

A Social Contract With Business As The Basis For A Postmodern Mba In A World Of Inclusive Globalisation

[#social contract business](#) [#postmodern MBA education](#) [#inclusive globalization strategy](#) [#ethical business leadership](#) [#future of MBA programs](#)

This concept explores the critical role of a redefined social contract with business as the foundational basis for a postmodern MBA curriculum. Designed for a rapidly evolving world, this MBA emphasizes leadership that champions inclusive globalization, fostering a new generation of business professionals committed to both profit and societal well-being.

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A Social Contract with Business as the Basis for a Postmodern MBA in a World of Inclusive Globalisation

In A Social Contract with Business as the Basis for a Postmodern MBA in a World of Inclusive Globalisation, Jopie Coetzee places the MBA qualification on the centre stage of the 21st century's global challenges facing humanity. He makes three substantial and original contributions to the field of Business Leadership. Firstly, he introduces a new research methodology, termed critical metasynthesis. Secondly, he presents a new model, termed The Social Contract with Business as the *raison d'être* for postmodern business. Thirdly, he develops a new educational context, a new vocabulary, as well as guidelines for a new canon of knowledge for business education and curriculum design for the postmodern MBA."

The Social Contract With Business

This book is about the Social Contract with Business as a means to deliver humanity's global sustainability mandate. From a well researched Socratic dialogue with today's leaders and thinkers in the West, East, and South emerged action-oriented answers to the questions: What kind of future does humanity want?; What society for such a future?; What business for such a society?; What business leader for such a business?; What education for such a business leader? This book is written for business leaders and for all other movers and shakers who wish to conduct their affairs in a business-like and meaningful manner.

Inclusive Businesses in Developing Economies

This book analyzes the emerging concepts and theories of inclusiveness in business by explaining corporate social responsibility, social learning, and value co-creation, as critical elements to the

success of firms. The authors explore the causes and effects and challenges associated with the management of inclusive businesses. Divided in to six sections, this edited work includes twenty one chapters that examine the inclusive business philosophy, the social dynamics of managing inclusive business, the role of trade, and inclusive practices at work before concluding with a discussion of how to drive hybrid growth in these types of organizations. Focusing on developing economies, this book portrays the varied corporate experiences in inclusive business designs and customer value propositions across the industries. It surveys the problems, possible solutions, and policy frameworks for integrating business as a resource to alleviate poverty and social and economic inequality.

Globalization of Management Education

In this comprehensive report, the AACSB Task Force explores broad globalization trends in management education that command the attention of any individual or institution striving to navigate in today's environment.

Diverse Contemporary Issues Facing Business Management Education

In today's society, it is not only desirable but essential for a business to take on a global edge. The best way to ensure a successful future is to educate business students about global policies currently at play. Diverse Contemporary Issues Facing Business Management Education discusses the issues that are facing both large and small corporations and the students who are seeking employment there. Questioning not only what changes globalization has brought to the business world, but what ways our education system will have to change to keep up, this book is an essential reference source for business owners, educators, students, or anyone interested in the future globalization of the business market.

Making Global MBAs

A generation of aspiring business managers has been taught to see a world of difference as a world of opportunity. In Making Global MBAs, Andrew Orta examines the culture of contemporary business education, and the ways MBA programs participate in the production of global capitalism through the education of the business subjects who will be managing it. Based on extensive field research in several leading US business schools, this groundbreaking ethnography exposes what the culture of MBA training says about contemporary understandings of capitalism in the context of globalization. Orta details the rituals of MBA life and the ways MBA curricula cultivate both habits of fast-paced technical competence and "softer" qualities and talents thought to be essential to unlocking the value of international cultural difference while managing its risks. Making Global MBAs provides an essential critique of neoliberal thinking for students and professionals in a wide variety of fields.

Innovations in International and Cross-Cultural Management

Presenting cross-cultural research on a wide range of organizational topics, this book ranges from the individual to the macro level. Among the issues examined are: organizational trust in international settings, HRM issues in international joint ventures, developing strategic advantage across borders, and social partnerships for sustainable growth.

International Management

ÖThis book focuses on the challenges facing MNCs who are Öplaying away from homeÖ in different institutional frameworks and complex cultural contexts. In each chapter the authors provide a clear exposition and critique of the current literature followed by a sophisticated case study that highlights the key challenges and dilemmas faced by MNCs in dynamic environments. Through a combination of solid theory and rich cases this book provides a fresh and important contribution to the discipline and will be invaluable for academics, postgraduate students and practitioners.Ö Ð Pauline Stanton, Victoria University Melbourne, Australia ÖThe textbook addresses crucial challenges facing managers of MNCs. The topics are introduced systematically, with suitable theoretical grounding and accompanied with rich insights from case studies. It is very well customized to students in international management providing not only a broad overview but also in depth knowledge of real world challenges in a globalised business world.Ö Ð Rüdiger Kabst, Justus-Liebig-Universität Gießen, Germany ÖThis excellent book covers the field of international business and particularly international management and is written in a way that cuts through these complex concepts and makes them understandable without losing any of

the nuances. The substantial case studies attached to each topic and chapter can be mined by teachers and students in a variety of different ways. The book is ideal for Masters students, but many of their teachers can gain a lot from it too. . . . Æ Chris Brewster, University of Reading, UK This timely and accessible MBA textbook explores the challenges faced by today's multinational corporations. What is the optimal balance between local responsiveness and global integration? How can a common culture be developed in the face of profound cultural differences? What employment policies are legitimate in a world of differing standards? Through a combination of well-researched theory and illustrative case studies, International Management creates a platform for informed and lively debate on these, and many other issues. Comprehensive and insightful, this important textbook will be an invaluable resource for MBA students, as well as academics and managers faced with the daily challenges of managing international organisations.

Global Voices #7 : Keys to the common good

72 pages of research-driven and opinion features from faculty and alumni, giving a unique, international perspective to business at the good of society.

Challenges for European Management in a Global Context

This book provides cutting edge research and knowledge and an academic study of the impact of globalisation in different areas affecting management and how management is responding. It gives a comprehensive analysis of what is actually happening and likely future trends. It is not just a focus on 'convergence' arguments, but integrates a broader view of still remaining regional and national differences in management and organisation. The book draws on new theoretical approaches in the field of international business, highlighting areas such as Anglo-German subsidiaries of MNCs, HRM practices and change management processes or employment relations in US-based MNCs in Europe and many other aspects.

Globalization, Social Capital and Inequality

This volume investigates the relationship between globalization, inequality and social capital, and reveals that although strongly related, these ideas are also highly contested. The authors elucidate the interactions between these concepts, looking in detail at the conflicts and competitiveness which can arise at both the national and organizational level. The authors examine public and private sector reforms in relation to globalization and inequality, highlight the tensions between global governance and societal resistance, and demonstrate how social capital contributes to systemic competitiveness. More specifically, a number of topical case studies, which focus on a variety of issues, clearly show the contested experiences of globalization, inequality and social capital. These include the introduction of ISO standards; the transformation of the Czech Republic; reforms in the British National Health Service; a comparison of the adoption of new forms of management in the US and the Netherlands; and the role of consultancies in regional economic development. These studies highlight the formal and informal boundaries which exist between different groups in society. Although these boundaries do resist change, at the same time they are flexible and - so the authors argue - can therefore play a significant role in shaping the dynamics of society and the economy. The multidisciplinary approach and the variety of case studies will make this book required reading for institutional and international economists, political and social scientists, and scholars of international relations, management and organization.

Inclusive Growth

The book outlines a journey from enabling models of government and business to strategies for creating both financial and social inclusion and entrepreneurship as mechanisms for sustainable and inclusive growth.

Diverse Contemporary Issues Facing Business Management Education

"This book discusses the issues that are facing both large and small corporations and the students who are seeking employment there by questioning not only what changes globalization has brought to the business world, but what ways our education system will have to change to keep up".

Managing Global Organizations

The globalization of business is a reality that confronts organizations of all sizes from different nations and cultures. This book serves as a comprehensive guide for understanding the nature of cultural variations that affect important aspects of organizational behavior. The authors expertly cover all of the relevant functions that managers are concerned with in the process of managing global organizations. Various research-based theories and findings are discussed to explain the significance of cultural variations in these phenomena. Readers will gain a clear perspective on how cultural variations have the potential to affect organizational functioning and effectiveness across national borders. A mastery of the fundamental concepts and issues covered in this book will enable future managers of multinational and global corporations to become more effective in dealing with people in different countries and enhance organizational effectiveness on an ongoing basis. Scholars and students will also find this book a path-breaking resource for understanding this important topic.

Social Entrepreneurship

What motivates someone to become a social entrepreneur? What are the competencies needed to be effective social advocates and agents for change? This book answers these questions in an accessible and practical way, providing comprehensive guidelines, numerous examples, and sources of information and training for anyone who wants to start a community-based social advocacy and change initiative or for employees who want to start a corporate social responsibility initiative. Features include the following: examples of individuals and organizations who have learned from successes and failures in social entrepreneurship self-assessments to help readers evaluate their own talents and proclivity to be social entrepreneurs steps and strategies, competency-building activities, and assessments to evaluate and facilitate initiatives resources available from foundations, government agencies, and other sources for the budding social entrepreneur

Measuring Globalisation

Globalisation is a timely and controversial topic. Against the chorus of globalisation's proponents and detractors, the authors propose an approach for measuring globalisation and its consequences. Undertaking a comprehensive review of the literature on globalisation and using data from the MGI and KOF indices, the well-respected authors build a framework for defining globalisation and analyzing the relationships among economic, political, and social variables.

Management Development Through Cultural Diversity

This stimulating, clearly written and well-structured text is a comprehensive introduction to the principles of management and organizational behavior, as well as a corrective to the Eurocentric bias of most management texts. This book focuses on four domains of management--primal, rational, developmental and metaphysical. It develops a transcultural perspective drawing on insights from across the world to examine different management styles, cultures and stages of business development. Each section examines core management theory and literature, cultural orientation and related prominent theo.

Investing in Cultural Diversity and Intercultural Dialogue

This report analyses all aspects of cultural diversity, which has emerged as a key concern of the international community in recent decades, and maps out new approaches to monitoring and shaping the changes that are taking place. It highlights, in particular, the interrelated challenges of cultural diversity and intercultural dialogue and the way in which strong homogenizing forces are matched by persistent diversifying trends. The report proposes a series of ten policy-oriented recommendations, to the attention of States, intergovernmental and non-governmental organizations, international and regional bodies, national institutions and the private sector on how to invest in cultural diversity. Emphasizing the importance of cultural diversity in different areas (languages, education, communication and new media development, and creativity and the marketplace) based on data and examples collected from around the world, the report is also intended for the general public. It proposes a coherent vision of cultural diversity and clarifies how, far from being a threat, it can become beneficial to the action of the international community.

Globalisation, Global Justice and Social Work

Globalization has become a seemingly unstoppable force over recent decades and, in its wake, global notions of social justice have developed in response to its negative aspects. Neo-liberal economic

policies have been a key element in the wider process of globalization, and these policies have had a profound impact on welfare provision and the shape of social work practice. Arising dissatisfaction among users of welfare and social work services is fuelling the search for a new, more radical social work that is firmly rooted in principles of social justice. Globalisation, Global Justice and Social Work explores the global effects of neo-liberal policies on welfare services in different countries, with contributions from social work academics, practitioners and welfare activists around the world. The first section of the book presents case studies of impact of neo-liberalism on welfare systems, social service provision and the practice of social work. In the second section the chapters explore the relationship between social work practice and the struggle for social justice. Authors discuss the personal and political dilemmas they have had to address in seeking to link a personal commitment to social justice with their daily practice as workers and educators in social work. The final section assesses the prospects for social work practice based on notions of social justice, by looking at what can be learned from the experience of previous radical movements as well as from emergent global and local movements.

Current Index to Journals in Education

"Business Schools Face Test of Faith." "Is It Time to Retrain B-Schools?" As these headlines make clear, business education is at a major crossroads. For decades, MBA graduates from top-tier schools set the standard for cutting-edge business knowledge and skills. Now the business world has changed, say the authors of *Rethinking the MBA*, and MBA programs must change with it. Increasingly, managers and recruiters are questioning conventional business education. Their concerns? Among other things, MBA programs aren't giving students the heightened cultural awareness and global perspectives they need. Newly minted MBAs lack essential leadership skills. Creative and critical thinking demand far more attention. In this compelling and authoritative new book, the authors:

- Document a rising chorus of concerns about business schools gleaned from extensive interviews with deans and executives, and from a detailed analysis of current curricula and emerging trends in graduate business education
- Provide case studies showing how leading MBA programs have begun reinventing themselves for the better
- Offer concrete ideas for how business schools can surmount the challenges that come with reinvention, including securing faculty with new skills and experimenting with new pedagogies

Rich with examples and thoroughly researched, *Rethinking the MBA* reveals why and how business schools must define a better pathway for the future.

Rethinking the MBA

This is the second of two volumes, written with strong support from the EFMD (European Foundation for Management Development) and the GMAC (Graduate Management Admission Council), aimed at understanding and examining the challenges of developing management education across Africa.

Africa

Leading writer Boris Kagarlitsky offers an ambitious account of 1000 years of Russian history.

Neoliberalism

Discover the secrets to successful luxury brand management with this bestselling guide written by two of the world's leading experts on luxury branding, Jean-Noël Kapferer and Vincent Bastien, providing a unique blueprint for luxury brands and companies. Having established itself as the definitive work on the essence of a luxury brand strategy, this book defines the differences between premium and luxury brands and products, analyzing the nature of true luxury brands and turning established marketing 'rules' upside-down. Written by two world experts on luxury branding, *The Luxury Strategy* provides the first rigorous blueprint for the effective management of luxury brands and companies at the highest level. This fully revised second edition of *The Luxury Strategy* explores the diversity of meanings of 'luxury' across different markets. It rationalizes those business models that have achieved profitability and unveils the original methods that were used to transform small family businesses such as Ferrari, Louis Vuitton, Cartier, Chanel, Armani, Gucci, and Ralph Lauren into profitable global brands. Now with a new section on marketing and selling luxury goods online and the impact of social networks and digital developments, this book has truly cemented its position as the authority on luxury strategy.

The Luxury Strategy

The MBA is probably the hottest ticket among the current university graduate degree offerings--every year, more than 120,000 students enroll in MBA programs in the United States, and the estimates in Europe do not lag far behind. In addition, job prospects have never looked better for business school graduates; corporations are hiring more business school graduates every year, and compensating them more handsomely. The Future of the MBA provides a sorely needed detailed and systematic review of the major contemporary debates on management education. At the same time, it makes a striking new proposal that will certainly have an impact in business schools: that managers need to develop a series of qualitative tacit skills which could be appropriately developed by integrative curricula brought from different disciplines, including sociology, philosophy, and other social sciences. Moldoveanu and Martin, both involved in the greatly respected integrative business education program at the Rothman School of Management, provide a guide on how to design a reliable integrated program for management students. One of the main assets of the book is that it relies not just on speculative thinking, but on real life experience, and that it also includes case studies that will appeal to practicing managers. As an authoritative reference on MBA education, it will appeal to faculty and staff of business schools, as well as students in related fields like education and public policy.

The Future of the MBA

The era of training, one organisation, one profession, one job has gone. Here, leading experts on careers look at issues such as selection, motivation, career paths, women's careers and also make international comparisons.

Career Frontiers

Conventional theories of capitalism are mired in a deep crisis: after centuries of debate, they are still unable to tell us what capital is. Liberals and Marxists both think of capital as an 'economic' entity that they count in universal units of 'utils' or 'abstract labour', respectively. But these units are totally fictitious. Nobody has ever been able to observe or measure them, and for a good reason: they don't exist. Since liberalism and Marxism depend on these non-existing units, their theories hang in suspension. They cannot explain the process that matters most – the accumulation of capital. This book offers a radical alternative. According to the authors, capital is not a narrow economic entity, but a symbolic quantification of power. It has little to do with utility or abstract labour, and it extends far beyond machines and production lines. Capital, the authors claim, represents the organized power of dominant capital groups to reshape – or creorder – their society. Written in simple language, accessible to lay readers and experts alike, the book develops a novel political economy. It takes the reader through the history, assumptions and limitations of mainstream economics and its associated theories of politics. It examines the evolution of Marxist thinking on accumulation and the state. And it articulates an innovative theory of 'capital as power' and a new history of the 'capitalist mode of power'.

"The" Information Age

... a reflective and scholarly work that presents exciting and challenging views to mainstream entrepreneurship. . . The four books comprising the series would certainly be a valuable addition to any entrepreneurship library. However, each book also stands alone as an individual purchase. Lorraine Warren, International Journal of Entrepreneurial Behaviour and Research The narrative and flow of the book is superb and very interesting to read. The book is well edited and thought provoking which makes it an interesting read. Vanessa Ratten, Journal of Enterprising Communities: People and Places in the Global Economy This book the third in the Movements in Entrepreneurship series examines entrepreneurship as a societal phenomenon. It provides an in-depth study of the social aspects of entrepreneurship, illustrating how entrepreneurship affects society. The need to move beyond economy to disclose entrepreneurship in its societal forms is demonstrated, as is the relevance of our understanding of entrepreneurship as a societal phenomenon. The contributors show that entrepreneurship is a society-creating force and as such, it evokes new questions for entrepreneurship research and attempts to engage with new theoretical formulations. They begin with discussions on early Schumpeter and a rhetorical analysis of the current academic literature on social entrepreneurship. They go on to present myriad contextual examples of how entrepreneurship can shape social change, and indicate how this is initiated through various social settings, relationships and communities. Through rich empirical work this book explores the social of social entrepreneurship and in doing so shows us how entrepreneurship is at home where society is created. As such, it will prove a fascinating read for academics, researchers and students with an interest in entrepreneurship, sociology and economic sociology.

Capital as Power

This is a fundamental challenge to conventional thinking on management education and its strictly utilitarian relationship to management research and practice. Chapters cover critical theory, feminism, post-structuralist work and much more.

Entrepreneurship As Social Change

This second decade of the millennium finds the world changing at a once unimaginable pace. Businesses, tangled in the interwoven threads of galloping globalization, technological advances, cultural diversity, economic recession and deep-rooted human social evolution, struggle to keep up with incessant changes; consequently and inexorably experiencing severe difficulties and disorientation. Executives, much bewildered, habitually turn to conventional, time-honoured strategies and practices, which increasingly fail to offer the much-sought answers and means to survival, competitiveness and growth. We are currently experiencing a business era of turbulence and dynamic change – an era that inherently rejects conventionality and orthodox business theory to reward businesses embracing agility, reflex-style adaptability, innovation and creativity. This turbulence is, however, not a parenthesis or even a pattern, but the new reality in which each business must reinvent and redefine itself. This is a new reality of stakeholders that shift focus from the external to the internal, from the tangible to the intangible, and from fact to perception. This book presents research and paradigms that transcend classical theory in order to examine how business practice is positively affected by these conditions. Across a multitude of sectors and organisational types, scholars of different business specialisations set the theoretical foundations of contemporary thinking and present their practical implementations.

Rethinking Management Education

Hofstede introduced a culture paradigm that has been widely influential in international business. However, its relevance in light of culture's increasing complexity due to globalization has been questioned. Alternative culture frameworks and perspectives are offered by leading scholars in global marketing and management.

Innovative Business Practices

"... an important intervention in the conversation around social and ecological sustainability that draws on both micromarketing and macromarketing scholarship to help the reader understand the challenges with illustrations from insightful cases both from emerging and developed economies. This compilation should be essential reading for the discerning student of sustainable consumption and production."

-- Professor Pierre McDonagh, Associate Editor, Journal of Macromarketing (USA); Professor of Critical Marketing & Society, University of Bath, UK Experts in the field of economics, management science, and particularly in the marketing domain have always been interested in and acknowledged the importance of sustaining profitable businesses while incorporating societal and environmental concerns; however, the level of existing literature and availability of teaching cases reflect a dearth of real case studies, especially those focused on marketing for social good. This book of actual case studies will address that need. In addition, this book is important and timely in providing a case book for instructors (those in both industry and academia) to help them in teaching and training the next generation of leaders through corporate training and universities. Currently, marketing for social good is increasingly becoming a part of most curriculums under the umbrella of different titles, such as social marketing, green marketing, and sustainability marketing. The relevance of these studies is increasing across the globe. This book is composed of long and short real cases with varying complexity in different sectors. This case book will also cover some review articles for an overview of the recent developments in the study area. With these case studies, collections of questions, teaching materials, and real-life marketing scenarios, this book offers a unique source of knowledge to marketing professionals, students, and educators across the world. The main objective of this case book is to understand the applicability of marketing science (marketing for social good context, such as social marketing and sustainability marketing) in internet marketing related to e-buying behavior and e-WOM. In addition, it illustrates the various types of existing marketing practices that are relevant from both theoretical and practical points of view in this electronic era, as well as discussing other non-electronic marketing practices and focusing on consumer buying behavior. As a result, marketing managers can treat their customers according to their desired value. This book particularly explores the possibilities and advantages created by social marketing and sustainability marketing through the presentation of thorough review articles and case studies. This case book helps corporate training centers and universities with compact teaching reference materials in their relevant courses.

Beyond Hofstede

"Business Ethics and Values" introduces students to the complexities and principles of ethical issues by focusing on developing ethical awareness and the ability to argue business ethics matters. A proven resource, the second edition of this text continues to present a successful blend of concrete issues and academic theory, suitable for undergraduate and postgraduate students with or without practical experience of the world of organisations. It gives as much importance to individual conscience at work as it does to socially responsible behaviour at the corporate level and within the global business world. Hallmark features: Broad coverage of the many issues in this subject ensures that students see the whole picture. The use of real-world case studies and simulations helps to stimulate debate and appreciate the multi-faceted aspects of ethical arguments. New to this edition: New material on the ethics of e-communication, sustainability and the ethical impact of globalisation ensures that students are learning from the most up-to-date material available. Further analysis of Anglo-American approaches to corporate governance and their ethical underpinnings. Short test and assignment questions at the end of each chapter help students to consolidate their learning. More simulation exercises and activities give students the opportunity to reflect on their attitudes to this engaging subject. A well-developed supplements package to support tutors and students includes an instructor's manual, PowerPoint slides and a companion website. Colin Fisher is Professor of Managerial Ethics and Values, Nottingham Business School, Nottingham Trent University. Alan Lovell is Professor of Organisational Accountability and Head of the Department of Accounting, Finance & Economics, Nottingham Business School, Nottingham Trent University.

Social and Sustainability Marketing

Het uitgangspunt van dit boek is dat Chinese individuen van hun eigen inzet uit moeten kunnen gaan, ongeacht de beperkingen die hen door de staat worden opgelegd. Om hun belangen beter te kunnen verdedigen sluiten sommige individuen zich aan bij sociale bewegingen, die tot sociale protesten kunnen leiden.

Business Ethics and Values

Major conferences cosponsored by the NIC with other government and private centers in support of Global Trends 2015 included: Foreign Reactions to the Revolution in Military Affairs (Georgetown University), Evolution of the Nation-State (University of Maryland), Trends in Democratization (CIA and academic experts), American Economic Power (Industry & Trade Strategies, San Francisco, CA), Transformation of Defense Industries (International Institute for Strategic Studies, London, UK), Alternative Futures in War and Conflict (Defense Intelligence Agency and Naval War College, Newport, RI, and CIA), Out of the Box and Into the Future: A Dialogue Between Warfighters and Scientists on Far Future Warfare (Potomac Institute, Arlington, VA), Future Threat Technologies Symposium (MITRE Corporation, McLean, VA), The Global Course of the Information Revolution: Technological Trends (RAND Corporation, Santa Monica, CA), The Global Course of the Information Revolution: Political, Economic, and Social Consequences (RAND Corporation, Santa Monica, CA), The Middle East: The Media, Information Technology, and the Internet (The National Defense University), Fort McNair, Washington, DC), Global Migration Trends and Their Implications for the United States (Carnegie Endowment for International Peace, Washington, DC), and Alternative Global Futures: 2000-2015 (Department of State/Bureau of Intelligence and Research and CIA's Global Futures Project).

Social Movements in China and Hong Kong

Organizational Information Systems in the Context of Globalization exemplifies the role of social theory in approaching ICT utilization challenges in a globalization context. The debates raised on implementation, policy, organizations and organizing, and social dynamics, increase our awareness of the diversity of perspectives we need to delve into when framing the role of ICTs in the globalization agenda. The equal representation of managerial and non-managerial decision making contexts alerts us to the fact that ICTs should not be considered only as a corporate wealth creation prerogative. This book contains the selected proceedings of the Working Conference on Information Systems Perspectives and Challenges in the Context of Globalization, sponsored by the International Federation for Information Processing (IFIP) and held in Athens, Greece in June 2003.

Global Trends 2015

This work provides an analysis of the determinants and effects of reputation management. It demonstrates the economic value of a corporate reputation, quantifying the economic returns for well-regard-

ed companies, and presents recommendations and processes for assessing and improving reputation. INDICE: Introduction: why reputations matter. Part 1 The hidden value of a good reputation: going for the gold; what's in a name?; enlightened self-inter... Etc.

Organizational Information Systems in the Context of Globalization

The study of educational leadership makes little sense unless it is in relation to who the leaders are, how they are leading, what is being led, and with what effect. Based on the premise that learning is at the heart of leadership and that leaders themselves should be learners, the Leadership for Learning series explores the connections between educational leadership, policy, curriculum, human resources and accountability. Each book in the series approaches its subject matter through a three-fold structure of process, themes and impact. Series Editors - Clive Dimmock, Mark Brundrett and Les Bell As global pressures focus increasing attention on the outcomes of education policy and on their implications for economic prosperity and social citizenship, the experience of each individual learner is decisively shaped by the wider policy environment. However, there is often an underdeveloped understanding of how education policy is formed, what drives it and how it impacts on schools and colleges. This book explicitly makes these connections and links them to the wider challenges of educational leadership in a modern context. Education Policy is divided into three sections, which examine: the development of policy at the levels of the nation state and individual institutions the forces that shape policies with emphasis on human capital theory, citizenship and social justice and accountability research-based case studies highlighting the application of policy in a range of situations. The book provides a valuable resource for students, practitioners, middle managers and educational leaders in all sectors, both in the UK and internationally, who are engaged on masters and doctoral degrees, or undertaking leadership training and preparation programmes.

Reputation

With crisp and insightful contributions from 47 of the world's leading experts in various facets of retailing, Retailing in the 21st Century offers in one book a compendium of state-of-the-art, cutting-edge knowledge to guide successful retailing in the new millennium. In our competitive world, retailing is an exciting, complex and critical sector of business in most developed as well as emerging economies. Today, the retailing industry is being buffeted by a number of forces simultaneously, for example the growth of online retailing and the advent of 'radio frequency identification' (RFID) technology. Making sense of it all is not easy but of vital importance to retailing practitioners, analysts and policymakers.

Education Policy

Retailing in the 21st Century