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KEY=BUSINESS - HOLDEN COHEN

Making the Compelling Business Case

Decision-Making Techniques for Successful Business Growth

Springer Providing the necessary background information and hands-on tools to build compelling business cases, this book will increase the reader's capability to champion new business development ideas, take them to senior management, and facilitate the decision process by understanding the key theories and practices of finance and corporate investments.

HBR Guide to Building Your Business Case

Harvard Business Press "You've got a great idea that will increase revenue or productivity--but how do you get approval to make it happen? By building a business case that clearly shows its value. Maybe you struggle to win support for projects because you're not sure what kind of data your stakeholders will trust, or naysayers always seem to shoot your ideas down at the last minute. Or perhaps you're intimidated by analysis and number crunching, so you just take a stab at estimating costs and benefits, with little confidence in your accuracy. To get any idea off the ground at your company you'll have to make a strong case for it. This guide gives you the tools to do that"--

Making the Business Case

Proposals that Succeed for Projects that Work

Routledge A good business case is so much more than simply the means to justify a decision. A well-written and well-researched business case will secure funding; make sure any project stays on the right side of regulation; mobilize support for the cause; provide the platform for managing the project and the benchmark against which to measure progress. Ian Gambles' *Making the Business Case* shows you how to make sense of the task at hand, develop a strategy, articulate your options, define the benefits, establish the costs, identify the risks and make a compelling case. Just as with the best business cases, the text is concise, jargon-free and easy to read; illustrated throughout with practical examples drawn from real cases and including reflective exercises at the end of each chapter to help you consolidate what you have learned. At only 198 pages long, this is a jewel of a book; essential reading for the manager tasked with making the business case, the senior manager who needs to understand and test it, and the project manager who is responsible for delivering whatever is agreed on.

Making the Business Case

How to Create, Write and Implement a Successful Business Plan

Chartered Institute of Personnel and Development *If you want to ask your boss to spend money on something, you're going to have to present a compelling business case. If you want to make sure that your idea gets implemented, you're going to need a sound business plan. This book shows how HR can present its options, develop a sound business plan and contribute to its implementation.*

ICoSMI 2020

Proceedings of the 1st International Conference on Sustainable Management and Innovation, ICoSMI 2020, 14-16 September 2020, Bogor, West Java, Indonesia

European Alliance for Innovation *This book is the proceeding of the International Conference on Sustainable Management and Innovation (ICoSMI 2020) that was successfully held on 14-16 September 2020 using an online platform. The conference was mainly organized by the Department of Management IPB University in collaboration with Leibniz University of Hannover, Universiti Putera Malaysia, Kasetsart University, Tun Hussein Onn University of Malaysia, Tamil Nadu Teachers Education University, Deakin University, University of Adelaide, Forum Manajemen Indonesia, FE Pakuan University, FE Gajah Mada University FEB University of North Sumatra and FEB Andalas University, SBM Bandung Institute of Technology, FEB Lampung University, Perbanas Institute Jakarta, FE Bina Nusantara University, and SBE Prasetya Mulya University. This conference has brought academic researchers, business practitioners as well as graduate students together to exchange their experiences and research results about most aspects of innovation and sustainability, and discuss the practical challenges encountered and the solutions adopted. About 402 delegates across the world including Indonesia, Malaysia, Thailand, Spain, China, and India have attended and presented their research works in the conference. The proceeding consists of 80 high-quality papers that were selected from more than 250 submitted papers. The papers are classified into 12 themes, namely Finance for Sustainability, Industry 4.0 and Future Business Sustainability, Policy and Strategy for Sustainable Innovation and Supply Chain, Smart Agriculture Management for Environmental Sustainability, and Sustainable Human Resources. Finally, we would like to express the greatest thanks to all colleagues in the steering and organizing committee for their cooperation in administering and arranging the conference as well as reviewers for their academic works and commitment to reviewing papers.*

Making Technology Investments Profitable

ROI Road Map from Business Case to Value Realization

John Wiley & Sons *A guide to getting the crucial business case right?every time Showing professionals how to calculate the value of typical budgeting and funding requests quickly and easily, Making Technology Investments Profitable, Second Edition applies the "Value Realization" process, using proven strategies that maximize the business payoff from IT projects. Filled with case studies, this innovative book enables managers to confidently quantify, in a matter of minutes, the true business value of funding a desired project. New edition explains how to proactively manage the conversion of a business case's value promise to its value realization Includes dozens of new case studies on realizing maximum value from IT enabled investments from various industries and around the world New checklists and tables A dedicated Web site containing additional material, case studies, chat rooms, and blogs on the value-realization process The Second Edition provides senior executives, project managers, and technical staff with new insights on how to get the crucial business case right, while also explaining how to proactively manage the conversion of the business case's value promise into the value reality of a completed project.*

Mission Critical Meetings: 81 Practical Facilitation Techniques

Wheatmark, Inc. Most people believe that meetings are a huge waste of time – and they're right. Though meetings are essential to the life of any organization, they tend to be boring, inefficient, and unproductive. But they don't have to be. *Mission Critical Meetings* shows you how to facilitate meetings that participants will look forward to. You'll learn how to: · get participants engaged · keep everyone on track · boost creativity · foster a sense of teamwork · make and implement decisions · ...and much more The impact of a well-run meeting extends far beyond the short-term enthusiasm of its participants. When you use the techniques described in this book, members will be better equipped to stay on task, work toward a common goal, and contribute to the success of your organization.

Super Thinking

The Big Book of Mental Models

Penguin A WALL STREET JOURNAL BESTSELLER! "You can't really know anything if you just remember isolated facts. If the facts don't hang together on a latticework of theory, you don't have them in a usable form. You've got to have models in your head." - Charlie Munger, investor, vice chairman of Berkshire Hathaway The world's greatest problem-solvers, forecasters, and decision-makers all rely on a set of frameworks and shortcuts that help them cut through complexity and separate good ideas from bad ones. They're called mental models, and you can find them in dense textbooks on psychology, physics, economics, and more. Or, you can just read *Super Thinking*, a fun, illustrated guide to every mental model you could possibly need. How can mental models help you? Well, here are just a few examples... • If you've ever been overwhelmed by a to-do list that's grown too long, maybe you need the Eisenhower Decision Matrix to help you prioritize. • Use the 5 Whys model to better understand people's motivations or get to the root cause of a problem. • Before concluding that your colleague who messes up your projects is out to sabotage you, consider Hanlon's Razor for an alternative explanation. • Ever sat through a bad movie just because you paid a lot for the ticket? You might be falling prey to Sunk Cost Fallacy. • Set up Forcing Functions, like standing meeting or deadlines, to help grease the wheels for changes you want to occur. So, the next time you find yourself faced with a difficult decision or just trying to understand a complex situation, let *Super Thinking* upgrade your brain with mental models.

Decide & Deliver

5 Steps to Breakthrough Performance in Your Organization

Harvard Business Press Many organizations don't know how to make and execute good decisions. In this book, the authors draw on Bain & Company's extensive research and experience to present a five-step process for improving your company's decision abilities.--[book jacket]

Creating and Delivering Your Value Proposition

Managing Customer Experience for Profit

Kogan Page Publishers In recent years, developing a value proposition has become a prime consideration for businesses. A value proposition is an analysis and quantified review of the business benefits, costs and value that a company can deliver to prospective customers and customer segments. *Creating and Delivering your Value Proposition* provides guidance for business leaders - demonstrating why having a strong value proposition is so important for a company. This practical new title shows readers how to build, deliver and harness value propositions to create profitable growth for a business, by utilizing the experience of clients and customers. Featuring global case studies and examples, *Creating and Delivering your Value Proposition* is an essential guide to understanding and developing a value-focused strategy for all senior practitioners.

The Key to the C-Suite

What You Need to Know to Sell Successfully to Top Executives

Amacom Books *This book shows readers how to build a convincing business case and present it to C-level executives.*

e-Business - A Jargon-Free Practical Guide

Routledge *'e-Business: a jargon-free practical guide' presents a clear, second-generation account of how your business can harness the latest technology to flourish in the transformed commercial climate of the 21st century. With its emphasis firmly on the business and marketing implications of new technology, this book adopts a hands-on, practical approach, systematically demonstrating how and why businesses should adapt their operations to make the very most of the exciting opportunities available. In simple, jargon-free language, it addresses such vital questions as: * What is e-business and how does it fit into the corporate landscape? * How should marketers adopt e-marketing and why? * What are the processes and stages of developing an e-business strategy? * What are the key issues you will face and how will you overcome them? * What about legislation? * Who is doing e-marketing and e-business well and badly? 'e-Business' is packed with case-studies from well-known international companies, examples, screen grabs, relevant models and checklists. Each chapter meanwhile contains handy hints and tips, examples, exercises and a summary to consolidate learning and highlight key points. Informative, pertinent and easy-to-use, the book is ideal for students on relevant courses or those undertaking in-house training, and is absolutely essential for any practitioner needing a hands-on guide to strategy and best practice in today's altered commercial environment.*

(ISC)2 SSCP Systems Security Certified Practitioner Official Study Guide

John Wiley & Sons *The only SSCP study guide officially approved by (ISC)2 The (ISC)2 Systems Security Certified Practitioner (SSCP) certification is a well-known vendor-neutral global IT security certification. The SSCP is designed to show that holders have the technical skills to implement, monitor, and administer IT infrastructure using information security policies and procedures. This comprehensive Official Study Guide—the only study guide officially approved by (ISC)2—covers all objectives of the seven SSCP domains. Security Operations and Administration Access Controls Risk Identification, Monitoring, and Analysis Incident Response and Recovery Cryptography Network and Communications Security Systems and Application Security This updated Third Edition covers the SSCP exam objectives effective as of November 2021. Much of the new and more advanced knowledge expected of an SSCP is now covered in a new chapter "Cross-Domain Challenges." If you're an information security professional or student of cybersecurity looking to tackle one or more of the seven domains of the SSCP, this guide gets you prepared to pass the exam and enter the information security workforce with confidence.*

Noise

A Flaw in Human Judgment

Little, Brown *From the Nobel Prize-winning author of Thinking, Fast and Slow and the coauthor of Nudge, a revolutionary exploration of why people make bad judgments and how to make better ones—"a tour de force" (New York Times). Imagine that two doctors in the same city give different diagnoses to identical patients—or that two judges in the same courthouse give markedly different sentences to people who have committed the same crime. Suppose that different interviewers at the same firm make different decisions about indistinguishable job applicants—or that when a company is handling customer complaints, the resolution depends on who happens to answer the phone. Now imagine that the same doctor, the same judge, the same interviewer, or the same customer service agent makes different decisions depending on whether it is morning or afternoon, or Monday rather than Wednesday. These are examples of noise: variability in judgments that should be identical. In Noise, Daniel Kahneman, Olivier Sibony, and Cass R. Sunstein show the detrimental effects of noise in many fields, including medicine, law, economic forecasting, forensic science, bail, child protection, strategy, performance reviews, and personnel selection. Wherever there is judgment, there is noise. Yet, most of the time, individuals and organizations alike are unaware of it. They neglect noise. With a few simple remedies, people can reduce both noise and bias, and so make far better decisions. Packed with original ideas, and offering the same kinds of research-based insights that made Thinking, Fast and Slow*

and Nudge groundbreaking New York Times bestsellers, Noise explains how and why humans are so susceptible to noise in judgment—and what we can do about it.

Business Resilience System (BRS): Driven Through Boolean, Fuzzy Logics and Cloud Computation

Real and Near Real Time Analysis and Decision Making System

Springer This book provides a technical approach to a Business Resilience System with its Risk Atom and Processing Data Point based on fuzzy logic and cloud computation in real time. Its purpose and objectives define a clear set of expectations for Organizations and Enterprises so their network system and supply chain are totally resilient and protected against cyber-attacks, manmade threats, and natural disasters. These enterprises include financial, organizational, homeland security, and supply chain operations with multi-point manufacturing across the world. Market shares and marketing advantages are expected to result from the implementation of the system. The collected information and defined objectives form the basis to monitor and analyze the data through cloud computation, and will guarantee the success of their survivability's against any unexpected threats. This book will be useful for advanced undergraduate and graduate students in the field of computer engineering, engineers that work for manufacturing companies, business analysts in retail and e-Commerce, and those working in the defense industry, Information Security, and Information Technology.

Information For Efficient Decision Making: Big Data, Blockchain And Relevance

World Scientific Can there be reliable information that is also relevant to decision making? Information for Efficient Decision Making: Big Data, Blockchain and Relevance focuses on the consolidation of information to facilitate making decisions in firms, in order to make their operations efficient to reduce their costs and consequently, increase their profitability. The advent of blockchain has generated great interest as an alternative to centralized organizations, where the data is gathered through a centralized ledger keeping of activities of the firm. The decentralized ledger keeping is one of the main features of blockchain that has given rise to many issues of technology, development, implementation, privacy, acceptance, evaluation and so on. Blockchain concept is a follow-up to big data environment facilitated by enormous progress in computer hardware, storage capacities and technological prowess. This has resulted in the rapid acquiring of data not considered possible earlier. With shrewd modeling analytics and algorithms, the applications have grown to significant levels. This handbook discusses the progress in data collection, pros and cons of collecting information on decentralized publicly available ledgers and several applications.

Business Intelligence Guidebook

From Data Integration to Analytics

Newnes Between the high-level concepts of business intelligence and the nitty-gritty instructions for using vendors' tools lies the essential, yet poorly-understood layer of architecture, design and process. Without this knowledge, Big Data is belittled - projects flounder, are late and go over budget. Business Intelligence Guidebook: From Data Integration to Analytics shines a bright light on an often neglected topic, arming you with the knowledge you need to design rock-solid business intelligence and data integration processes. Practicing consultant and adjunct BI professor Rick Sherman takes the guesswork out of creating systems that are cost-effective, reusable and essential for transforming raw data into valuable information for business decision-makers. After reading this book, you will be able to design the overall architecture for functioning business intelligence systems with the supporting data warehousing and data-integration applications. You will have the information you need to get a project launched, developed, managed and delivered on time and on budget - turning the deluge of data into actionable information that fuels business knowledge. Finally, you'll give your career a boost by demonstrating an essential knowledge that puts corporate BI projects on a fast-track to success. Provides practical guidelines for building successful BI, DW and data integration solutions. Explains underlying BI, DW and data integration design, architecture and processes in clear, accessible language. Includes the complete project development lifecycle that can be applied at large enterprises as well as at small to medium-sized businesses Describes best practices and pragmatic approaches so readers can put them into action. Companion website includes templates and examples, further discussion of key topics, instructor materials, and references to trusted industry sources.

Global Risk Agility and Decision Making

Organizational Resilience in the Era of Man-Made Risk

Springer In Global Risk Agility and Decision Making, Daniel Wagner and Dante Disparte, two leading authorities in global risk management, make a compelling case for the need to bring traditional approaches to risk management and decision making into the twenty-first century. Based on their own deep and multi-faceted experience in risk management across numerous firms in dozens of countries, the authors call for a greater sense of urgency from corporate boards, decision makers, line managers, policymakers, and risk practitioners to address and resolve the plethora of challenges facing today's private and public sector organizations. Set against the era of manmade risk, where transnational terrorism, cyber risk, and climate change are making traditional risk models increasingly obsolete, they argue that remaining passively on the side-lines of the global economy is dangerous, and that understanding and actively engaging the world is central to achieving risk agility. Their definition of risk agility taps into the survival and risk-taking instincts of the entrepreneur while establishing an organizational imperative focused on collective survival. The agile risk manager is part sociologist, anthropologist, psychologist, and quant. Risk agility implies not treating risk as a cost of doing business, but as a catalyst for growth. Wagner and Disparte bring the concept of risk agility to life through a series of case studies that cut across industries, countries and the public and private sectors. The rich, real-world examples underscore how once mighty organizations can be brought to their knees—and even their demise by simple miscalculations or a failure to just do the right thing. The reader is offered deep insights into specific risk domains that are shaping our world, including terrorism, cyber risk, climate change, and economic resource nationalism, as well as a frame of reference from which to think about risk management and decision making in our increasingly complicated world. This easily digestible book will shed new light on the often complex discipline of risk management. Readers will learn how risk management is being transformed from a business prevention function to a values-based framework for thriving in increasingly perilous times. From tackling governance structures and the tone at the top to advocating for greater transparency and adherence to value systems, this book will establish a new generation of risk leader, with clarion voices calling for greater risk agility. The rise of agile decision makers coincides with greater resilience and responsiveness in the era of manmade risk.

Lean for Sales

Bringing the Science of Lean to the Art of Selling

CRC Press This groundbreaking book describes the Lean journey as it extends to a business area that is mission critical, yet has been virtually untouched by the Lean transformation. Lean for Sales: Bringing the Science of Lean to the Art of Selling provides sales professionals, and their management teams, with a structured, fact-based approach to boosting sales close rates and delivering improved business value to customers. The time-tested Lean selling techniques described in this book have been proven to deliver profound results. In fact, it is not uncommon for sales close rates to see a threefold increase over current rates as a result of using the techniques described in this book. After reading the book, you will understand how to integrate the science of Lean with the art of sales to: Create winning sales proposals Use Lean selling storyboards to confirm what is truly valuable to your client and their business Improve sales team collaboration Define and qualify a client's unique business problems and goals Manage sales process performance using a multi-dimensional measurement system that looks beyond sales revenue to include client value and process effectiveness This book outlines an innovative and proven approach to creating a common language with your customers that is based on waste elimination, root cause analysis, and time to value. Making the management of the sales cycle fact-based, rather than leaving it to intuition, this Lean selling manual presents tools that will enable sales professionals, and their managers, to collect sales opportunity data early and discard those leads that will ultimately waste valuable time and resources.

Applying Business Intelligence Initiatives in Healthcare and Organizational Settings

IGI Global Data analysis is an important part of modern business administration, as efficient compilation of information allows managers and business leaders to make the best decisions for the financial solvency of their organizations. Understanding the use of analytics, reporting, and data mining in everyday business environments is imperative to the success of modern businesses. Applying Business Intelligence Initiatives in Healthcare and Organizational Settings incorporates emerging concepts, methods, models, and relevant applications of business intelligence systems within problem contexts of healthcare and other organizational boundaries. Featuring coverage on a broad range of topics such as rise of embedded analytics, competitive advantage, and strategic capability, this book is ideally

designed for business analysts, investors, corporate managers, and entrepreneurs seeking to advance their understanding and practice of business intelligence.

Unlocking Africa's Business Potential Trends, Opportunities, Risks, and Strategies

Brookings Institution Press Africa welcomes business investment and offers some of the world's highest returns and impacts Africa has tremendous economic potential and offers rewarding opportunities for global businesses looking for new markets and long-term investments with favorable returns. Africa has been one of the world's fastest-growing regions over the past decade, and by 2030 will be home to nearly 1.7 billion people and an estimated \$6.7 trillion worth of consumer and business spending. Increased political stability in recent years and improving regional integration are making market access easier, and business expansion will generate jobs for women and youth, who represent the vast majority of the population. Current economic growth and poverty-alleviation efforts mean that more than 43 percent of the continent's people will reach middle- or upper-class status by 2030. *Unlocking Africa's Business Potential* examines business opportunities in the eight sectors with the highest potential returns on private investment—the same sectors that will foster economic growth and diversification, job creation, and improved general welfare. These sectors include: consumer markets, agriculture and agriprocessing, information and communication technology, manufacturing, oil and gas, tourism, banking, and infrastructure and construction. The book's analysis of these sectors is based on case studies that identify specific opportunities for investment and growth, along with long-term market projections to inform decision-making. The book identifies potential risks to business and offers mitigation strategies. It also provides policymakers with solutions to attract new business investments, including how to remove barriers to business and accelerate development of the private sector.

Essentials of Strategy

Harvard Business Press "The Business Literacy for HR Professionals series, developed in cooperation with the Society for Human Resource Management, helps HR professionals do exactly that. Covering essential areas such as negotiation, decision making, change management, finance, and more, these highly practical books help HR professionals in their goal to be true strategic partners who bring additional bottom line value to their organizations. In an age of stiffening competition, everyone in an organization must develop a strategic mind-set by understanding the company's competitive strategy and helping the firm execute it. This essential resource offers guidelines for creating the HR initiatives, policies, and departmental structures that ensure success."--Publisher's website.

Project Management Tools and Techniques for Success

CRC Press Emphasizing that it's much easier and more cost effective to make changes in the planning phases of a project rather than later on, *Project Management Tools and Techniques for Success* provides an accessible introduction to project management fundamentals. Highlighting approaches for avoiding common pitfalls, it begins with an introduction to project management that compares and contrasts the stages of poor management with those of effective management. Because change is inherent in virtually all projects, the text outlines the human effects of change and suggests ways to mitigate these effects. It addresses team dynamics, sourcing alternatives, motivating the team, managing expectations, assessing risk, and defining and prioritizing project requirements. The book translates difficult concepts into practical applications with a case study that examines the merger of two companies, along with the subsequent development of a new corporate headquarters. By adding a layer of statistical methods and tools to the front-end of a project, *Design for Six Sigma (DFSS)* augments standard Six Sigma processes to help ensure project results meet customers' needs and that delays caused by new requirements or rework after implementation are eliminated or reduced. The book explains how to effectively incorporate DFSS tools to reduce the possibility of failure in your next project. Clearly illustrating effective project management practices, the book includes a listing of commonly used acronyms, suggestions for additional reading, along with instructions on how to create four of the most important tools discussed in the book.

Professional Practice in Learning and Development

How to Design and Deliver Plans for the Workplace

Kogan Page Publishers Professional Practice in Learning and Development guides learning and development practitioners and students in designing and delivering effective people development in the modern organization. It is a core text for those studying for learning and development qualifications such as the Chartered Institute of Personnel and Development Intermediate level, and a useful handbook for those in learning and development roles looking to develop their understanding of the latest developments facing the profession. With a particular focus on digital, blended and social learning it will help you deliver more for less. Starting with an introduction to learning and development, it shows how to make the business case for activities, use metrics to demonstrate the value add, and engage the right stakeholders. Drawing on the latest research, Professional Practice in Learning and Development highlights the new opportunities made available to the learning and development practitioner by technology, new media and the networked world in which we live. It looks at approaches to helping people learn and how to develop tailored solutions. Case studies and reflective questions develop skills in facilitating collaborative learning, working in teams, and communicating effectively with all stakeholders. This book also equips you to measure and communicate the value of the programmes and, drawing on insights from neuroscience, demonstrates some practical new tools for engaging learners to improve the effectiveness of their work.

ASTD 2004 Competency Study

Mapping the Future : New Workplace Learning and Performance Competencies

American Society for Training and Development This powerful new competency model provides a strategic roadmap for today's workplace learning and performance (WLP) professional by clearly identifying current and emerging trends and competencies. This is a key resource for a diverse group of individuals, including those who are just entering the field, those who are making hiring decisions or creating curricula, and those looking for career development guidance and ways to bring greater value to their organizations.

The Innovation Tools Handbook, Volume 1

Organizational and Operational Tools, Methods, and Techniques that Every Innovator Must Know

CRC Press In today's fast-moving, high-technology environment, the focus on quality has given way to a focus on innovation. From presidents of the United States to presidents of Fortune 500 companies, it is clear that everyone thinks innovation is extremely important. The challenge is that few people stop to define why innovation is important—to understand what's driving the need for more innovation. We all agree that more frequent innovation is important, even necessary. What remains unanswered is why we allow innovation consultants, elected officials, and business leaders to tell us innovation is important, but not demonstrate the underlying reasons why. The three volumes of The Innovation Tools Handbook cover 76 top-rated tools and methods, from the hundreds available, that every innovator must master to be successful. Volume I covers 24 creative tools/methodologies most frequently used to change an organization's structure and operations. It provides a clear understanding of how all 24 tools are used and the type or results they can generate, so you can learn to select the right combination of tools that best meet your organization's needs. This book is the result of a research study that defined the most efficient, effective, and frequently used tools in the innovative process. For each tool described, it provides a definition, identifies the user of the tool or methodology, explains what phases of the innovation process the tool is used, describes how the tool is used, supplies examples of the outputs from the tool, identifies software that can help you maximize the effectiveness of the tool, and includes references and suggestions for further reading. Tools and methodologies covered include: Agile innovation, benchmarking, business case development, business plans, comparative analysis, competitive analysis, contingency planning, costs analysis, financial reporting, focus groups, identifying and engaging stakeholders, innovation master plan, knowledge management systems, market research and surveys, organizational change management, potential investor presentation, project management, S-curve model, safeguarding intellectual properties, systems thinking, value propositioning, and visioning.

Implementing E-commerce Strategies

A Guide to Corporate Success After the Dot.com Bust

Greenwood Publishing Group "In *Implementing E-Commerce Strategies*, Marc Epstein goes beyond the hype to focus on the practical angles of designing, executing, and successfully managing an e-commerce strategy that works for your company. While many books have addressed the "what" and "why" of e-commerce, Epstein zeroes in on the elusive "how."--BOOK JACKET.

The New Sustainability Advantage

Seven Business Case Benefits of a Triple Bottom Line

New Society Publishers Argues that businesses stand to profit from development strategies that are socially and environmentally responsible. Original.

Leading Change

Harvard Business Press Offers advice on how to lead an organization into change, including establishing a sense of urgency, developing a vision and strategy, and generating short-term wins.

Education and Corporate Social Responsibility

International Perspectives

Emerald Group Publishing This volume examines the practice of embedding corporate social responsibility into academic curricula.

Lovability

How to Build a Business That People Love and Be Happy Doing It

Greenleaf Book Group Love is the surprising emotion that company builders cannot afford to ignore. Genuine, heartfelt devotion and loyalty from customers — yes, love — is what propels a select few companies ahead. Think about the products and companies that you really care about and how they make you feel. You do not merely like those products, you adore them. Consider your own emotions and a key insight is revealed: Love is central to business. Nobody talks about it, but it is obvious in hindsight. *Lovability: How to Build a Business That People Love and Be Happy Doing It* shares what Silicon Valley-based author and Aha! CEO Brian de Haaff knows from a career of founding successful technology companies and creating award-winning products. He reveals the secret to the phenomenal growth of Aha! and the engine that powers lasting customer devotion — a set of principles that he pioneered and named *The Responsive Method*. *Lovability* provides valuable lessons and actionable steps for product and company builders everywhere, including:

- Why you should rethink everything you know about building a business
- What a product really is
- The magic of finding what your customers truly desire
- How to turn business strategy and product roadmaps into customer love
- Why you should chase company value, not valuation
- Surveys to measure your company's lovability

Brian de Haaff has spent the last 20 years focused on business strategy, product management, and bringing disruptive technologies to market. And in preparation for writing this book, he interviewed well-known startup founders, product managers, executives, and CEOs at hundreds of name brand and agile organizations. Their experiences, along with headline-grabbing case studies (both inspiring successes and cautionary tales), will help readers discover how to build something that matters. Much has been written about how entrepreneurs build innovative products and successful businesses, but the author's message is original and refreshing. He convincingly explains that there is a better path forward — a people-first way grounded in love. In a business world that has increasingly emphasized hype over

substance and get-big-at-any-cost thinking over profitable and sustainable growth, it's time for a new recipe for company success. Insightful, thought-provoking, and sometimes controversial, *Lovability* is the book that you turn to when you know there has to be a better way.

Teaching Business Sustainability

From Theory to Practice

Routledge In a world where corporate governance scandals have become the everyday, the role of business schools in producing the managers of today – and tomorrow – has come into sharp focus. Today's managers and the MBAs that will follow them are in need of an education that grounds business ethics and the overarching concerns of sustainable development into the curriculum. As some, but by no means all, organisations are coming to realise, bad performance in environmental protection, labour practices and human rights is no longer a "soft" issue but one that can hit the bottom line with a vengeance. So, what is the state of the art in teaching business sustainability worldwide, and what teaching practices and tools are achieving successful results? This book begins to answer these questions and more. There are many challenges facing educators in the field of sustainability. It is an evolving field still in its infancy as a management discipline; and there is also the need to combat the unstated but often underlying assumption that many environmental and social issues represent non-valued-added effort. *Teaching Business Sustainability* acknowledges this problem, while helping students explore the various ways in which the theoretical value of business sustainability can result in valuable and value-added practical outcomes. A wide mix of approaches is therefore indicated; while many of these are experimental and on the leading edge of management learning, they all share an experiential (and often a team-based) element, and attempt to bring together the theory in a way that makes it relevant to practitioners in the field. The implication is that, whenever possible, educators need to link the learning to the students' immediate and pressing "real-world" realities. This applies equally to undergraduates or high-level executives. However, in the absence of immediate examples of such realities (as may often be the case in undergraduate settings) educators need to introduce experientially based approaches that recreate such settings in the classroom. The book also argues the case for holistic and interdisciplinary learning. It is clear from much of the literature on sustainability that the concept does not easily lend itself to being pigeonholed and that it crosses many of the functional areas of business. Indeed, it goes beyond just business learning to encompass many fields such as ecology, engineering and biology. If students are to move beyond the narrow perspective that conventional business studies often entail, they need to be introduced to the wider vision that an interdisciplinary approach engenders. The final point that emerges from this collection is that experiential learning of business sustainability often can, and should be, fun! Be it a heated exchange in a case-study discussion, a role-play exercise or a hands-on student consulting project, much experiential learning seems to excite the imagination of the students and to release their creative juices. The 23 contributions to *Teaching Business Sustainability* have been divided into three thematic groups. In the first section, 'Theory, Critique and Ideas', the authors explore and critique some of the overarching ideas and thinking behind the teaching of sustainability. The next section, 'Learning from Current Practice', contains the experiences of a number of educators and the successful and leading-edge approaches that they have used. The final section then outlines tools, methods and approaches that can be used to teach business sustainability. This last section also serves as an introduction to a second volume – *Teaching Business Sustainability Vol. 2* – which provides educators of sustainability with a series of case studies, role plays and experiential exercises. *Teaching Business Sustainability* is an invaluable resource both for educators working in a wide range of academic disciplines, looking for inspiration and guidance on how to teach business sustainability, as well as for organisations looking to reinvigorate internal management education programmes to factor in corporate responsibility and sustainability issues.

Integrative Document & Content Management

Strategies for Exploiting Enterprise Knowledge

IGI Global Portals present unique strategic challenges in the academic environment. Their conceptualization and design requires the input of campus constituents who seldom interact and whose interests are often opposite. The implementation of a portal requires a coordination of applications and databases controlled by different campus units at a level that may never before have been attempted at the institution. Building a portal is as much about constructing intra-campus bridges as it is about user interfaces and content. *Designing Portals: Opportunities and Challenges* discusses the current status of portals in higher education by providing insight into the role portals play in an institution's business and educational strategy, by taking the reader through the processes of conceptualization, design, and implementation of the portals (in different stages of development) at major universities and by offering insight from three producers of portal software systems in use at institutions of higher learning and elsewhere.

Handbook of Disaster Risk Reduction for Resilience

New Frameworks for Building Resilience to Disasters

Springer Nature This book is part of a six-volume series on Disaster Risk Reduction and Resilience. The series aims to fill in gaps in theory and practice in the Sendai Framework, and provides additional resources, methodologies and communication strategies to enhance the plan for action and targets proposed by the Sendai Framework. The series will appeal to a broad range of researchers, academics, students, policy makers and practitioners in engineering, environmental science and geography, geoscience, emergency management, finance, community adaptation, atmospheric science and information technology. This volume discusses how to measure and build disaster resilience at society's capacity, drawing upon individual, institutional and collective resources to cope with and adapt to the demands and challenges of natural disaster occurrences. The book will serve as a guide, outlining the key indicators of disaster resilience in urban and rural settings, and the resources and strategies needed to build resilient communities in accordance with the targets of the Sendai Framework. Readers will learn about multi-risk reduction approaches using computational methods, data mining techniques, and System Thinking at various scales, as well as institutional and infrastructure resilience strategies based on several case studies.

CIO

Organisational Behaviour

Pearson Higher Education AU Robbins: Leading the way in OB Organisational Behaviour shows managers how to apply the concepts and practices of modern organisational behaviour in a competitive, dynamic business world. Written and researched by industry-respected authors, this continues to be Australia's most popular text for introductory courses in organisational behaviour. A new suite of learning and teaching resources that will excite future managers and inspire critical thinking, accompanies the text.

Identity and Access Management

Business Performance Through Connected Intelligence

Newnes Identity and Access Management: Business Performance Through Connected Intelligence provides you with a practical, in-depth walkthrough of how to plan, assess, design, and deploy IAM solutions. This book breaks down IAM into manageable components to ease systemwide implementation. The hands-on, end-to-end approach includes a proven step-by-step method for deploying IAM that has been used successfully in over 200 deployments. The book also provides reusable templates and source code examples in Java, XML, and SPML. Focuses on real-world implementations Provides end-to-end coverage of IAM from business drivers, requirements, design, and development to implementation Presents a proven, step-by-step method for deploying IAM that has been successfully used in over 200 cases Includes companion website with source code examples in Java, XML, and SPML as well as reusable templates

Optimizing Corporate Portfolio Management

Aligning Investment Proposals with Organizational Strategy

John Wiley & Sons If where an organization allocates its resources determines its strategy, why is it that so few companies actively manage the resource allocation process? "Optimizing Corporate Portfolio Management: Aligning Investment Proposals with Organizational Strategy" goes beyond platitudes about why you should use corporate portfolio management (CPM) by offering a practical methodology to bring this powerful discipline to your organization. "Optimizing Corporate Portfolio Management" takes an expansive view of where CPM can be utilized by demonstrating that it can be used across any business line, product group or functional area, e.g., IT, R&D, innovation, marketing, salesforce, capital expenditure, etc. CPM is appropriate anywhere discretionary investments are being selected and

executed. As a result, other terms used to describe portfolio management such as IT portfolio management, enterprise portfolio management, and project portfolio management are all merely subsets or slices of CPM. The book is written by Anand Sanwal, an expert on CPM, who has led American Express' CPM discipline (referred to as American Express Investment Optimization). American Express' CPM efforts are widely recognized as the most extensive, substantial and progressive deployment of CPM across any organization. Sanwal avoids academic theories and consultant jargon to ultimately deliver pragmatic and proven recommendations on how to make CPM a reality. The book features a foreword by Gary Crittenden, former CFO and EVP of American Express, and several case studies from leading financial services, technology, and government organizations utilizing CPM. Additionally, the book has received significant praise from thought leaders at Google, HP, American Express, The CFO Executive Board, Gartner, Accenture Marketing Sciences, The Wharton School of Business and many others.

Technology-Enhanced Assessment of Talent

John Wiley & Sons "This volume provides anyone using technology-enhanced assessments as part of organizational selection, promotion, or development programs, or considering their use, with both cutting-edge discussions of critical measurement issues and detailed examples of ongoing HR systems that highlight the opportunities and challenges of such assessments." James L. Farr, professor, Department of Psychology, Pennsylvania State University "Assessment systems provide an efficient means to evaluate and deploy talent across our global business. Technology-Enhanced Assessment of Talent highlights the science behind these technologies, as well as cutting-edge solutions shown to be effective in running the talent side of business." David A. Rodriguez, Ph.D., executive vice president, Global Human Resources, Marriott International, Inc. The Jossey-Bass SIOP Professional Practice Series was launched in 1988 to provide I-O psychologists, organizational scientists and practitioners, human resources professionals, managers, executives and those interested in organizational behavior and performance with volumes that are insightful, current, informative and relevant to organizational practice. The volumes seek to inform those interested in practice with guidance, insights and advice on how to apply the concepts, findings, methods, and tools derived from industrial and organizational psychology to solve human-related organizational problems.

Corporate Sustainability Management in the Energy Sector

An Empirical Contingency Approach

Springer Science & Business Media Oliver Salzmann provides a comprehensive view on corporate sustainability management in companies such as Shell and RWE and develops a model for the systematization of strategic, thus profit-oriented, corporate sustainability management.