

# Management Daft Kendrick And Vershinina

Business model innovations are conceived and implemented by a special type of entrepreneur: business model pioneers. This book presents 14 compelling case studies of business model pioneers and their companies, who have successfully introduced new business ideas to the market. The examples range from industries such as retail, media and entertainment to services and industrial projects. For each example, the book provides information on the market environment at the time of launch and illustrates the driving forces behind these business models. Moreover, current market developments are highlighted and linked to the evolution of the business models. Lastly, the authors present the profile of a typical business model pioneer.

This book presents the reader a comprehensive understanding of the development of family business in transitional economies. Throughout eastern Europe, post-Communist countries transitioning to market-based economies are obtaining a variety of results due to diverse policy approaches. Expert contributions in this book draw from a wealth of information in this context and include thought-provoking policy prescriptions for the future. This book concentrates on the challenges to predict the direction emerging markets will take, particularly when dealing with the wide-ranging social and economic situations taking place in post-Communist Eastern Europe. This reference volume for policymakers, educators, investors, and researchers also provides a much-needed and timely survey of family firms in the transitioning markets of post-Communist Europe. O planejamento e a tomada decisão são as principais funções dos gestores. A importância do planejamento deriva

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fundamentalmente do facto de todas as outras funções dos gestores se ancorarem no planeamento. Sem uma orientação estratégica e sem a definição clara dos objetivos, dificilmente os gestores poderão tomar boas decisões, fazer uma alocação correta dos recursos, dirigir pessoas ou controlar o desempenho da organização.

Este volume aborda o desenvolvimento da estratégia do ponto de vista externo, orientada para a análise dos clientes, dos concorrentes, das tendências do mercado e do ambiente competitivo dos negócios. Mostra como uma empresa pode usar a estratégia para ganhar vantagem competitiva. Faz a análise da cadeia de valor e mostra a relevância da cultura e da estrutura organizacional no desempenho das organizações.

This second edition of Management has been fully updated and restructured to reflect the needs of students and lecturers on management courses in Europe, the Middle East and Africa. The focus on Europe, Middle East and Africa has been increased to reflect the global nature of this subject whilst maintaining the comprehensive coverage of the latest management theory and practice.

Lessons for leaders on resolving the ongoing struggle between instinct and the creative mind Kings, heads of government, and corporate executives lead thousands of people and manage endless resources, but may not have mastery over themselves. Often leaders know that right action is important, but have little (if any) understanding of what prevents them from acting in accordance with their intentions. In this important book, leadership expert Richard Daft portrays this dilemma as a struggle between instinct (elephant) and intention (the executive) using the most current research on the intentional vs. the habitual mind to explain how this phenomenon occurs. Based on current research and real-life examples Offers leaders a method for

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directing themselves more productively Written by an expert in leadership, organizational performance, and change management Through real-life examples and recent studies in psychology, management and Eastern spirituality Daft provides guidance to all of us who struggle finding our own balance and cultivating the behavior of others.

Your Niche Can Make You Rich! Make Your Dental Practice into a Multi-Million-Dollar Business. ?For years, Dr. Jerry Lanier, DDS, has wanted to write a book for dentists about exiting their dental businesses rich. And now that he has become an eminently successful entrepreneur, he has fulfilled that wish with the publication of *The Entrepreneur Dentist*. Dr. Lanier's book is for every dentist whose ideas of retirement have less to do with downsizing and more to do with travel and living the good life--with absolutely no concerns about money. Aspiring dental entrepreneurs will find Dr. Lanier's book thorough, accessible, and informative. *The Entrepreneur Dentist* contains everything successful dentists with big dreams need to know about building a dental business and exiting with wealth. Dr. Lanier shows how the future you've dreamed for yourself and your family can become reality--because you've planned for that future with advice from this exceptional entrepreneur. In 1994, Dr. Jerry Lanier opened his first Kids Dental Kare office, and by 2017, he had 14 offices, employed close to 150 employees, twenty-five associate dentists, and was generating \$20 million per year in revenue. When he sold that business, he was on the way to living the life of his dreams. He wants to show you how to plan ahead so you can do the same with your dental practice. This strategy-and-tactics field manual shows future dental entrepreneurs how to take the right steps so you can carve out successful enterprises over the long term. Dr. Lanier covers the ins and outs of building a thriving dental business, both from macro and micro perspectives, and

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includes practical steps you should take and pitfalls you can avoid. This valuable book will take you from being an aspiring dental entrepreneur with a sole proprietorship to business ownership--and finally, to a lucrative exit to the life of your dreams. Major topics in the book include:

- Defining the dental market and learning how to take advantage of opportunities in it
- Breaking down the dental niche strategy
- Choosing a location (markets, demographics, and other practical considerations
- Marketing and messaging
- Infrastructure (staffing, processes and procedures, systems)
- Building a team (becoming the boss, hiring dentists, managers, and other key players)
- Growth and expansion and getting ready to exit

Healthcare is a fragmented service with high variance in quality from hospital to hospital and physician to physician. Often, poor management of hospitals contributes to undesired outcomes. The 'clinical silos' from where services are delivered lacks an integrated approach to converge all related specialists around the patient. Patient satisfaction is never a unit of measurement of effectiveness in hospitals. Patients are not routinely engaged in decision making and often communication with relatives is established on the eve of a catastrophic event, either convince them to plead their helplessness. This book reveals the internal performance dimensions that are crucial to improve clinical outcomes. The performance enabling framework is an innovative model for any hospital to adapt. The book brings out with clarity what constitutes 'value' in the patients' perspective. The

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book convincingly argues that appropriate treatment, which is non-negotiable combined with affordability and patient satisfaction are the three dimensions that will create value in healthcare services.

This book introduces the world of small business and details its diverse management aspects. It also presents the most current concerns of small business today, including the expanding world of electronic commerce.

The market-leading textbook for principles of management courses reaches a new level with Richard L. Daft being joined by Martyn Kendrick and Natalia Vershinina (both Leicester Business School) to provide an unparalleled resource for students in Europe, the Middle East and Africa (EMEA). After listening to the requirements of lecturers, the authors have maintained the same comprehensive coverage and structure of the original work but carefully threaded in new EMEA and wider global examples and theory throughout. A new running case on IKEA allows students to track their understanding throughout the course, while a new text-opening case study on managing in times of turbulence ensures learning is mapped directly against modern business challenges.

### Management

Leading in the Age of Innovations centres on the need for a more complex process-relational oriented approach to leadership. The complexity of leadership

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has grown significantly during the 21st century where the need to adapt to the escalating changes in our society and workplace forms one of the most important prerequisites to succeed. Leading in the Age of Innovations represents the outcomes of the lengthy scientific work that was undertaken for the past 10 years and it is still an ongoing process. This book introduces a new concept of leadership introduces a new concept of leadership based on the process and relational dimensions which resulted in the development of the Reflective Leadership concept. The new model of leadership provides a unique concept on how to bring together various disciplines and explains the overlapping relations between them. Moreover, the proposed view on leadership reflects the current evolution around the globe highlighting the importance of change and innovation. In organizations, too much focus is on the end product and the technical details of how a product is made and distributed. Less attention is focused on how people interact, and how the human capacity is effectively supported by leaders who, on the other hand, are expected to support a culture of innovation. This behavioural interaction is governed by a set of predictable values and norms. These relationships need to be understood for an organization to prosper and is thus far more important to the leadership process. Leading in the Age of Innovations seeks to establish this

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understanding and will be key reading to researchers, scholars and practitioners alike in the field of leadership, organizational studies and related disciplines.

You're now responsible for a programme, or you've got a portfolio to manage? Where do you start? Right here! Projects are not simply the bread and butter of an organisation. Form them into programmes or portfolios and they can be prioritised and integrated to deliver change to your organization in line with your strategic vision. You will be able to control costs and risks and bring together a complex series of themes effectively. This overhauled second edition now combines portfolio management as a parallel theme with programme management, and it is brought in line with the current thinking of the Association for Project Management and the Project Management Institute. It is written for managers in both the public and private sectors. This new edition includes half a dozen short case studies (from Belgium's Fortis Bank, a software company, local government, and central government), along with more on cross-functional management. Together with *Project Management Demystified*, also from Routledge (third edition, 2007), it provides the tools to manage your projects, your programmes and your portfolio to a very high level.

Introduce your students to management using the classic theory, current research, student-friendly

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presentation, and memorable examples in Griffin's **MANAGEMENT** -- the book that has already helped almost two million students prepare for successful business careers. This powerful, leading text combines traditional management coverage with well-known, careful examination of today's emerging management topics. The new 10th edition of **MANAGEMENT** now examines the latest on organizational justice and negotiation as well as the impact of the 2008-2009 economic recession and global warming on business. The book's well-organized, inviting approach organized around the functions of management helps students strengthen their management skills with an effective balance of theory and practice as well as numerous proven learning features. Students continue to study the growing service sector, ethics, global management and the impact of technology on management as they examine challenges today's managers face. Hundreds of well-researched popular examples -- from large establishments, such as Coca-Cola, to emerging companies such as Google and Facebook -- bring concepts to life. Examples from smaller companies and non-profit organizations underscore the author's philosophy that strong management is critical to the success of any type of organization. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.



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No mundo global altamente competitivo em que vivemos, o sucesso de qualquer organização depende não apenas da qualidade e dedicação dos seus colaboradores e do acerto nos produtos e nos mercados, mas também do conhecimento profundo do meio envolvente e do bom desenho dos processos estratégicos, operacionais e administrativos e ainda de uma boa gestão dos recursos financeiros e recursos humanos. Este livro faz uma abordagem aos principais temas da gestão moderna. Na primeira parte do livro são apresentados os fundamentos da gestão contemporânea, que consistem em saber o que é uma empresa, o que é a gestão e quais as funções do gestor. Como gerir é obter resultados através do trabalho dos membros da organização e como o trabalho dos gestores é dirigir e coordenar as atividades dos colaboradores de modo atingir os objetivos definidos, na segunda parte do livro são estudadas as funções dos gestores, como o planeamento e tomada de decisão, a organização e inovação, a direção nas suas principais facetas "motivação, liderança e comunicação" e o controlo. Finalmente, a terceira parte centra-se na discussão das principais funções da empresa, como a gestão de operações, a gestão de marketing, a gestão financeira e a gestão de recursos humanos. Em cada área funcional descreve-se o objetivo, os processos administrativos, os fluxos de informação e

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as relações entre as diversas áreas e discute-se as principais técnicas e instrumentos específicos de cada área de gestão.

The millennial generation is rapidly progressing in the workforce. As it does, it brings with it new ways of working and managing efficiency in the workplace. The challenge faced by managers and businesses is how to provide a space that encourages the new ideals of millennials while also balancing the needs and desires of other generational employees.

Attracting and Retaining Millennial Workers in the Modern Business Era offers an in-depth discussion on pivotal issues surrounding generational differences and management in the workplace.

Featuring extensive coverage on relevant topics such as training and development, promotions, salaries, and career progressions, this book is a vital resource of academic material for business practitioners, managers, professionals, human resources managers, and researchers who are seeking more information on the emergence of millennial employees.

The first of its kind, this book documents and analyzes the international dimension of higher education in Africa based on country case-studies and a consideration of relevant historical and contemporary themes. It identifies trends, developments, and challenges related to the international dimension of higher educational at the

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institutional, national, and regional levels. It explores the institutional the opportunities and probes the risks while it responds to the growing need for information and analysis of internationalization of higher education in Africa. On the basis of this book project, an effort is underway to establish the African Network for Internationalization of Education (ANIE). This network aims to develop research capacity and expertise to meet the professional and practical needs of individuals, institutions and organizations interested in the international dimension of higher education in Africa.

"By combining a friendly style with authoritative content and a wide range of practical examples, this book has proved an ideal key text for a wide variety of undergraduate courses."--Stuart Wall, Anglia Polytechnic University  
Dr Tim Hannagan has worked in sales and general management for companies in the UK and abroad. He has worked in both the public and private sectors and in further and higher education, including more than ten years as principal and chief executive of a further education corporation. [www.pearsoned.co.uk](http://www.pearsoned.co.uk)

The dramatic expansion of the media and communications sector since the 1990s has brought South Asia on the global scene as a major center for media production and consumption. This book is the first overview of media expansion and its political ramifications in South Asia during these years of

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economic reforms. From the puzzling liberalization of media under military dictatorship in Pakistan to the brutal killings of journalists in Sri Lanka, and the growing influence of social media in riots and political protests in India, Nepal and Bangladesh, the chapters analyse some of the most important developments in the media fields of contemporary South Asia. Attentive to colonial histories as well as connections within and beyond South Asia in the age of globalization, the chapters combine theoretically grounded studies with original empirical research to unravel the dynamics of media as politics. The chapters are organized around the three frame of participation, control and friction. They bring to the fore the double edged nature of publicity and containment inherent in media, thereby advancing postcolonial perspectives on the massive media transformation underway in South Asia and the global South more broadly. For the first time bringing together the cultural, regulatory and social aspects of media expansion in a single perspective, this interdisciplinary book fills the need for overview and analytical studies on South Asian media.

Securing sponsorship and other sources of funding for events is becoming increasingly competitive, making differentiation and delivery vital. Event Sponsorship and Fundraising explores this complex area of event management, drawing on both experiential marketing and consumer behaviour

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theories, and developing critical insights on the dynamics of successful event sponsorship. Its coverage includes professional guidance on prospecting for sponsors, brand activation and evaluation, as well as advice on relationship management, proposal writing and pitching to potential sponsors. Event Sponsorship and Fundraising places each of these concepts at the heart of the Integrated Marketing Communications Mix, alongside cutting edge literature on the topic. Written by two highly experienced industry practitioners, both of which now teach on two of the UK's leading event management degree courses, and supported by a comprehensive set of online resources, this book is an invaluable go-to resource for event management students, tutors and professionals alike.

This book explores different topics in the field of female entrepreneurship, such as motivational factors of female entrepreneurs, career perspectives of women, social female enterprises, tourism and hospitality, and emotional and institutional support of female entrepreneurial initiatives in the perspective of different transitional countries.

Communication, Management and Information Technology contains the contributions presented at the International Conference on Communication, Management and Information Technology (ICCMIT 2016, Cosenza, Italy, 26-29 April 2016, organized by the Universal Society of Applied Research (USAR). The book aims at researchers, scientists, engineers,

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and scholar students interested or involved in Computer Science and Systems, Communication, and Management. As organizações para funcionarem precisam de pessoas. O problema é que as pessoas são complexas, têm personalidades próprias e motivações diferentes e precisam de ser dirigidas. A compatibilização das motivações e dos objetivos dos trabalhadores com a missão e os objetivos da organização é um dos principais desafios que se colocam aos gestores modernos. Dirigir pessoas envolve liderança, motivação e comunicação. Este volume contém um teste de auto-avaliação do estilo de liderança.

Global Migration, Entrepreneurship and Society seeks to develop a much-needed theoretical and policy-related set of writings that can cast light on the workings and complexities of processes of global migration, entrepreneurship and societal integration.

Manager sind heute nicht mehr reine Führungskräfte im Sinne der Mitarbeiterführung: Sie koordinieren Aufgaben, steuern Prozesse und müssen stets die ökonomischen Rahmenvorgaben im Blick behalten. Die Autorin erläutert in diesem Buch die Aufgaben des Managements und gibt einen Überblick über die Methoden, die im Managementprozess zur Anwendung kommen. basics: Lehrbücher mit einem klaren Konzept: - Definitionen, Beispiele und Zusammenfassungen erleichtern den Überblick - Testfragen fordern das Verständnis - ideal für die Prüfungsvorbereitung

Drawing together the best of text, video and interactive material for the definite guide to adult nursing. This one-stop-shop will enable students to understand the core aspects of care, learn the essential nursing skills and knowledge that underpin practice, deal with the complexities of the role and apply their learning to common conditions and patient groups. It has been developed in line with the 2018 NMC standards to provide a complete learning resource for adult nursing

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students. Key features - Blends the best of print and online learning with a companion website for further study and 12 months free access to an electronic version of the book further bringing the material to life. - Uses patient centred care and evidence-based practice as guiding principles throughout - Clear and engaging features help students to understand the core theory and knowledge, apply it nursing practice, go further in their independent study and revise for assessments and exams. Designed to make learning flexible and fun leaving students better prepared for practice and ready to thrive in their future careers.

No mundo global altamente competitivo em que vivemos, o sucesso de qualquer organização depende não apenas da qualidade e dedicação dos seus colaboradores e do acerto nos produtos e nos mercados, mas também do conhecimento profundo do meio envolvente e do bom desenho dos processos estratégicos, operacionais e administrativos e ainda de uma boa gestão dos recursos financeiros e recursos humanos. Este livro faz uma abordagem aos principais temas da gestão moderna. Na primeira parte do livro são apresentados os fundamentos da gestão contemporânea, que consistem em saber o que é uma empresa, o que é a gestão e quais as funções do gestor. Como gerir é obter resultados através do trabalho dos membros da organização e como o trabalho dos gestores é dirigir e coordenar as atividades dos colaboradores de modo atingir os objetivos definidos, na segunda parte do livro são estudadas as funções dos gestores, como o planeamento e tomada de decisão, a organização e inovação, a direção nas suas principais facetas - motivação, liderança e comunicação - e o controlo. Finalmente, a terceira parte centra-se na discussão das principais funções da empresa, como a gestão de operações, a gestão de marketing, a gestão financeira e a gestão de recursos humanos. Em cada área funcional

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descreve-se o objetivo, os processos administrativos, os fluxos de informação e as relações entre as diversas áreas e discute-se as principais técnicas e instrumentos específicos de cada área de gestão.

Equip your students with the confidence and innovative skills they need to manage successfully in today's rapidly changing, turbulent business environment. The latest edition of Daft's market-leading NEW ERA OF MANAGEMENT, 10e, International Edition helps you develop managers who look beyond traditional techniques and ideas to tap into a full breadth of innovative management skills. NEW ERA OF MANAGEMENT, 10e, International Edition addresses emerging themes and the issues most important for meeting today's management demands and challenges. A blend of proven management techniques and new competencies demonstrate how to harness creativity and lead change, as students learn to put theory into practice. With the latest improvements in this edition, D.A.F.T. defines Management. D. Development of the latest managerial theories and innovative skills prepares students to adapt new technologies and inspire exceptional performances in managerial roles. A. Applications focus on contemporary ideas and relevance to students using a combination of cutting-edge exercises, memorable examples, unique photo essays, new video cases, and topics not typically found in other management texts. F. Foundations in the best management practices combine fresh ideas with proven managerial research organized around the four functions of management. T. Technology in a leading support package delivers innovative solutions, from course management tools to new video cases and a premium website that helps ensure students reach their full management potential. This book provides a concise yet comprehensive



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literature review on leadership. As well as offering critical insight into leadership research, the author addresses emerging paradigms and identifies new approaches. A vital tool for leadership students and scholars, the text will enable readers to demonstrate a critical awareness of current developments both in theory and practice of leadership and its importance in modern organizations. Both scholars and practitioners will find the engaging discussion in this book particularly useful as the author offers practical ideas for development and a much-needed unified theory on leadership.

Este volume aborda os aspetos fundamentais da gestão contemporânea, como compreender a importância e o papel da gestão e quais as funções dos gestores. São também analisados os importantes contributos das teorias clássicas para o desenvolvimento da gestão e descritas as novas abordagens à teoria da gestão.

This textbook provides a comprehensive overview of the essential issues in effective entrepreneurial management. It first introduces readers to the fundamentals of entrepreneurial management, the nature of entrepreneurial managers and business planning, before exploring the specific topics of creativity and innovation, risk management, entrepreneurial marketing and organization as well as financing. The authors then move to contemporary topics such as entrepreneurial growth strategies, e-commerce challenges, ethical and socially responsible entrepreneurial management, franchising, and managing entrepreneurial family ventures. Each chapter provides a case study and several practice-based examples to help explain the

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concepts. By providing a truly international approach, this text offers ample theoretical and empirical insights into entrepreneurship and small business management. It is a valuable and up-to-date resource for teachers and students of entrepreneurship.

This landmark text discusses current issues and trends to help employee assistance and human resource professionals do their jobs better and help people live happier, more productive lives by providing them with the resources to deal with personal problems. The current spiraling and escalating rate of change within the business and working world, fueled by other events and phenomena since September 11, 2001, were the impetus and driving force behind the initiative and development of this new fourth edition. This book contains 43 chapters; a total of 21 are from the first two editions, eleven were written specifically for the third edition, and eleven new chapters were exclusively written for this new fourth edition. While savoring the still pertinent, meaningful and relevant-to-today materials from the previous editions, there are nine new updates, written by an all-star team of experts in their respective areas. The topics include history and philosophy, structure and organization, client services and characteristics, program planning and evaluation, professional and paraprofessional training and development, special issues, selected examples and future directions. An excellent textbook for college and university courses and preparation source, this book is a must for professionals wanting to be up-to-date on employee assistance programming, for students in

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graduate courses and seminars, for college and university courses, and in-service training and continuing education programs.

MANAGEMENT, 12E includes several innovative pedagogical features to help students understand their management capabilities and learn what it's like to manage in an organization today. Each of the 19 chapters begins with an opening questionnaire that engages the reader's interest, directly connects to the topic of the chapter, and enables students to see how they respond to situations and challenges that real-life managers typically face. A New Manager Self-Test in each chapter provides students with further insight into how they would function in the real world of management. The Remember This bullet-point summaries at the end of each major chapter section give students a snapshot of the key points and concepts covered in that section. The end-of-chapter questions have been carefully revised to encourage critical thinking and application of chapter concepts, and Small Group Breakout exercises give students the opportunity to apply concepts while building teamwork skills. Ethical dilemmas, all-new end-of-chapter cases, and a fully updated set of On the Job video cases help students sharpen their diagnostic skills for management problem solving. The chapter sequence in MANAGEMENT is organized around the management functions of planning, organizing, leading, and controlling. These four functions effectively encompass management research and the characteristics of the manager's job. Important Notice: Media content referenced within the product description

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A função central de qualquer organização é a gestão de operações, que é responsável pela transformação dos recursos (inputs) em bens e serviços (outputs). Neste volume, será dado destaque ao planeamento do sistema de operações, à gestão da cadeia de valor e à gestão da qualidade total. São também apresentadas algumas tendências contemporâneas da gestão de operações e destacados os principais métodos e instrumentos usados pelos gestores no controlo do desempenho organizacional.

This book sets out to examine the changing role of women in higher education with an emphasis on academic and leadership issues. The scope of the book is international, with a wide range of contributors, whose expertise spans sociology, social science, economics, politics, public policy and linguistic studies, all of whom have a major interest in global education. The volume examines the ways in which the leadership role and academic roles of women in higher education are changing in the twenty first century, offering an up-to-date policy discussion of this area. It is in some sense a sequel to the earlier volume by the same Editor, *Women as Leaders and Managers in Higher Education*, but with very different emphases. The pressures now are to respond to the demands of the technological age and to those of the global economy. Today there are more highly qualified and experienced female academics, and more expectation of their gaining the highest posts. Challenges still remain, particularly in terms of the top

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posts, and in equal pay. The discussion of global policy issues affecting the role of women in higher education is combined with country case studies, several of which are comparative. Together they examine and unpack the particular situations of women in a wide range of higher education systems, from Brazil to the US to Europe to Africa and the Far East, noting the shift towards more flexibility, more personal choice and a greater acceptance by society of their abilities. This volume is a useful and influential addition to published work in this area, and is aimed at the intelligent general reader as well as the scholar interested in this topic.

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