

Corporate Strategy in the Age of Responsibility



A Gower Book

Peter McManners

Corporate Strategy In The Age Of Responsibility

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Rashed Isam**



Corporate Strategy In The Age Of Responsibility:

Corporate Strategy in the Age of Responsibility Mr Peter McManners, 2014-09-28 As the era of ever expanding markets and ample resources ends governments and business will have to behave differently The world is facing weak economic growth limits to affordable resources and increasing concerns about environmental consequences During the boom times governments championed de regulation and business responded by adopting an anything goes attitude In these straitened times strategic analysis has to engage with the challenges that society faces to create resilient corporations fit for the 21st century In *Corporate Strategy in the Age of Responsibility* Peter McManners who has for nine years run strategy workshops on the Henley MBA focusing on the global business environment sets about providing a strategic framework for navigating the new economic environment Chief Sustainability Officers CSOs now exist but they struggle to find the strategic rationale for the improvements they champion The author argues that their good intentions often lack traction partly because others in management don't get it but also because they are not ambitious enough The book is not about preaching semi charitable behaviour or how to enhance the reputation of the corporation instead it is about surviving and thriving in a challenging and changing environment A corporate audience familiar with strategy books will relate to this book but will find it steers them towards radically new strategic thinking suitable for a turbulent period of transition Essays from a Marketing PhD

Sheena Lovia Boateng, 2014-03-12 *Essays from a Marketing PhD* is a compilation of essays on a variety of topics in the broad areas of Marketing Theory Philosophy of Science International Marketing and Marketing Perspectives of Corporate Social Responsibility These essays are a product of reading and synthesising multiple peer reviewed articles in the first year of the PhD Marketing qualification at the University of Ghana Business School This book represents the depth of exposure and understanding gained through reading as well as attending seminars and workshops in preparation for writing the actual PhD thesis It is a must read for any PhD student who wishes to have a feel of what the first year of course work for a PhD in Marketing entails as well as how the end product is most likely to look It's a celebration of a great first year in the PhD programme and of many more successful years to come **Corporate Resilience** Shahla Seifi, David Crowther, 2023-09-13

Written by experts the chapters collected here address various issues such as climate change and the pandemic suggesting ways in which future crises can be managed successfully and sharing best practice from what we have learned from recent crises *Social Responsibility, Technology and AI* David Crowther, Shahla Seifi, 2024-11-18 This edited collection builds on the ethical questions reminiscent of those raised by early fiction writing in relation to robotics and AI's position within human endeavour The chapters recognise the dangers as well as the applications which are appropriate and helpful Handbook of Research on Developing Sustainable Value in Economics, Finance, and Marketing Akkucuk, Ulas, 2014-10-31 In an age of rising environmental concerns it has become necessary for businesses to pay special attention to the resources they are consuming and the long term effects of the products they are creating These concerns coupled with the current global

economic crisis demand a solution that includes not only business but politics ecology and culture as well The Handbook of Research on Developing Sustainable Value in Economics Finance and Marketing provides the latest empirical research findings on how sustainable development can work not just for organizations but for the global economy as a whole This book is an essential reference source for professionals and researchers in various fields including economics finance marketing operations management communication sciences sociology and information technology *Measuring Consumer Behavior in Hospitality for Enhanced Decision Making* Ramos, Célia M.Q.,Sousa, Carlos M.R.,Matos, Nelson M.S.,Ashqar, Rashed Isam,2023-04-11 To improve the hospitality and tourism services provided to customers it is necessary for managers to acquire knowledge about their customers and prospects journeys in order to give back to customers in the form of new offerings such as adequate products services and user design experiences according to the characteristics of potential consumers Only in this way will it be possible to innovate consumer experience in the hospitality sector *Measuring Consumer Behavior in Hospitality for Enhanced Decision Making* studies online consumer behavior along with other complementary marketing hospitality and tourism disciplines thus gaining a holistic view of the current consumption during the COVID 19 context which led to structural changes during the digital customer journey touchpoints Covering topics such as e commerce websites price setting strategies and intellectual capital this premier reference source is ideal for entrepreneurs executives managers business leaders government officials marketers students and educators of higher education librarians researchers and academicians The Handbook of Organizational Rhetoric and Communication Oyvind Ihlen,Robert L. Heath,2018-08-14 A one stop source for scholars and advanced students who want to get the latest and best overview and discussion of how organizations use rhetoric While the disciplinary study of rhetoric is alive and well there has been curiously little specific interest in the rhetoric of organizations This book seeks to remedy that omission It presents a research collection created by the insights of leading scholars on rhetoric and organizations while discussing state of the art insights from disciplines that have and will continue to use rhetoric Beginning with an introduction to the topic The Handbook of Organizational Rhetoric and Communication offers coverage of the foundations and macro contexts of rhetoric as well as its use in organizational communication public relations marketing management and organization theory It then looks at intellectual and moral foundations without which rhetoric could not have occurred discussing key concepts in rhetorical theory The book then goes on to analyze the processes of rhetoric and the challenges and strategies involved A section is also devoted to discussing rhetorical areas or genres namely contextual application of rhetoric and the challenges that arise such as strategic issues for management and corporate social responsibility The final part seeks to answer questions about the book s contribution to the understanding of organizational rhetoric It also examines what perspectives are lacking and what the future might hold for the study of organizational rhetoric Examines the advantages and perils of organizations that seek to project their voices in order to shape society to their benefits Contains chapters working in the tradition of rhetorical

criticism that ask whether organizations rhetorical strategies have fulfilled their organizational and societal value Discusses the importance of obvious traditional nuanced and critically valued strategies such as rhetorical interaction in ways that benefit discourse Explores the potential risks paradoxes and requirements of engagement Reflects the views of a team of scholars from across the globe Features contributions from organization centered fields such as organizational communication public relations marketing management and organization theory The Handbook of Organizational Rhetoric and Communication will be an ideal resource for advanced undergraduate students graduate students and scholars studying organizational communications public relations management and rhetoric Encyclopedia of Organizational Knowledge, Administration, and Technology Khosrow-Pour D.B.A., Mehdi,2020-09-29 For any organization to be successful it must operate in such a manner that knowledge and information human resources and technology are continually taken into consideration and managed effectively Business concepts are always present regardless of the field or industry in education government healthcare not for profit engineering hospitality tourism among others Maintaining organizational awareness and a strategic frame of mind is critical to meeting goals gaining competitive advantage and ultimately ensuring sustainability The Encyclopedia of Organizational Knowledge Administration and Technology is an inaugural five volume publication that offers 193 completely new and previously unpublished articles authored by leading experts on the latest concepts issues challenges innovations and opportunities covering all aspects of modern organizations Moreover it is comprised of content that highlights major breakthroughs discoveries and authoritative research results as they pertain to all aspects of organizational growth and development including methodologies that can help companies thrive and analytical tools that assess an organization s internal health and performance Insights are offered in key topics such as organizational structure strategic leadership information technology management and business analytics among others The knowledge compiled in this publication is designed for entrepreneurs managers executives investors economic analysts computer engineers software programmers human resource departments and other industry professionals seeking to understand the latest tools to emerge from this field and who are looking to incorporate them in their practice Additionally academicians researchers and students in fields that include but are not limited to business management science organizational development entrepreneurship sociology corporate psychology computer science and information technology will benefit from the research compiled within this publication **The Equal Pillars of Sustainability** David Crowther,Shahla Seifi,2022-04-18 The Equal Pillars of Sustainability investigates whether equality between environmental protection social sustainability and economic sustainability can be achieved in all circumstances or what alternatives need to be considered via the latest research on topical issues by international experts Climate Change and Social Responsibility Rubee Singh,David Crowther,Amit Joshi,Vikas Kumar,2025-03-18 Climate Change and Social Responsibility explores the complex relationships between climate change and social responsibility offering a unique blend of historical context future

perspectives and innovative solutions

Reviewing **Corporate Strategy In The Age Of Responsibility**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Corporate Strategy In The Age Of Responsibility**," an enthralling opus penned by a very acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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Corporate Strategy In The Age Of Responsibility Introduction

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