

Le Management Eyrolles

This book presents concepts and methods for optimal training for decision making in crisis situations. After presenting some general concepts of decision-making during crisis situations, it presents various innovations for optimal training, such as serious games, scenario design, adapted animation of crisis exercises, observation and debriefing of exercises related to pedagogical objectives.

The author argues that power in organizations has negative and counter-productive effects: management should be based on self-guidance and maximizing each individual's creative resources. Arguing that managers should focus on developing efficiency, empathy and imagination, this includes questionnaires so readers can assess their management approach.

The International Association for Management of Technology (IAMOT) is one of the largest scientific associations dealing with the education, research and application of management of technology. The annual conferences held by IAMOT assemble the most important scientists and experts in the field. The 16th conference held in 2007 included papers by experts from 32 countries. This book compiles the best of those papers presented at the conference. It covers topics

and issues related to the knowledge economy, commercialization of knowledge, green technologies, and sustainable development.

Harcèlement, humiliations, vexations... Tels sont les premiers mots qui viennent à l'esprit quand on parle de management toxique. Pourtant, il ne se limite pas au harcèlement. Un management devient toxique lorsqu'il place une personne dans l'incapacité de réaliser ses tâches et ses missions ou qu'il la soumet à une pression émotionnelle supplémentaire. En prenant appui sur les récentes découvertes en psychologie et en neurosciences, cet ouvrage élargit le spectre du management toxique à d'autres processus moins spectaculaires mais tout aussi nocifs et sources de stress. Conçu comme un parcours de selfcoaching, cet ouvrage propose de comprendre comment se mettent en place les comportements toxiques et de passer à l'action pour ne plus en être la cible. A l'aide de grilles de lecture et mises en situations, vous pourrez : Diagnostiquer la source organisationnelle, relationnelle ou individuelle du management toxique ; Déculpabiliser et prendre du recul ; Développer une stratégie d'action pour supprimer la cause ou réduire l'effet du management toxique ; Agir avec pragmatisme et professionnalisme pour faire évoluer votre situation. "Faites-moi confiance !", "Ayez confiance en la stratégie !", telles sont les incantations entendues dans les entreprises. Elles sont justifiées car sans la

confiance, rien ne peut advenir. Mais elles disent aussi la difficulté des managers à inspirer cette confiance, avec le risque que cette demande sans cesse réitérée devienne suspecte. Dans un monde turbulent où la diffusion d'un Langage managérial quelquefois ambivalent accroît encore davantage ce malaise, la responsabilité et la complexité de faire vivre la confiance dans le projet d'entreprise repose souvent sur les épaules des managers opérationnels. Comment recréer la confiance ? Pourquoi en avons-nous tant besoin ? Comment la développer dans les équipes et dans l'entreprise ? Comment inspirer confiance lorsque l'on est manager ? Comment faire confiance à ses collègues ? Cet ouvrage, basé sur plus de 200 entretiens avec des managers, dont 20 dirigeants, propose une réflexion mais aussi des solutions concrètes, sous la forme de fiches pratiques, afin de permettre de libérer les énergies et d'instaurer ou de restaurer la confiance dans les organisations. Postface de Myriam Maestroni, Présidente d'Économie d'Énergie

Search Engine Optimization (SEO) is arguably the most significant tool that marketers have to push online content. As the hub of the computational engineering fields, SEO encompasses technical, editorial and link-building strategies, and is an integral part of our daily lives. As important as it is ubiquitous, SEO is needed for the development of a brands website and online

reputation. When a website is live, one of its priorities is to drive organic traffic towards it, in order to attract visibility. In order to achieve such an aim, many proactive measures must be put in place, advice followed and tips implemented. There should also be an understanding of the holistic connection between a websites HTML sources, content management system and its relationship with external websites too (SEO off-site). There are many different search engines in the world and depending on the international boundary, one web browser usually dominates the landscape. Google features prominently in SEO Management, but this book also goes into detail regarding Baidu SEO (China), Yandex SEO (Russia) and Naver SEO (South Korea). There is also guidance given on how to manage a SEO project.

The second edition of this important reference work provides important updates and new perspectives on the cases constituting the first edition as well as including contributions from a number of new countries: Australia, Finland, Japan, New Zealand, N

Les meilleurs professeurs français se sont réunis pour réaliser un livre unique, qui donne une vision complète du management, à jour des dernières évolutions dans les pratiques. Les thèmes majeurs enseignés dans les masters traitant du management des entreprises sont présentés et développés : Environnement

économique de l'entreprise Stratégie de l'entreprise Information comptable
Gestion des RH Méthodes d'aide à la décision Management des opérations
Finance d'entreprise Management interculturel Management des SI Contrôle de
gestion Organisations et comportements Pilotage des performances
Management de projet Un ouvrage de référence pour les étudiants ou toute
personne cherchant à acquérir une connaissance approfondie du fonctionnement
des entreprises. Les auteurs Elisabeth Albertini (IAE de Paris) Rémi Bourguignon
(IAE de Paris) Sylvie Chevrier (université Paris-Est Marne-la-Vallée/IRG) Philippe
Eynaud (IAE de Paris) Pierre Garaudel (IAE de Paris) Patrick Gilbert (IAE de
Paris) Jean-Pierre Helfer (IAE de Paris) Marie-Christine Henriot (université Paris-
Sud) Stéphane Lefrancq (IAE de Paris) Aude Le Lannier (IAE de Paris) Damien
Mourey (IAE de Paris) Brigitte Oger (IAE de Paris) Nathalie Raulet-Croset (IAE
de Paris) Ouidade Sabri (IAE de Paris) Stéphane Saussier (IAE de Paris)
Christine Triomphe (IAE de Paris) Ydriss Ziane (IAE de Paris) Préface : Christine
Pochet (IAE de Paris) Introduction et direction d'ouvrage : Stéphane Saussier et
Aude Le Lannier

The Human Aspects of Information Security and Assurance (HAISA) symposium
specifically addresses information security issues that relate to people. It
concerns the methods that inform and guide users' understanding of security,

and the technologies that can benefit and support them in achieving protection. This book represents the proceedings from the 2012 event, which was held in Crete, Greece. A total of 19 reviewed papers are included, spanning a range of topics including the communication of risks to end-users, user-centred security in system development, and technology impacts upon personal privacy. All of the papers were subject to double-blind peer review, with each being reviewed by at least two members of the international programme committee.

Published in 1998. This text is designed as not only a summary of a number of years of reflections by many different researchers, but also a guide for future research and for continuing development of a theory of small business and its environment; a theory that will apply to small businesses everywhere and that will help them become what they hope to be in the 21st century.

As we enter the next millennium, the technological revolution is all set to speed up. Advances will be shaped by many factors: technological breakthroughs, market forces, politics, and economics. Yet more importantly, they will be shaped by human and social factors, and the success or failure of products and services will largely be driven by consumer demand. This illuminating look into the future sets out to distinguish between what will become reality and what will remain hypothetical, focusing on the most feasible developments. This is not a book of

visionary ideals, but a practical view of the next century of telecommunication. The legal sector is being hit by profound economic and technological changes (digitalization, open data, blockchain, artificial intelligence ...) forcing law firms and legal departments to become ever more creative in order to demonstrate their added value. To help lawyers meet this challenge, this book draws on the perspectives of lawyers and creative specialists to analyze the concept and life cycle of legal innovations, techniques and services, whether related to legislation, legal engineering, legal services, or legal strategies, as well as the role of law as a source of creativity and interdisciplinary collaboration. With 16 contributions by Daniel Martin Katz, Illinois Tech Chicago Kent College of Law Todd Lubart and Branden Thornhill-Miller, Paris Descartes University Christophe Collard, EDHEC Business School, Paris, and Mark Raison, Yellow Ideas and Solvay Brussels School of Economics & Management Florian Imbert and Caroline Martin-Forissier, Legal Design Assas, Paris Veronique Chapuis-Thuault, Legal & BI Consultant, General Counsel, Paris Michael Abramowicz, George Washington University, Washington DC, and John F. Duffy, University of Virginia Nabyla Daidj, University Paris-Saclay, Evry University, and Telecom Ecole de Management Thomas D. Barton, California Western School of Law, Helena Haapio, University of Vaasa and Lexpert Ltd, Helsinki, James G. Hazard,

CommonAccord.org, Berkeley, and Stefania Passera, University of Vaasa and Passera Design, Espoo Joseph M. Green, Gunderson Dettmer, New York, NY Alice Belcher, University of Dundee Olivier Beddeleem, EDHEC Business School, Paris Ivan Tchotourian, Laval University Ross D. Petty, Babson College Martina Eckardt and Stefan Okruch, Andrassy University Budapest Kaisa Sorsa, Turku University of Applied Sciences, and Tarja Salmi-Tolonen, University of Turku Stephanie Dangel, University of Pittsburgh, Margaret Hagan, Stanford University, and James Bryan Williams, University of Toronto and Google Inc. Neuromarketing in Action provides an in-depth review of how the brain functions and the ways in which it unconsciously influences consumer behaviour. It shows both the scientific frameworks and the practical applications of this increasingly popular marketing tool. Referencing many global brands such as Aston Martin, Hermes, Virgin, Facebook, Ralph Lauren and Fuji, the authors, whose background covers both neuroscience and marketing, showcase the latest thinking on brain function and intelligence, and on the subconscious influences on consumer behaviour. Neuromarketing in Action then examines the ways in which marketing efficiency can be improved through the satisfaction of the customer's senses, emotions, memory and conscience and looks at the impact on current marketing activities such as selling methods, sensory marketing and

product modification, and on future strategies like value innovation, sensory brands, increased interaction with social networks and permission marketing.

Le management par la confiance Les clés d'un leadership bienveillant et authentique Editions Eyrolles

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types: pumps, air-operated valves (AOV), check valves (CV), hydraulically-
operated valves (HOV), motor-operated valves (MOV), manual valves (MV),
pressurizer power-operated relief valves (PORV), solenoid operated valves
(SOV), and safety reliefvalves (SRV).

This book is a manifesto for responsible marketing. It looks critically at the marketing practices of the last 50 years and explains why they have led to an ethical stalemate and sometimes even a business impasse. These practices have tired the consumer with meaningless offers and destroyed value by driving prices down. Today, this inheritance weighs heavily on marketing professionals who do not know how to respond to the demand for greater social responsibility and environmental sustainability. The author addresses new ways of understanding the consumer and branding that suggest ways to overcome this situation. Thanks to the presentation of experiences, studies and concrete cases, the book provides a tangible new perspective on marketing. Specifically, it proposes a new global model for responsible, creative, collaborative marketing that can contribute to more sustainable consumption. Implicative Marketing presents a paradigm shift that will be of considerable interest to academics and their students as well as marketing practitioners.

With the evolution of information technologies, mobile devices, and social media, educators must learn to build and utilize new forms of content delivery, new teaching methodologies for academics, and special learning environments tailored to the needs of adult students. Impact of Economic Crisis on Education and the Next-Generation Workforce provides comprehensive coverage on the

complexities and challenges of the learning process in the context of higher education and the role information technologies can play in mobile and distance learning. Through this book, professors, students, politicians, policymakers, corporate leaders, senior general managers, managing directors, information technology directors, and managers will understand the evolution and needs of new labor markets, including challenges for education, higher education and reforms, mobile and distance learning in higher education, problems in the current labor market, and the role of faculty with respect to workforce training. Corporate social responsibility (CSR) is simply the maximization of a company's value over time, undertaken because, in the long run, social and environmental problems ultimately become financial problems. The justification for CSR is therefore associated with representing the nature and role of the company, as well as its purpose. Companies therefore regard CSR as a strategic investment that is part of a proactive, resilient, inclusive approach, based on the creation of shared value. This approach is capable of reducing negative societal impacts of their activities, or inducing positive impacts if they sustain a hybrid culture, all the while improving their competitive advantage. This book presents a theoretical development that analyzes the challenges of CSR strategies based on the creation of shared value. Two case studies are presented, analyzing the different

forms of social innovation strategies capable of inducing this shared value creation.

Sports marketing has become a cornerstone of successful sports management and business, driving growth in sport organisations and widening fan-bases. Showcasing the latest thinking and research in sports marketing from around the world, the Routledge Handbook of Sports Marketing goes further than any other book in exploring the full range of this exciting discipline. Featuring contributions from world-leading scholars and practitioners from across the globe, the book examines theories, concepts, issues and best practice across six thematic sections—brands, sponsorship, ambush marketing, fans and spectators, media, and ethics and development—and examines key topics such as: consumer behaviour marketing communications strategic marketing international marketing experiential marketing and marketing and digital media Comprehensive and authoritative, the Routledge Handbook of Sports Marketing is an essential reference for any student or researcher working in sport marketing, sport management, sport business, sports administration or sport development, and for all practitioners looking to develop their professional knowledge.

This book brings together papers presented at the 3rd Conference of Research in Economics and Management (CIREG) held in Morocco in May 2016. With a

focus on the challenges of SMEs and innovative solutions, they highlight the contribution of researchers in the fields of business and management, with all their micro and macro-economic aspects. They shed light on the universal scientific vision of the importance of SMEs with answers relevant to their local context and adapted to their specific national situation. The relevance of SME research lies in its heuristic value of analyzing change, rather than in constructing a category, a particularly useful empirical concept. This third volume is focused on marketing and human resources.

"This book leads to emergence of new, insufficiently analyzed and described organizational phenomena. Thoroughly studying this from international comparative cross-cultural perspective, *Management Practices in High-Tech Environments* presents cutting-edge research on management practices in American, European, Asian and Middle-Eastern high-tech companies, with particular focus on fieldwork-driven, but reflective, contributions"--Provided by publisher.

Examines and illustrates the influence of national cultural diversity on leadership development programs around the world.

This edited book discusses lean production as a suitable platform for global development by developing systems and products in a quicker, costless and

sustainable way and educate people for a lean consumption. Lean thinking principles are totally and synergistically aligned with a lot of disciplines and current issues such as logistic, supply chain, construction, healthcare, ergonomics, education, project management, leadership, coaching, startup, product development, farming and sustainable development. Lean-Green is particularly related to this last issue, sustainable development, the first global challenge for humanity that are totally connected to all remaining 14 global challenges because they are interdependent. Attaining these challenges could bring solutions for the 17 Sustainable Development Goals. Lean Production and Consumption have an important role in providing these solutions, by systematically reducing wastes in all activities performed, and at the same time, instruct people in having a lean consumption. The target audience primarily comprises research experts in lean management, but the book may also be beneficial for practitioners alike.

Après avoir envahi le web, les réseaux sociaux partent désormais à la conquête de l'entreprise. Ces nouveaux outils se révèlent être de véritables leviers stratégiques au service des organisations. Cet ouvrage analyse les enjeux de cette nouvelle mutation pour les entreprises. Il pose les questions-clés avant d'envisager un projet de réseau social d'entreprise (RSE) et la méthodologie de

mise en place qui l'accompagne. Les changements imposés par son implémentation sont étudiés dans leur dimension technique (système d'information) et dans leur dimension humaine (accompagnement, conduite du changement auprès des utilisateurs et questions juridiques). Le réseau social d'entreprise présente également différents retours d'expérience et dresse un panorama des principaux éditeurs et de leur solution, apportant ainsi des exemples concrets et des pistes de réflexion nécessaires à l'appréhension de ces nouveaux usages d'entreprise.

The volume begins with a chapter by Henri Savall, founder and director of the ISEOR Institute and creator of the SEAM methodology, that presents an overview of the development of the socio-economic approach to management, and its guiding frameworks and methodology. The chapter's detailed explanation of the underlying thinking, tools, and techniques of socio-economic management serves as the primer for the remainder of the volume. The book is then divided into three sections. The first part presents illustrations of SEAM interventions in different types of organizations, including industrial and service companies, and not-for-profit organizations, including cultural institutions and sports clubs. The next section looks at cross-cultural applications and assessments of SEAM experiments in Africa, Asia, Mexico, and the United States, with a concluding

chapter on intervening in multinational corporations in general. The volume concludes with a section that examines different issues and challenges in SEAM intervention, ranging from the impact on and role of middle managers in the SEAM process, intervening in small organizations, SEAM's facilitative role in operationalizing and institutionalizing information technology, conceptualizing, and implementing organizational change, facilitating merger and acquisition integration, and the application of socio-economic management in sales and marketing. The book also contains a combined glossary and chapter index that provides a definition of key terms and concepts in the SEAM methodology and where they appear in the volume. These key terms are highlighted in bold italics throughout the volume, illustrating their application in different contexts.

Les boulangers sont des entrepreneurs qui évoluent dans un environnement très compétitif. Lorsqu'ils prennent en charge leur première affaire, même s'ils disposent d'une solide formation métier, il leur est difficile de repérer et de mettre en œuvre tous les leviers de la performance. Véritable guide pour le pilotage de leur entreprise, cet ouvrage vise à les accompagner dans la prise de décision dans tous les champs de la gestion. Le boulanger, comme tout chef d'entreprise, doit faire face à de très nombreuses situations. Il est nécessaire de compléter son savoir-faire par des compétences et des connaissances pour opérer les

meilleurs choix face aux nombreuses questions pouvant se poser à lui, parmi lesquelles : quels sont les critères qui doivent retenir mon attention quand je choisis de créer ou de reprendre une boulangerie ? Comment évalue-t-on une boulangerie ? Quels choix juridiques dois-je opérer ? Comment manage-t-on une petite équipe ? Quelles sont les erreurs à éviter ? Quelles sont les obligations réglementaires auxquelles sont astreintes les boulangeries ? Les réponses apportées par l'auteur sont le fruit d'un travail de synthèse qui s'appuie sur des textes de loi mais aussi sur un inventaire des bonnes pratiques. Celles-ci sont issues à la fois d'entreprises de secteurs différents mais aussi d'une observation sur le terrain.

This contributed volume contains the selected and reviewed papers of the 2nd Interdisciplinary Conference on Production, Logistics and Traffic (ICPLT) 2015, Dortmund, Germany. The topical focus lies on economic, ecological and societal issues related to commercial transport. The authors are international experts and the paper collection presents the state-of-the-art in the field, thus making this book a valuable read for both practitioners and researchers.

Given the global nature of business today and the increasing diversity within the workforce of so many industries and organisations, a cross-cultural component in management education and training has become essential. This is the case for

every type of business education, whether it be for aspiring graduates at the start of their careers or senior managers wishing to increase their effectiveness or employability in the international market. The 4th edition of Understanding Cross-Cultural Management has been adapted in line with the feedback from our many readers, and boasts new case study material based on recent research, as well as a stronger focus on Asian cultures, thereby providing more non-Western examples.

This volume is part of the ongoing collaboration between the RMC series and the Socio-Economic Institute for Firms and Organizations (ISEOR), a French intervention-research think tank co-directed by Henri Savall and Véronique Zardet. Building on an earlier collaboration on the ISEOR approach – Socio-Economic Intervention in Organizations: The Intervener-Researcher and the SEAM Approach to Organizational Analysis (IAP, 2007) – Buono and Savall bring together over 30 talented intervener-researchers to explore and examine the ongoing evolution of the Socio-Economic Approach to Management (SEAM). This volume revisits the application of SEAM in the context of intervention challenges in the wake of the recent economic crisis and the disruptive change that has taken hold across the world. The basic foundation of SEAM – built on the idea of strategic patience, the need to undertake holistic intervention in

organizations, and the challenge to get organizational members to listen to themselves (through what they refer to as the mirror effect) – has remained the same. In response to economic and organizational pressures in the current environment, however, there has been a concomitant emphasis on helping client organizations achieve short-term results while still maintaining focus on the long term. Many ideas that have become part of the current discourse within ISEOR today were not as explicitly addressed in the initial volume – from the destructive effect of the Taylorism-Fayolism-Weberism (TFW) virus, to the need to focus on ways to ensure the sustainability of a SEAM intervention, the growing importance of collaborative interactions between external and internal consultants, and the growing importance of cocreating knowledge with client firms and organizations. Managing skills is at the core of Human Resources Management. Based on previous literature and realized with researchers from Magellan, the Research Center in Management of iaeLyon, Skills Management examines how skills can be analyzed at the individual and collective levels, and investigates the focus on different types of skills – including technical, soft, learning, leadership and emotional skills. The book examines how skills management is applied in various contexts and for various populations, cultures and profiles, with examples ranging from middle managers having to develop organizational skills in a changing

environment, to engineers having to develop soft skills beyond their technical skills; from police officers developing emotional skills, to the new skills that are needed when a hospital introduces a new approach to shared leadership. In the concluding chapter, this book also investigates how it is sometimes difficult to focus on skills development when organization needs are focused on flexibility. Les meilleurs professeurs français de business se sont réunis pour réaliser un livre unique, qui donne une vision complète du management. Les thèmes majeurs enseignés dans les MBA sont présentés et développés. Chaque chapitre commence par un rappel des fondamentaux, puis propose deux articles d'approfondissement sur les questions les plus cruciales du domaine. Les managers apprécieront un ouvrage de fond qui leur permettra de mettre à jour leurs connaissances et de réviser leurs basiques. Les étudiants en MBA et EMBA y trouveront un complément utile à leurs cours et une synthèse des notions qui leur sont enseignées. Excellent manuel rédigé par les pontes du Management, ce livre est devenu une référence pour les étudiants qui y trouvent une synthèse des notions fondamentales et les dernières pratiques en entreprise. Une référence pour compléter ses cours. Cette troisième édition, entièrement revue, est à jour des dernières évolutions dans les pratiques. This book analyses the development of Collective Intelligence by a better

knowledge of the diversity of the temperaments and behavioural and relational processes. The purpose is to help the reader become a better Collective Intelligence Leader, who will be able to capitalize on the specificities and the differences of the individuals present in its collective, and transform these differences into complementarities, which are a source of wealth.

Aimed at those who wish to gain sufficient proficiency in French in order to carry on business, this book attempts to equip students with a text which will consolidate their basic language skills while establishing the intellectual foundation for advanced language work.

Africa is a laboratory for managerial and societal innovations built out of pragmatic arrangements. Some African companies offer products and services that go beyond the standard practices of their international counterparts, based on original and inventive managerial characteristics. Such success stories outline a new model of management and innovation for companies in the digital era. The African innovations that have emerged over the past ten years are directly linked to a managerial model that perfectly meets the demands of the digital era. These new organizations indicate that good managerial practices and innovation models also come from the Global South and no longer exclusively from the East Coast of the United States. Understanding these dynamics is of great theoretical and

practical interest for the many companies struggling to seize the opportunities for growth in Africa.

This volume presents new theoretical insights, practical strategies, and policy initiatives in the rapidly evolving field of global supply chain security. As businesses, governments, and society at large have become increasingly dependent on a global network to provide goods and services, protecting global supply chains has become an issue of vital importance for industries, nations, and regions. The "supply chain" encompasses all the links connecting a manufacturer to end users of its products. Links may take the form of plants, supplier warehouses, vendor facilities, ports or hubs, retail warehouses or facilities, and outbound shipping centers. Links also involve all the ways goods are moved-by truck, ship, airplane, or rail car. A great deal can go wrong in the supply chain due to company or systemic mismanagement and inefficiency, criminal activity, employee or technology errors, or terrorism, to name just a few of the threats. Then there are government regulation, industry or association oversight, and security agencies (both public and private) keeping track. Globalization, stricter security regimes, and increasingly sophisticated criminal activity have made cross-border cargo movements more complex, putting the integrity of end-to-end supply chains at much greater risk. This is why the

security of the supply chain has become such an important issue for business people: there is too much at stake to let problems proliferate or stagnate. It has been estimated, for example, that thieves now steal \$50 billion in goods each year from various points along the supply chain. Synthesizing the most current research, practical application, and policy, *Global Supply Chain Security* covers a range of emerging topics—from risk assessment to technology deployment to continuity planning—and will serve as a useful resource for anyone concerned with supply chain security issues, including scholars, students, business executives and policymakers.

It has never been easier to make panoramas--both in terms of the new lightweight equipment and the spectacular quality of the final image output. New vistas concerning this unique way to see the world and express oneself abound in *Panoramic Photography: From Composition and Exposure to Final Exhibition*. Written by one of the world's pre-eminent panoramic photographers, the author, Arnaud Frich, provides diagrams to explain the technical details involved in various shots. Long on inspiration, you will find beautiful images by the author, as well as by Benoît Ancelot, François-Xavier Bouchart, Franck Charel, Macduff Everton, David J. Osborn, and many others. Camera equipment examples and a list of suppliers make this book a valuable resource for all panoramic

photographers. Inside you will find all the information you need to create your perfect panorama! Only with Panoramic Photography can you: *Explore flatback and rotating panoramic cameras and learn how swing-lens and rotational cameras work *Observe how camera choice affects the image and final composition *Learn the joining (or "stitching") method for assembling photographs with the Realvis Stitcher and Panavue ImageAssembler *Archive and store original negatives and digital files, as well as distribute panoramic images over the Internet

Project Managers as Senior Executives maps out a model for advancement for program and project managers and contributes new thinking on the emerging leadership of project managers as senior executives. The research is published in two volumes. Volume I—Research Results, Advancement Model, and Action Proposals presents the results and proposals from the study and Volume 2—How the Research Was Conducted: Methodology, Detailed Findings, and Analyses contains the research-oriented materials from the study.

Strategy and Management of Industrial Brands is the first book devoted to business-to-business products and services. Looking at numerous companies, this book defines two brand objectives that are specific to the industrial and service sectors and which must be added to the traditional functions of branding:

the minimization of risk as perceived by buyers, and the facilitation of the customer company's performance by the supplier brand. Different ways of classifying brands are suggested, providing a better understanding of brand strategies adopted by business-to-business companies, as well as new concepts such as brand `printability', `visibility', and `purchaseability'. Five major brand categories are dealt with in separate chapters: -entering goods brands; -intermediary equipment goods brands; -equipment goods brands; -business-to-business service brands; and -industrial distributor brands. From a practical point of view, the aim of the book is to address the main concerns of managers: How to create and protect brands? What type of visual identity is appropriate? How to manage international brands? An analysis of 1,500 industrial brands as well as 40 case studies are included in this book. These brands are used in both the industrial (automotive, building, aeronautics, IT, etc.) and consumer sectors (clothing, electronics, food packaging, telecommunications, etc.). This book has been written for professors and students of universities and business schools, as well as managers and people working in industry or the service sector.

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