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Management by Daft, Richard L, Vershinina, Natalia ...
She has co-authored the market-leading Management textbook with Richard Daft and Martyn Kendrick. Her main teaching and research area is entrepreneurship and small firms with particular interest in ethnic minority entrepreneurship, effect of gender on women's enterprise in UK and transition economies context.

Natalia Vershinina - Enterprise Research Centre
L'école de management Audencia Business School de Nantes regroupe des Masters, Mastères, MBA ainsi que des formations continues à destination des étudiants et professionnels. ... DAFT, R., KENDRICK, M., VERSHININA, N. (2010). Management (1st Edition ed.). Cengage Learning Business Press.

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.

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.

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 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.

Leading in the Age of Innovations centres on the need for a more complex process-relational oriented approach to leadership. The complexity of leadership 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 understanding and will be key reading to researchers, scholars and practitioners alike in the field of leadership, organizational studies and related disciplines.

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, and scholar students interested or involved in Computer Science and Systems, Communication, and Management.

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 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.

Environmental sustainability is increasingly important to organisations, whether for regulatory, financial or ethical reasons. Business and Environmental Sustainability looks at the environmental aspect of sustainability for all organisations pursuing competitive advantage. The book provides theoretical foundations from science, economics, policy and strategy, introduces three environmental challenges (climate change, pollution and waste) and looks at how corporate functions can address these. This textbook provides a thorough foundation by introducing readers to the science, reasoning and theory behind environmental sustainability and then delves into how these ideas translate into principles and business models for organisations to use. Next, it covers environmental challenges from climate change, pollution and waste, and then goes on to examine the different corporate functions (from supply chain management to human resources) to illustrate how environmental sustainability is managed and put into practice in organisations. Finally, a set of integrative case studies draws everything together and enables the reader to apply various analytical tools, with the aim of understanding how companies can not only reduce their environmental footprint but can positively contribute to environmental sustainability. Written by an award-winning lecturer, Business and Environmental Sustainability boasts a wealth of pedagogical features, including examples from a range of industries and countries, plus a companion website with slides, quiz questions and instructor material. This will be a valuable text for students of business, management and environmental sustainability and will also be suitable for broader courses on corporate responsibility and sustainability across environmental studies, political science and engineering.

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 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 provides a concise yet comprehensive 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.

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.

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