. It has significantly increased Alabama's infrastructure for tourism and conventions, provided millions upon millions in new tax revenues, spurred construction of thousands of units of adjacent housing, and helped persuade other businesses to locate in the state. Making the Golf Trail a reality involved not only the initial vision of CEO David G. Bronner and his associates at RSA, but also the design genius and reputation of Robert Trent Jones Sr. and the hard work of many dedicated engineers and builders. It also required the cooperation of scores of local and state elected officials and economic developers. This book is the illustrated historical account of the financial, legal, political, and economic impact details of RSA's investment in the RTJ Golf Trail. Such a detailed history could not have been written without the years of economic analysis conducted by author Mark Fagan dating back to the earliest stages of the concept. Fagan's ongoing involvement with Dr. Bronner and those working to develop the Trail made possible the mammoth one-of-a-kind history that is presented in this book.

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