

## Strategic Management Pearson 14th Edition Arab World

Schermerhorn, Management 14e continues to offer the same balanced theory approach as with previous editions. Students need an active and engaged learning classroom environment that brings personal meaning to course content and the instructor's course objectives. Schermerhorn communicates with students through rich, timely features and cases that bring management topics, theories, and concepts to life. The underlying goal is to translate foundation theories into lasting tools for students as they move beyond the classroom where their skills will be put to the test.

A Down-to-Earth Approach James Henslin shares the excitement of sociology in *Essentials of Sociology: A Down-to-Earth Approach*, 11/e. With his acclaimed "down-to-earth" approach and personal writing style, the author highlights the sociology of everyday life and its relevance to students' lives. With wit, personal reflection, and illuminating examples, Henslin stimulates students' sociological imagination so they can better perceive how the pieces of society fit together. In addition to this trademark down-to-earth approach, other distinctive features include: comparative perspectives, the globalization of capitalism, and visual presentations of sociology. MySocLab is an integral part of the Henslin learning program. Engaging activities and assessments

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provide a teaching a learning system that helps students see the world through a sociological lens. With MySocLab, students can develop critical thinking skills through writing, explore real-world data through the new Social Explorer, and watch the latest entries in the Core Concept Video Series. Revel from Pearson is a new learning experience designed for the way today's students read, think, and learn. Revel redesigns familiar and respected course content and enriches it for today's students with new dynamic, rich-media interactives and assessments. The result is improved student engagement and improved learning. Revel for Henslin will be available for Fall 2014 classes. This program will provide a better teaching and learning experience-for you and your students. It: Personalizes Learning with MySocLab: MySocLab is an online homework, tutorial, and assessment program. It helps students prepare for class and instructor gauge individual and class performance. Explores a A Down-to-Earth Approach: This title highlights the sociology of everyday life and its relevance to students' lives. Improves Critical Thinking: Features throughout help build critical thinking skills. Understands Social Change: An important theme of the text, social change over time, examines what society was previously like, how it has changed, and what the implications are for the present and future. ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not

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Marketing Strategy and Competitive Positioning 6e deals with the process of developing and implementing a marketing strategy. The book focuses on competitive positioning at the heart of marketing strategy and includes in-depth discussion of the processes used in marketing to achieve competitive advantage. The book is primarily about creating and sustaining superior performance in the marketplace. It focuses on the two central issues in marketing strategy formulation – the identification of target markets and the creation of a differential advantage. In doing that, it recognises the emergence of new potential target markets born of the recession and increased concern for climate change; and it examines ways in which firms can differentiate their offerings through the recognition of environmental and social concerns. The book is ideal for undergraduate and postgraduate students taking modules in Marketing

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Strategy, Marketing Management and Strategic Marketing Management. The field of social entrepreneurship is attracting attention from multiple industries. Social entrepreneurs are responsible for finding ways to creatively contribute to society by providing affordable products and services. *Creating Business Value and Competitive Advantage With Social Entrepreneurship* is a useful scholarly resource that examines the broad topic of social entrepreneurship by looking at relevant theoretical frameworks and fundamental terms. Focused on topics such as creating business value, promoting social entrepreneurship, and enacting programs of social change, this book provides the latest research and practical solutions concerning social entrepreneurship. The source proves valuable to academicians, researchers, entrepreneurship practitioners, and individuals interested in learning more about social entrepreneurship.

*Strategic Management* is a core strategy textbook, covering all the major topics particularly from a global perspective. It delivers comprehensive coverage of the subject in an easy-to-read style with extensive examples and a range of free support material that will help you learn actively and effectively. This eighth edition of *Strategic Management* builds on proven strengths ... · over 70 short case studies to provide easily accessible illustrations of strategy in practice and additional cases available online to provide more in-depth examples of recent strategic decisions involving Sony, Apple and industry sectors · a continuous contrast between prescriptive and emergent

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views of strategy to highlight the key debates within the discipline · emphasis on practice throughout with features to help you turn theory into practice · major international strategy cases from Europe, Africa, China, India, Middle East and the Americas · clear exploration of the key concepts · comprehensive, logical structure to guide you through this complex subject · Specialist chapters on public/third sector strategy, green strategy and sustainability, entrepreneurial strategy and international and global strategy

New for the eighth edition: - Dynamic capabilities and resource renewal explored in a revised and updated chapter - Emergent strategy completely revised in two new chapters, one focusing on innovation, and technology and the other exploring knowledge and learning - New material on innovation and strategy in uncertain environments - Case studies from large and small organisations from Google, Spotify and Cadbury to Snapchat, Uber and green energy companies with 14 new cases and many cases updated

This new edition also includes a wealth of free, online, open-access learning resources. Use these materials to enhance and test your knowledge to improve your grades. Online resources include web based cases with indicative answers, chapter based support material, long cases and multiple-choice questions. Richard Lynch is Emeritus Professor of Strategic Management at Middlesex University, London. He is an active researcher, lecturer and consultant, particularly in the area of global strategy and sustainable strategy.

Aiming to bridge the gap between theory and application, this work focuses on strategic

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management.

Strategic Management delivers an insightful, clear, concise introduction to strategy management concepts and links these concepts to the skills and knowledge students need to be successful in the professional world. Written in a conversational Harvard Business Review style, this product sparks ideas, fuels creative thinking and discussion, while engaging students via contemporary examples, innovative whiteboard animations for each chapter, outstanding author-produced cases, unique Strategy Tool Applications with accompanying animations and Career Readiness applications through author videos.

A class-tested approach to Strategy for Strategic Management and Business Policy courses Wheelen and Hunger's class-tested approach to teaching Strategy is brought into sharper focus with a new emphasis on globalization, innovation, and sustainability. This text equips students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward. For the first time in 30 years, the 14th edition has added two new authors to the text. Alan Hoffman, a major contributor to the 13th edition, is a former textbook author and world-renowned author of strategy business cases, and Chuck Bamford, who was a student of Tom Wheelen and David Hunger back in 1980 at the University of Virginia (McIntire School of Commerce), has authored four other textbooks. They join J. David Hunger and bring a fresh perspective to this extraordinarily well-researched and

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practically crafted text.

NOTE: This edition features the same content as the traditional text in a convenient, three-hole-punched, loose-leaf version. Student Value Editions also offer a great value; this format costs significantly less than a new textbook. Before purchasing, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of MyLab™ and Mastering™ platforms exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a Course ID, provided by your instructor, to register for and use MyLab and Mastering platforms. For undergraduate Principles of Management courses. This package includes MyLab Management . REAL managers, REAL experiences With a renewed focus on skills and careers, the new edition of this bestselling text can help better prepare individuals to enter the job market.

Management, 14th Edition vividly illustrates effective management theories by incorporating the perspectives of real-life managers. Through examples, cases, and hands-on exercises, you'll see and experience management in action, helping you understand how the concepts you're learning about actually work in today's dynamic business world. Personalize learning with MyLab Management MyLab™ Management is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan

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that helps them better absorb course material and understand difficult concepts. 0134639685 / 9780134639680 Management, Student Value Edition Plus MyLab Management with Pearson eText -- Access Card Package Package consists of: 0134527704 / 9780134527703 Management, Student Value Edition 013452781X / 9780134527819 MyLab Management with Pearson eText -- Access Card -- for Management

Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters.

Human Resource Management provides readers with a complete, comprehensive review of essential personnel management concepts and techniques in a highly readable and understandable form. Coverage emphasizes essential themes throughout the book, including the building of better, faster, more competitive organizations through HRM; practical applications that help all managers deal with their personnel-related responsibilities; and technology and HR. Specific topics include the strategic role of



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human resource management; equal opportunity and the law; job analysis; personnel planning and recruiting; employee testing and selection; interviewing candidates; training and developing employees; managing organizational renewal; appraising performance; managing careers and fair treatment; establishing pay plans; pay-for-performance and financial incentives; benefits and services; labor relations and collective bargaining; employee safety and health; managing human resources in an international business; human resources information systems and technology. For practicing Human Resource Managers as well as any business managers who deal with human resource/personnel issues.

The number one guide to corporate valuation is back and better than ever Thoroughly revised and expanded to reflect business conditions in today's volatile global economy, Valuation, Fifth Edition continues the tradition of its bestselling predecessors by providing up-to-date insights and practical advice on how to create, manage, and measure the value of an organization. Along with all new case studies that illustrate how valuation techniques and principles are applied in real-world situations, this comprehensive guide has been updated to reflect new developments in corporate finance, changes in accounting rules, and an enhanced global perspective. Valuation, Fifth Edition is filled with expert guidance that managers at all levels, investors, and students can use to enhance their understanding of this important discipline. Contains strategies for multi-business valuation and valuation for corporate restructuring,

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mergers, and acquisitions Addresses how you can interpret the results of a valuation in light of a company's competitive situation Also available: a book plus CD-ROM package (978-0-470-42469-8) as well as a stand-alone CD-ROM (978-0-470-42457-7) containing an interactive valuation DCF model Valuation, Fifth Edition stands alone in this field with its reputation of quality and consistency. If you want to hone your valuation skills today and improve them for years to come, look no further than this book.

Providing a balance between theory and practice, this guide to retail management includes useful career information and takes a strategic approach to decision making. For undergraduate and MBA strategic management or business policy courses. This is the book that enables students to TRANSFER conceptual classroom LEARNING to strategic application in their professional lives.

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

The Tale of Edison Andrews - A SEER I am apparently a very slow learner or I was so as a child. My mother used to like to tell stories about how I would ask why the color of

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people's eyes were changing so much. With much laughter, or fury, or exasperation, or downright anger depending upon her mood, my mother would say that I saw things that simply were not there. My mother was wrong on this one. I did see eyes change and knowing how that change worked gave me an advantage in my life. My 'gift' was turned against me and against those I loved when I was an adult, costing me everything that was dear to me. Revenge may be sweetest when cold, but I believe revenge must be exacted! Some things are never forgiven.

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them understand how the concepts they're learning actually work in today's dynamic business world.

Based on comprehensive research into strategic planning literature and its military antecedents, the successor to *The Rise and Fall of Strategic Planning* offers a penetrating analysis of the ten dominant schools of strategic thought. Reprint. 15,000 first printing.

*Unlocking Hidden Potential: Strategic Transformation and Value Creation at Mandarin Orchard Singapore and Mandarin Gallery* showcases the successful transformation of a major hospitality project, now called Mandarin Orchard Singapore and a niche shopping mall known as the Mandarin Gallery. Based on detailed discussions and in-depth interviews with senior management, the monograph provides valuable insights on the transformation journey, detailing key business practices and decisions that contributed to the rise of both assets from under-utilised investments into profitable and contemporary developments. Introducing the transformational change model, the book provides a chapter-by-chapter discussion of the broad drivers of change that contributed to the transformational change of both Mandarin Orchard Hotel and Gallery. The global economic recovery has created a business environment that is quite different and more complex than before. This new edition of the textbook reveals how to conduct effective strategic planning in this new world order.

**ALERT:** Before you purchase, check with your instructor or review your course syllabus

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University of Virginia (McIntire School of Commerce), has authored four other textbooks. They join J. David Hunger and bring a fresh perspective to this extraordinarily well-researched and practically crafted text. MyManagementLab for Strategic Management and Business Policy is a total learning package.

MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams-resulting in better performance in the course-and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience-for you and your students. Here's how: Improve Results with MyManagementLab: MyManagementLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Focus on Globalization, Innovation, and Sustainability: These three strategic issues comprise the cornerstone that all organizations must build upon to push their businesses forward Help Students Apply Concepts to Real-Life Scenarios: A Strategic Management Model provides structure for content and case analysis. 0133254186 / 9780133254181 Strategic Management and Business Policy: Globalization, Innovation and Sustainability Plus MyManagementLab with Pearson eText -- Access Card Package Package consists of: 0133123685 / 9780133123685 NEW MyManagementLab with Pearson eText -- Standalone Access Card -- for Strategic Management and Business Policy 0133126145 / 9780133126143 Strategic Management and Business Policy:

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Globalization, Innovation and Sustainability MyManagementLab is not a self-paced technology and should only be purchased when required by an instructor.

NOTE: You are purchasing a standalone product; MyManagementLab® does not come packaged with this content. If you would like to purchase both the physical text and MyManagementLab search for 0133972992 / 9780133972993 Human Resource Management Plus MyManagementLab with Pearson eText -- Access Card Package, 14/e Package consists of: 0133848809/9780133848809 Human Resource Management, 14/e 013386622X/9780133866223 MyManagementLab with Pearson eText -- Access Card -- for Human Resource Management, 14/e MyManagementLab should only be purchased when required by an instructor. For undergraduate courses in Human Resources Management. Combining Theory & Practice: A Modern Guide to Human Resources Human Resource Management addresses the study of HR in a realistic, practical, and stimulating manner. Examples of how HR management is practiced in the real world and the relationship between various HR topics are interwoven throughout the text, giving students a thorough introduction to the field based on sound theoretical concepts and practice. The Fourteenth Edition reveals HR's strategic importance to management and the overall health of an organization. The text also addresses the ongoing shrinkage of internal HR departments as many companies shift towards HR outsourcing, HR shared service centers, and professional employer organizations. Students should walk away with an appreciation for how the HR

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profession continues to shed its administrative image and while focusing on mission-oriented activities. Also available with MyManagementLab MyManagementLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. MyManagementLab allows you to engage your students in the course material before, during, and after class with a variety of activities and assessments.

We are delighted to introduce the proceedings of the First edition of the 2019 European Alliance for Innovation (EAI) The International conference on business, law, and pedagogy (ICBLP 2019). The International conference on business, law, and pedagogy accepts the papers in the three thematic areas with multiple research approaches and methodologies. The conference provides a platform for wide-ranging issues, which captures contemporary developments in business, law and pedagogy within which a wide range of networking opportunities can be nurtured for the advancement of future research and global collaboration. This approach is now vital in research endeavours as business, law and pedagogy practices are increasingly prone to an era of cross-fertilization through meaningful multi-disciplinary collaborations We strongly believe that ICBLP conference provides a good forum for all researcher, developers and practitioners to discuss all science and technology aspects that are relevant to smart



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grids. We also expect that the future ICBLP 2019 conference will be as successful and stimulating, as indicated by the contributions presented in this volume.

Previously published under title: Strategic management.

This comprehensive text offers an engaging look into new and traditional strategic management topics. Its thorough coverage helps students develop an understanding of the wide range of theories and research available in this field—from competitive strategy and industry analysis to environmental trends and ethics. Integration of international, as well as specifically Canadian, issues and examples throughout provides an essential understanding of both Canadian global economics and its impact on business activities in any location.

A class-tested approach to Strategy for Strategic Management and Business Policy courses ; Wheelen and Hunger's class-tested approach to teaching Strategy is brought into sharper focus with a new emphasis on globalization, innovation, and sustainability . This text equips students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward. ; For the first time in 30 years, the 14th edition has added two new authors to the text. Alan Hoffman, a major contributor to the 13th edition, is a former textbook author and world-renowned author of strategy business cases, and Chuck Bamford, who was a student of

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MyManagementLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Focus on Globalization, Innovation, and Sustainability: These three strategic issues comprise the cornerstone that all organizations must build upon to push their businesses forward Help Students Apply Concepts to Real-Life Scenarios: A Strategic Management Model provides structure for content and case analysis. ¿ Note: You are purchasing a standalone product; MyManagementLab does not come packaged with this content. If you would like to purchase both the physical text

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and MyManagementLab search for ISBN-10: 0133254186/ISBN-13: 9780133254181. That package includes ISBN-10: 0133126145/ISBN-13: 9780133126143 and ISBN-10: 0133123685/ISBN-13: 9780133123685. MyManagementLab is not a self-paced technology and should only be purchased when required by an instructor.

For undergraduate and graduate level Strategic Management courses. Get straight to the heart of important strategic management concepts. This brief text offers a concise explanation of the most important concepts and techniques in strategic management. Further, cases and simulations are a perfect supplement to Essentials of Strategic Management, while its brevity also makes it suitable for use in corporate and executive training programs. This edition contains new information to reflect the latest changes in the discipline while remaining brief and to the point.

Whether the topic is understanding e-business, six sigma, workplace violence, knowledge workers, Internet job searches, or visionary leadership, Stephen Robbins and David DeCenzo cover it thoroughly and in a way that truly captures the issues facing managers in the twenty-first century. Its not enough just to know about managementyou have to possess the skills to match! With Robbins and DeCenzos new edition, youll learn so much about the real world of management,

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including: \*Why Amazon.com is revolutionizing the book-selling industry \*How SiloCaf, a coffee bean processing plant, uses sophisticated technologically-based controls to enhance productivity and ensure consistent quality in its work \*Why companies like London Fog are struggling to survive \*How teams at Hewlett-Packard redesigned a production process, cut waste, controlled costs, and increased productivity \*New techniques that can make a university more efficient and responsive to its students

Corporate governance has become a major issue in business over the last decade. Adrian Cadbury has played a central role in developing policies, good practice, and our understanding of the complex issues involved. In 1992 he chaired the committee, sponsored by the Bank of England, whose Report on the Financial Aspects of Corporate Governance (commonly known as the 'Cadbury Report') put issues of corporate governance on the map. Ten years on, Cadbury now reflects on issues of corporate governance and chairmanship drawing on his own business and policy-making experience. In the book, he discusses and explains the central issue of corporate governance; provides practical advice to chairmen and directors on their roles and responsibilities; and surveys the major codes of practice that have been developed in the last decade. He also considers the implications of the current review of company law and speculates on the

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implications of electronic developments for shareholders' voice and voting, the extent of a company's social responsibility, and the changing relationship between boards, managers, and investors. This book is both an informed commentary and a practical guide. Cadbury's insights will prove essential reading for anybody taking on senior roles in companies and other public organizations, and will provide well-grounded analysis for management academics, students, and advisers.

For undergraduate and graduate courses in technology strategy, management of innovation and technology, technology entrepreneurship, and engineering management. This book emphasizes how the future manager or entrepreneur can use strategic management of innovation and technology to enhance firm performance. It helps students to understand the process of technological change; the ways that firms come up with innovations; the strategies that firms use to benefit from innovation; and the process of formulating technology strategy.

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with Pearson eText -- Access Card -- for Marketing Management

The fourteenth edition of Strategic Management continues to emphasize on planning for domestic and global competition that is integral to strategic decision-making. This revised edition is specially designed to accommodate the needs of strategic management students worldwide. The unique pedagogy reflects strategic analysis and innovation at different organizational levels. Real business situations from around the world, in both large and small entrepreneurial companies, are evident in the form of 25 globally engaged cases, 57 Global Strategy in Action (NEW), 35 Strategy in Action (NEW) modules. Salient Features: - Globalization as a central theme - Focus on business ethics and corporate social responsibility - Special sections covering regulations in India such as Consumer Protection Act, Environment Protection Act, etc. - Innovation and entrepreneurship frameworks to guide strategic decisions that accelerate

Introduce your students to strategic management with the market-leading text that sets the standard for the course area. Written by respected scholars who have taught strategic management at all educational levels, Hitt, Ireland, and Hoskisson's latest edition provides an intellectually rich, yet thoroughly practical, analysis of strategic management. The classic industrial organization model is combined with a resource-based view of the firm to provide students with a complete understanding of how

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today's businesses establish competitive advantages and create value for stakeholders. Cutting-edge research is presented with a strong global focus, featuring more than 500 emerging and established companies. All-new opening cases introduce chapter concepts and mini cases offer new contexts of study. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Strategy is brought into sharper focus with a new emphasis on "globalization, innovation, and sustainability." This text equips students with the strategic concepts they will need to know as they face the issues that all organizations must build upon to push their businesses forward. For the first time in 30 years, the 14th edition has added two new authors to the text. Alan Hoffman, a major contributor to the 13th edition, is a former textbook author and world-renowned author of strategy business cases, and Chuck Bamford, who was a student of Tom Wheelen and David Hunger back in 1980 at the University of Virginia (McIntire School of Commerce), has authored four other textbooks. They join J. David Hunger and bring a fresh perspective to this extraordinarily well-researched and practically crafted text. MyManagementLab for "Strategic Management and Business Policy" is a total learning package.

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forwardHelp Students Apply Concepts to Real-Life Scenarios: A Strategic Management Model provides structure for content and case analysis. 0133254186 / 9780133254181 Strategic Management and Business Policy: Globalization, Innovation and Sustainability Plus MyManagementLab with Pearson eText -- Access Card PackagePackage consists of: 0133123685 / 9780133123685 NEW MyManagementLab with Pearson eText -- Standalone Access Card -- for Strategic Management and Business Policy0133126145 / 9780133126143 Strategic Management and Business Policy: Globalization, Innovation and Sustainability MyManagementLab is not a self-paced technology and should only be purchased when required by an instructor." Strategic Management and Business PolicyGlobalization, Innovation and SustainabilityPrentice Hall

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