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Making Sense of Business Reference Celia Ross 2013 Celia Ross explains how to provide quality reference help on issues from marketing to finance - for business people, students, and even business faculty.

International Directory of Company Histories Tina Grant 2003-09 Multi-volume major reference work bringing together histories of companies that are a leading influence in a particular industry or geographic location. For students, job candidates, business executives, historians and investors.

Historical Dictionary of the Petroleum Industry Marius S. Vassiliou 2009-03-02 The Historical Dictionary of the Petroleum Industry presents a concise but complete one-volume reference on the history of the petroleum industry from pre-modern times to the present day. This is done through a chronology, an introductory essay, and over 400 cross-referenced dictionary entries on companies, people, events, technologies, phenomena, countries, provinces, cities, and regions related to the history of the world's petroleum industry. Anyone interested in the history, status, and outlook for the petroleum industry will find this book a uniquely valuable source.

Pioneering African-American Women in the Advertising Business Judy Foster Davis 2016-12-08 Much has been written about the men and women who shaped the field of advertising, some of whom became legends in the industry. However, the contributions of African-American women to the advertising business have largely been omitted from these accounts. Yet, evidence reveals some trailblazing African-American women who launched their careers during the 1960s Mad Men era, and went on to achieve prominent careers. This unique book chronicles the nature and significance of these women's accomplishments, examines the opportunities and challenges they experienced and explores how they coped with the extensive inequities common in the advertising profession. Using a biographical narrative approach, this book examines the careers of these important African-American women who not only achieved managerial positions in major mainstream advertising agencies but also established successful agencies bearing their own names. Based on their words and memories, this study reveals experiences which are intriguing, triumphant, bittersweet and sometimes tragic. These women's stories comprise a vital part of the historical narrative on women and African-Americans in advertising and will be instructive not only to scholars of advertising and marketing history but to future generations of advertising professionals.

International Business Information Ruth A. Pagell 1999 Changes in the economy required business professionals and researchers to learn about new sources of information, as well as to expand their understanding of international business subjects. The sources, language, document coding, and definitions are different -- truly foreign. International Business Information was written to help business

Vintage Marketing Differentiation Robert L. Williams, Jr. 2017-03-23 This book analyzes the origins of marketing and branding strategies and the unique situations involving differentiation. Photographs of actual materials that were created and used in marketing campaigns between 1846-1946 are featured to bring to life these vintage innovations. Examining how and why these classic strategies were devised and implemented provides insight on how the vintage strategies can continue to be used to position products, services, and experiences within current market situations. Vintage Marketing Differentiation describes real life, innovative, outside-the-box solutions. It explains a marketing differentiation process and emphasizes the critical nature of the perception of trends and timely action. Profiles of over 30 companies and brands depict nearly 20 categories of the first marketing strategies ever to be used. These powerful strategies ignited competitive advantages and help explain why most of these companies are still in business today!

Diet Pills Amy E. Breguet 2008-09-01 Describes the history, origins, types, effects, and dangers of diet pills and discusses how to build self-esteem and lose weight in more healthy ways.

Strauss's Handbook of Business Information: A Guide for Librarians, Students, and Researchers, 4th Edition Hal P. Kirkwood 2020-08-31 This new edition of Strauss's guide helps users to find current information for and about businesses of all kinds—both private and public, U.S.-based and international—related to finance, investment, industries, and entrepreneurship. Strauss's Handbook of Business Information is a resource for finding and understanding business information. It contains explanation and instruction on the key facets of business information and provides detailed descriptions of key resources within both broad and specific categories. It can be used as a guide to further understanding the what, how, and why of business information research. The changing arena of business information requires regular updating and awareness. This new edition has been thoroughly updated with three new chapters: Entrepreneurship, Competitive Intelligence, and Corporate Social Responsibility. Other additions of note include subsections on internet and mobile marketing and tax havens and related issues; coverage of new legislation (e.g., Dodd-Frank); and subsections on index funds, investment communities, regulatory bodies and laws, hedge funds, venture capital companies, assessing risks, robo-advisors, and more. The Handbook is for students, faculty, librarians, and information professionals looking to gain a broader and deeper understanding of business information. Anyone needing to gain quick exposure to business information needs and resources for solutions will benefit from the volume as well. Uses comprehensive coverage to aid business librarians in finding exactly the right information their patrons need Features logical arrangement and integration online with print resources to make information easy to find Provides clear explanations that speak to reference librarians at public and academic libraries, and to students learning this field Serves as a helpful collection development resource for business information,

as well as a trusted textbook

Advertising, the Media and Globalisation John Sinclair 2012-05-31 This book offers a critical, empirically-grounded and contemporary account of how advertisers and agencies are dealing with a volatile mediascape throughout the world, taking a region-by-region approach. It provides a clear, systematic, and synoptic analysis of the dynamic relationship between media, advertisers, and agencies in the age of globalization, and in an era of transition from 'mass' to 'social' media. Advertising attracts much public criticism for the commercialization of culture and its apparent impact on social and personal life. This book outlines and assesses the issues involved, with regard to how they are manifested in different national, regional and global contexts. Topics covered include: advertising as an object of study global trends in the advertising industry advertising and the media in motion current issues in advertising, media and society advertising, globalization and world regions. While maintaining a contemporary focus, the book explains developments over recent decades as background to the globalisation of what it calls the manufacturing-marketing-media complex.

Online Business Sourcebook Oksana Newman 2007-01-01 Online Business Sourcebook is the only evaluative guide to electronic business database products and services. The arrangement of products and services within the Sourcebook is by thematic chapter, to make it easy to review all products on a specific topic: Online hosts and aggregators; The Internet; Company directories; Company financials; Investment analysis; Shareholder analysis; Credit; Mergers and acquisitions; Business and financial news; Business opportunities; Grants, advice and source of finance; Legislation and regulations; Prices; Market data; Industries; Economics and finance; International trade; Business management literature; Trademarks, trade names and brands; Recent highlights. Within most chapters, products are arranged by geographic coverage. Incorporated are three indexes: names; country/regions and subjects.

The Internationalization of Banks Alfred Slager 2006-07-31 Increasingly the world's largest banks have more activity happening internationally. What are the effects of internationalization, and what is a successful business model for the future? This book explores the formulation, implementation and evaluation of internationalization strategies, examining those of the leading banks in eight countries.

Into the Value Zone Ron Wood 2008 Into the Value Zone provides business leaders with an uncomplicated approach to evaluate their own company and the competition. Professor Ron Wood explains strategies that will help managers to create and execute initiatives that achieve sustainable results with enduring value for their clients and to manage their company's assets with efficiency. Professor Wood outlines a concise business model for managers that highlights market trends, uncovers the impact of new technologies, and enables them to see their company's placement against the competition in The Big Picture. Book jacket.

Strategic Management: Concepts: Competitiveness and Globalization Michael A. Hitt 2016-03-24 Introduce your students to strategic management with the market-leading text that sets the standard for the course area. Written by respected scholars who have taught strategic management at all educational levels, Hitt, Ireland, and Hoskisson's latest edition provides an intellectually rich, yet practical, analysis of strategic management. The classic industrial organization model is combined with a resource-based view of the firm to provide students with a complete understanding of how today's businesses establish competitive advantages and create value for stakeholders. Cutting-edge research is presented with a strong global focus, featuring more than 500 emerging and established companies. All-new opening cases introduce chapter concepts, and mini cases offer new contexts of study. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Evolution of Business Knowledge Harry Scarbrough 2008-06-05 This book challenges much of the rhetoric about the role of knowledge in business. Although top managers hail knowledge and learning as the source of their competitive edge, the rich empirical studies presented in the book question this top-down perspective. It will make compelling reading for management academics and practitioners alike.

Reference and Information Services: An Introduction, 6th Edition Melissa A. Wong 2020-04-30 This revised and updated sixth edition of Reference and Information Services continues the book's rich tradition, covering all phases of reference and information services with less emphasis on print and more emphasis on strategies and scenarios. Reference and Information Services is the go-to textbook for MSLIS and i-School courses on reference services and related topics. It is also a helpful handbook for practitioners. Authors include LIS faculty and professionals who have relevant degrees in their areas and who have published extensively on their topics. The first half of the book provides an overview of reference services and techniques for service provision, including the reference interview, ethics, instruction, evaluation and assessment, and services to diverse populations including children. This part of the book establishes a foundation of knowledge on reference service and frames each topic with ethical and social justice perspectives. The second part of the book offers an overview of the information life cycle and dissemination of information, followed by an in-depth examination of information sources by type-including dictionaries, encyclopedias, indexes, and abstracts-as well as by broad subject areas including government, statistics and data, health, and legal information. This second part introduces the tools and resources that reference professionals use to provide the services described in the first half of the text. Reference and Information Services is a recognized textbook for information retrieval courses and updates the previous edition Editors and contributors are experts in the field Activity boxes engage readers and invite them to reflect on what they are learning and practice skills through real-life exercises Conscious integration of critical theory and social justice perspectives offers critical reflection on the standards and practices of the field and encourages readers to consider alternate perspectives

Sage on the Screen Bill Ferster 2016-11-15 Accessibly written and full of explanatory art, Sage on the Screen offers fresh insight into the current and future uses of instructional technology, from K12 through non-institutionally-based learning.

The Right Way to Win Robert Zafft 2020-08-15 In this pragmatic and accessible business ethics guide, students, entrepreneurs, and professionals learn that business ethics is about so much more than right and wrong. Harvard-educated and McKinsey & Co.-trained business leader Robert Zafft shows that being ethical is not an obstacle to but an essential building block for success. -- Steven Hellman, CEO (former), Credit Suisse Russia/CIS

The International Business Archives Handbook Alison Turton 2017-09-19 The International Business Archives Handbook provides up-to-date information and guidance on key issues relating to the understanding and management of the historical records of businesses. Key features include: • Chapter contributions from a range of experts in their respective fields. • Content covering business archive and business history initiatives around the world. • Practical advice combined with thought-provoking discussion on issues hitherto little addressed. • Useful quick-reference tables, global case study examples and further reading suggestions. The handbook is an invaluable guide for students, archive professionals and business historians alike. It is also an important

reference tool for business professionals involved in information management more generally.

Frontseating Service Valves from China, Inv. 731-TA-1148 (Preliminary)

Librarian as Communicator Helen Fallon 2019-04-30 As the information landscape evolves and takes shape using traditional and new platforms, it is the role of Academic Libraries to take the lead in communicating, developing and informing these changes in timely and relevant ways. Experienced librarians and those new to the field seek out innovative and more effective way to engage with users and stakeholders. This book provides a variety of communication strategies for different user groups, taking into account the changing information landscape and the application and implications of social media developments. A major driver in higher education is the change in the scholarly communication model where initiatives such as Open Access, Institutional Repositories and Data Management are challenging previous practice whilst offering new opportunities for leadership. These communication developments provide opportunities for academic librarians who need the insight and awareness to take these chances. Librarian as Communicator provides research-based explorations of the above topics, covering developing areas and also the communication skills that are needed for the academic library to have a continuing role in the 21st Century. It was originally published as a special issue of the journal New Review of Academic Librarianship.

Readings and Cases in International Management David C. Thomas 2003-06-11 Readings and Cases in International Management: A Cross-Cultural Perspective is a compilation of contemporary readings and case studies that focus on managing global organizations. Intended as a companion to editor David C. Thomas' Essentials of International Management: A Cross-Cultural Perspective (SAGE, 2001), great care has been taken to select readings that do not duplicate, but supplement, material typically contained in texts on this topic. The readings and cases in this book are organized around three major themes: the basis for understanding the influence of culture on international management, the key roles that international managers play, and the important challenges that these managers face.

Strategic Management: Concepts and Cases: Competitiveness and Globalization Michael A. Hitt 2019-02-28 Examine strategic management with the market-leading book that sets the standard as today's most intellectually rich, practical analysis of strategic management. Written by prominent management scholars and award-winning instructors, Hitt/Ireland/Hoskisson's STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, 13E incorporates cutting-edge research and new examples from more than 600 companies to reveal how firms effectively use the strategic management process. This edition combines a classic industrial organization model with a resource-based view of the firm to demonstrate how businesses establish competitive advantages and create value for stakeholders in the global marketplace. You study how firms govern themselves, the value of strategic alliances to global companies and the value firms create by melding strategic management and entrepreneurial behaviors when competing. Also included at no additional charge are 20 leading business cases, carefully selected by the authors, which cover several US and international businesses across many industries. With STRATEGIC MANAGEMENT you gain the insights and understanding you need to outperform competitors and excel as a strategic leader. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

ASEAN Champions Seung Ho Park 2016-12-15 This book examines successful firms operating within the ASEAN Economic Community, their reasons for success, and their role in regional integration.

International Directory of Company Histories Thomas Derdak 1999 Multi-volume major reference work bringing together histories of companies that are a leading influence in a particular industry or geographic location. For students, job candidates, business executives, historians and investors.

Ethics in Marketing Patrick E. Murphy 2012-02-13 Understanding and appreciating the ethical dilemmas associated with business is an important dimension of marketing strategy. Increasingly, matters of corporate social responsibility are part of marketing's domain. Ethics in Marketing contains 20 cases that deal with a variety of ethical issues such as questionable selling practices, exploitative advertising, counterfeiting, product safety, apparent bribery and channel conflict that companies face across the world. A hallmark of this book is its international dimension along with high-profile case studies that represent situations in European, North American, Chinese, Indian and South American companies. Well known multinationals like Caterpillar, Coca Cola, Cadbury and Facebook are featured. The two introductory chapters cover initial and advanced perspectives on ethical and socially responsible marketing, in order to provide students with the necessary theoretical foundation to engage in ethical reasoning. A decision-making model is also presented, for use in the case analyses. This unique case-book provides students with a global perspective on ethics in marketing and can be used in a free standing course on marketing ethics or marketing and society or it can be used as a supplement to the readings for other marketing classes.

Remaking the Heartland Robert Wuthnow 2010-12-28 The social transformation of the American Midwest in the postwar era For many Americans, the Midwest is a vast unknown. In Remaking the Heartland, Robert Wuthnow sets out to rectify this. He shows how the region has undergone extraordinary social transformations over the past half-century and proven itself surprisingly resilient in the face of such hardships as the Great Depression and the movement of residents to other parts of the country. He examines the heartland's reinvention throughout the decades and traces the social and economic factors that have helped it to survive and prosper. Wuthnow points to the critical strength of the region's social institutions established between 1870 and 1950--the market towns, farmsteads, one-room schoolhouses, townships, rural cooperatives, and manufacturing centers that have adapted with the changing times. He focuses on farmers' struggles to recover from the Great Depression well into the 1950s, the cultural redefinition and modernization of the region's image that occurred during the 1950s and 1960s, the growth of secondary and higher education, the decline of small towns, the redeployment of agribusiness, and the rapid expansion of edge cities. Drawing his arguments from extensive interviews and evidence from the towns and counties of the Midwest, Wuthnow provides a unique perspective as both an objective observer and someone who grew up there. Remaking the Heartland offers an accessible look at the humble yet strong foundations that have allowed the region to endure undiminished.

Super Searchers on Madison Avenue Grace Avellana Villamora 2003 Thirteen researchers, copywriters, account planners, and consultants share tips, techniques, and resources for online advertising and marketing research.

Business V.I.A.G.R.A. - Sustaining Great Performance in the Value Zone Dr. Ron Wood Sr. 2016-06-14 Dr. Wood was a cofounder of Axiom Consulting LLC in 2002 after contributing over thirty years of executive leadership experience from a number of companies including Savin Business Machines, and IBM. He has most recently founded the Wood Research Institute to explore issues related to how to sustain business success, diversity, managing and negotiating in multicultural environments, expatriate problems/issues, business ethics, and corporate social responsibility. His focus is on developing busi

The New Domestic Automakers in the United States and Canada A.J. Jacobs 2015-12-16 This book provides a unique historical

and qualitative review of ten foreign automakers with plants in developed North America from their early beginnings to their export entry into North America. It seeks to expand the knowledge of American and Canadian policymakers pursuing a new foreign motor vehicle assembly plant or Foreign Direct Investment.

International Directory of Company Histories Adele Hast 1991 This reference text provides full histories of the world's largest and most influential companies and includes details of basic company statistics and principle subsidiaries. This volume examines industries involved in metals and mining, papers and forestry, petroleum, publishing and real estate.

Mass Communications Research Resources Christopher H. Sterling 2016-05-06 This reference book is designed as a road map for researchers who need to find specific information about American mass communication as expeditiously as possible. Taking a topical approach, it integrates publications and organizations into subject-focused chapters for easy user reference. The editors define mass communication to include print journalism and electronic media and the processes by which they communicate messages to their audiences. Included are newspaper, magazine, radio, television, cable, and newer electronic media industries. Within that definition, this volume offers an indexed inventory of more than 1,400 resources on most aspects of American mass communication history, technology, economics, content, audience research, policy, and regulation. The material featured represents the carefully considered judgment of three experts -- two of them librarians -- plus four contributors from different industry venues. The primary focus is on the domestic American print and electronic media industries. Although there is no claim to a complete census of all materials on print journalism and electronic media -- what is available is now too vast for any single guide -- the most important and useful items are here. The emphasis is on material published since 1980, though useful older resources are included as well. Each chapter is designed to stand alone, providing the most important and useful resources of a primary nature -- organizations and documents as well as secondary books and reports. In addition, online resources and internet citations are included where possible.

The Basic Business Library Rashelle S. Karp 2002 Lists and evaluates essential resources for business libraries and includes essays on business periodicals, online resources, collection development, and library organization.

International Directory of Company Histories Paula Kepos 1988 This reference text provides detailed information on the world's 1200 largest and most influential companies. Each entry contains details such as: company's legal name; mailing address; ownership; sales and market value; stock index; and principal subsidiaries. Each two to four page entry is detailed with facts gathered from popular magazines, academic periodicals, books, annual reports and the archives of the companies themselves. Information is also provided about founders, expansions and losses, and labour/management actions. Entries are arranged alphabetically by industry name, and there is a cumulative index to companies and personal names.

International Directory of Company Histories Jay P. Pederson 2007-02-06 This multi-volume series provides detailed histories of more than 8,500 of the most influential companies worldwide.

How to Find Business Information Lucy Heckman 2011-07-31 This fact-filled guide serves as an introductory handbook or as a refresher for those who want to research a specific topic or update their research skills.

International Directory of Company Histories Thomas Derdak 1999-10 Multi-volume major reference work bringing together histories of companies that are a leading influence in a particular industry or geographic location. For students, job candidates, business executives, historians and investors.

The Spanx Story Charlie Wetzel 2020-10-27 What can you learn from the most successful companies in the world? The Spanx Story will help you understand and adopt the competitive strategies, workplace culture, and daily business practices that enabled entrepreneur Sara Blakely to dominate the shapewear industry and become a billionaire. Sara Blakely had a problem. She had a beautiful pair of white designer pants hanging in her closet just calling out to her to wear them, even though they accented her least favorite feature: cellulite. After searching high and low for a solution and coming up empty, an idea was born: Spanx. The Spanx Story chronicles Sara's journey from long nights researching patent and trademark law, to years of cold shoulders she received from the titans of the pantyhose industry, to the cold call that led to the shelves of Nieman Marcus. It was a long road of incredible hard work and determination that led Spanx to become the iconic brand it is today. This book educates and inspires entrepreneurs and innovators to find the problem for their solutions and persevere through all of the hard work that goes into building a billion-dollar company. Through Sara's story, you will learn: How to develop an idea and turn it into a business. How to start a company with very little capital by thinking outside of the box and dedicating every spare moment to your goal. How to recognize when it's better to hire a CEO than to be the CEO. And, how to stay the course and continue to believe in your idea, despite naysayers and going against an industry resistant to innovation.

The A to Z of the Petroleum Industry Marius S. Vassiliou 2009-09-24 The world as we have known it for the past century would have been very different without petroleum. Petroleum, particularly in the form of crude oil and its refined products, has been central to all aspects of modern industrial society and has been a major strategic geopolitical objective for nations. The 20th century was the age of oil, and at least part of the 21st century will be as well. Petroleum is used as an energy source and as a raw material for the production of an immense variety of chemicals and synthetic materials. Almost all the world's food relies on petroleum for fertilizer, pesticides, cultivation, or transport. Petroleum has been particularly dominant as a source of transportation fuels, an application for which cost-effective substitutes will be especially difficult to find. The A to Z of the Petroleum Industry presents a concise but complete one-volume reference on the history of the petroleum industry from pre-modern times to the present day. This is done through a chronology, an introductory essay, and over 400 cross-referenced dictionary entries on companies, people, places, events, technologies, and phenomena related to the history of the world's petroleum industry. Anyone interested in the history, status, and outlook for the petroleum industry will find this book a uniquely valuable source.

Inside the Coal Industry Tom Streissguth 2016-12-15 Some commodities command massive economic, social, and political influence. This title examines the business around coal, one of the world's most important sources of energy. It explores the history of the coal industry, coal's environmental impact and what is being done to mitigate it, and the future of the coal industry and coal technology. Features include essential facts, a glossary, selected bibliography, websites, source notes, and an index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO.

Reference and Information Services: An Introduction, 5th Edition Linda C. Smith 2016-08-29 Thoroughly updated, this is the essential guide to one of the most fundamental fields in the library profession. It links you—and through you, your patrons—to the significant changes that have occurred in reference and information sciences with emphasis on the growth of digital content. • Provides a comprehensive text edited by two highly regarded experts in reference and academic librarianship, Linda C. Smith and Melissa A. Wong, with chapters written by some of the best minds in the library science field • Includes newly updated information

that reflects today's realities in reference service with an indication of how reference service may be provided to meet changing patron needs in the future • Encompasses the effective use of print sources, free online sources, and fee-based sources • Features individual chapters that can be used for in-service staff training or in student course packs

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