

Petronas Swot Analysis

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World Investment Report 2019 - United Nations Conference on Trade and Development 2019-08-09

The 2019 edition of the World Investment Report focuses on special economic zones (SEZs) which are widely used across most developing and many developed economies. Although the performance of many zones remains below expectations, the rate of establishment of new zones is accelerating as governments increasingly compete for internationally mobile industrial activity. Policymakers face not only the traditional challenges to making SEZs succeed, including the need for strategic focus, sound governance models, and effective investment promotion tools, but also new challenges brought about by the sustainable development imperative, the new industrial revolution, and changing patterns of international production. The Report explores the place of SEZs in today's global investment landscape and provides guidance for policymakers on how to make SEZs work for sustainable development. It presents international investment trends and prospects at global, regional and national levels, as well as the evolution of international production and global value chains. It analyses the latest developments in new policy measures for investment promotion, facilitation and regulation around the world, as well as updates on investment treaties, their reform and investment dispute settlement cases.

Handbook of Liquefied Natural Gas - Saeid Mokhtab 2013-10-15

Liquefied natural gas (LNG) is a commercially attractive phase of the commodity that facilitates the efficient handling and transportation of natural gas around the world. The LNG industry, using technologies proven over decades of development, continues to expand its markets, diversify its supply chains and increase its share of the global natural gas trade. The Handbook of Liquefied Natural Gas is a timely book as the industry is currently developing new large sources of supply and the technologies have evolved in recent years to enable offshore infrastructure to develop and handle resources in more remote and harsher environments. It is the only book of its kind, covering the many aspects of the LNG supply chain from liquefaction to regasification by addressing the LNG industries' fundamentals and markets, as well as detailed engineering and design principles. A unique, well-documented, and forward-thinking work, this reference book provides an ideal platform for scientists, engineers, and other professionals involved in the LNG industry to gain a better understanding of the key basic and advanced topics relevant to LNG projects in operation and/or in planning and development. Highlights the developments in the natural gas liquefaction industries and the challenges in meeting environmental regulations Provides guidelines in utilizing the full potential of LNG assets Offers advices on LNG plant design and operation based on proven practices and design experience Emphasizes technology selection and innovation with focus on a "fit-for-purpose design Updates code and regulation, safety, and security requirements for LNG applications

Foundations of Marketing - William M. Pride 2016-01-11

Discover the essentials in today's marketing and examine the latest trends with the significant visuals and stimulating, timely discussions found in Pride/Ferrell's popular FOUNDATIONS OF MARKETING, 7E. You'll find meaningful coverage of current marketing strategies and concepts, including social media, sustainability, globalization, customer relationship management, supply chain management, and digital marketing. This edition introduces emerging topics, such as social and environmental responsibility, entrepreneurship, and new trends in marketing, as the authors depict the changing nature of business and prepare readers for success in a competitive world. Captivating photos, screenshots, advertisements, and examples from actual life illustrate current issues, while the book's proven learning features help you develop the decision-making and marketing skills you need for professional success. Important Notice: Media content referenced within

the product description or the product text may not be available in the ebook version.

Personal SWOT Analysis - Freddy Rangkuti 2015-11-09

Seperti halnya SWOT Analysis sangat diperlukan oleh perusahaan untuk mengidentifikasi faktor-faktor peluang dan ancaman serta kekuatan dan kelemahan perusahaan tersebut, Personal SWOT Analysis merupakan metode yang penting bagi kita sebagai individu untuk mengevaluasi diri sendiri, untuk mengetahui kekuatan dan kelemahan kita. Dengan cara itu kita dapat merencanakan kehidupan yang lebih baik dan bermanfaat. Tidak hanya mengajari kita cara menggali kekuatan diri dan mengevaluasi kepribadian, buku ini juga memandu kita melakukan manajemen diri berdasarkan Personal Balanced Scorecard. Tentu saja semua itu tidak ada artinya jika tidak Anda laksanakan. Terapkan pengetahuan yang Anda peroleh dari buku ini dan tetapkan niat untuk menjadi yang terbaik di bidang Anda. Insya Allah, yang Anda cita-citakan akan terwujud.

Oil and Gas in Africa - The African Development Bank 2009-08-27

The book, a joint work of the African Development Bank and the African Union, presents a comprehensive analysis of the oil and gas resources in Africa. It uniquely highlights, through country examples, and with an African focus but a global perspective, the specific challenges and constraints facing the continent as a whole in the exploitation and utilization of its oil and gas resources. It partly draws on a model that simulates the impact of high oil prices on African economies, a model that was developed by the Research Department of the Bank in a separate study. The roles of AfDB and AU are analyzed, considering their differing, but complementary, mandates geared towards the development of the continent. Finally, the book includes recommendations on the future directions and actions for maximizing benefits of Africa's oil and gas resources.

Browse's Introduction to the Symptoms & Signs of Surgical Disease - Kevin G. Burnand 2014-10-06

Written for medical students and junior doctors, the fifth edition of this essential textbook has been fully revised and updated, including additional illustrations and photographs. The text teaches the clinical symptoms and signs of surgical disease, stressing the importance of a thorough history and bedside examination. By presenting the symptoms

Advanced Maritime Technologies and Applications - Azman Ismail 2022-02-11

This book presents the outcomes from the 2nd International Conference on Marine and Advanced Technologies 2021 (Icmat2021) which was organized by the Research and Innovation section, University Kuala Lumpur - Malaysian Institute of Marine Engineering Technology. The theme "Propelling to the Innovative Idea" highlights prominence of recent developments in marine and advanced technologies in the field of marine application, maritime operation, energy and reliability, advanced materials and applied science. This online conference provided a platform for presentations and discussions at the local and international level between educationists, researchers, students, and industrialists. Furthermore, it created opportunities to establish networks and meet experts in addition to exchange of up-to-date knowledge in the field. This book is the up-to-date reference, especially to those who want to learn and explore more about the latest developments and technologies of maritime industries.

Also Innovators - Chris Yardley 2019-05-05

'Thank you for your order, Mr Mainframe Customer. The cost is £5 million and the lead-time for manufacture will be two years. In the meantime you will have to build a special computer centre to our specification. For our part, our project team will help you recruit and train potential programmers and we shall advise on how you might use the system.' How different from today when the customer will want to see a specific application running before he puts a hand in his/her

pocket. Chris Yardley lived the changes as a computer salesman and tells his story of a career living and working in five countries. Warts and all. The ecstasies, the heartbreaks and idiocies of major corporations. His career was not a planned one. In a growing industry, opportunities presented themselves and Chris believes he grasped every one presented. Having written his story, he has had every chapter verified by at least one person who features in that narrative. His respondents have universally endorsed the facts with comments such as 'Wow, I'd forgotten most of that'. 'You have a fantastic memory.' 'I never knew before the full facts of what happened.' 'How have you remembered all the circumstances?' 'It really is a people business.' This is the only book that has followed a computer sales career over almost 50 years.

Instructor'S Guide - Farzana Quoquab 2018-02-01

This book is ideal for teaching subjects related to marketing, management, entrepreneurship, and business ethics. It can be used as the tool to teach students/trainers in advanced undergraduate and MBA/MSc classes. It is widely acknowledged that, only theoretical discussion does not provide the comprehensive understanding about the business decisions that are taken by the managers and/or other parties involved. And thus, use of cases are common in business studies which not only provides students understanding about the practical aspects of the concepts that are being taught in text-books, but also it introduces students with several aspects of the real-life dilemma, complexities and challenges while working in a business environment. This book contains teaching notes of the book titled A Handbook of Malaysian Cases: Contemporary Issues in Marketing & Management in which eleven local cases were presented. The teaching notes serve as a guide for instructors who intend to utilize these cases in their classes. Each teaching note includes a brief synopsis of the case, learning objectives, the case's target audience, information about the case leading strategies, relevant concepts/subjects, suggested assignment questions, and their corresponding suggested answers. In this way, the instructors will have greater understanding about the use and applicability of the said eleven cases. It is hoped that university lecturers, practitioners, and students who are undertaking courses in business studies will benefit from this book.

Better Governance Across the Board - John Zinkin 2019-05-20

Better Governance Across the Board is a practical guide for achieving good corporate governance of organizations regardless of whether they are for profit, listed, state-owned, family owned, or widely held. It delves into the questions boards must ask if they are to fulfill their fiduciary duties, taking account of regulatory issues. Part 1 defines corporate governance, explaining the four reasons why it matters and how it applies to a wide range of organizations. Part 2 explores the "Five P" framework of Purpose, Principles, Power, People, and Processes that helps boards to create sustainable value. Part 3 concludes by showing how the organization's long-term "license to operate" is achieved by boards focusing on the three most important assets of the organization: its reputation; its people, and its processes. This book explores the dilemmas that currently exist in modern approaches to corporate governance and suggests ways of overcoming them. Based on ten years of teaching more than 1,500 directors of publicly listed companies, it integrates key principles of leadership, ethics, branding, and governance into a unique five-factor framework to help directors make good decisions in strategy, risk management, succession planning, internal controls, and stakeholder engagement.

Handbook of Maintenance Management and Engineering -

Mohamed Ben-Daya 2009-07-30

To be able to compete successfully both at national and international levels, production systems and equipment must perform at levels not even thinkable a decade ago. Requirements for increased product quality, reduced throughput time and enhanced operating effectiveness within a rapidly changing customer demand environment continue to demand a high maintenance performance. In some cases, maintenance is required to increase operational effectiveness and revenues and customer satisfaction while reducing capital, operating and support costs. This may be the largest challenge facing production enterprises these days. For this, maintenance strategy is required to be aligned with the production logistics and also to keep updated with the current best practices. Maintenance has become a multidisciplinary activity and one may come across situations in which maintenance is the responsibility of people whose training is not engineering. This handbook aims to assist at different levels of understanding whether the manager is an engineer, a production manager, an experienced maintenance practitioner or a beginner. Topics selected to be included in this handbook cover a wide

range of issues in the area of maintenance management and engineering to cater for all those interested in maintenance whether practitioners or researchers. This handbook is divided into 6 parts and contains 26 chapters covering a wide range of topics related to maintenance management and engineering.

Global Marketing Strategy - Bodo B. Schlegelmilch 2022

This book has been written for experienced managers and students in postgraduate programs, such as MBA or specialized masters programs. In a systematic yet concise manner, it addresses all major issues companies face when conducting business across national and cultural boundaries, including assessing and selecting the most promising overseas markets, evaluating market entry alternatives, and examining the forces that drive adaptation versus standardization of the marketing mix. It looks at the various global marketing challenges from a strategic perspective and also addresses topics not usually found in international marketing texts, such as aligning marketing strategies with global organizational structures and managing the relationship between national subsidiaries, regional headquarters, and global headquarters, as well as corporate social responsibility challenges and pertinent future trends that are likely to affect global business.

Floating Liquefaction (FLNG) - Brian Songhurst 2016

Motorsport Going Global - N. Henry 2007-07-31

This book provides the definitive economic study of the global motorsport industry. Drawing on a decade of research, and interviews with top industry executives and international commentators, the global grid of motorsport is analyzed and the world's national motorsport industries benchmarked. Motorsport Going Global concludes on scenarios for the global industry as it enters a new era of market growth and global opportunity.

Pension fund governance - Michael Orszag, John Evans, John Piggott 2008

'This collection of essays on a rapidly developing topic is a valuable addition to the field and the editors must be congratulated on beginning to bring the area to the attention of thinkers and government (not necessarily the same thing), who are charged with dealing with the challenge of controlling private pension provision.' - Robin Ellison, Pensions

Software Engineering Methods in Intelligent Algorithms - Radek Silhavy 2019-05-07

This book presents software engineering methods in the context of the intelligent systems. It discusses real-world problems and exploratory research describing novel approaches and applications of software engineering, software design and algorithms. The book constitutes the refereed proceedings of the Software Engineering Methods in Intelligent Algorithms Section of the 8th Computer Science On-line Conference 2019 (CSOC 2019), held on-line in April 2019.

Intelligent Computing and Innovation on Data Science - Sheng-Lung Peng 2020-05-14

This book covers both basic and high-level concepts relating to the intelligent computing paradigm and data sciences in the context of distributed computing, big data, data sciences, high-performance computing and Internet of Things. It is becoming increasingly important to develop adaptive, intelligent computing-centric, energy-aware, secure and privacy-aware systems in high-performance computing and IoT applications. In this context, the book serves as a useful guide for industry practitioners, and also offers beginners a comprehensive introduction to basic and advanced areas of intelligent computing. Further, it provides a platform for researchers, engineers, academics and industrial professionals around the globe to showcase their recent research concerning recent trends. Presenting novel ideas and stimulating interesting discussions, the book appeals to researchers and practitioners working in the field of information technology and computer science.

Strategic Management - Forest R. David 2014-07-16

For undergraduate and graduate courses in strategy. In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Fifteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 29 new cases and end-of- chapter material, including added exercises and review questions. MyManagementLab for Strategic Management 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.

International Human Resource Management - Anne-Wil Harzing 2014-11-25

"I enthusiastically endorse the fourth edition of IHRM. The editors are to be congratulated for recruiting the top-rated authors in this field to contribute to this volume. The chapters are up to date, insightful, and sometimes even provocative. Students, including post-grads and advanced undergraduates, as well as savvy practitioners, will benefit from reading this volume." Neal M. Ashkanasy, Professor of Management, The University of Queensland Anne-Wil Harzing and Ashly Pinnington's bestselling textbook has guided thousands of students through their International Human Resource Management studies. The fourth edition retains the critical edge, academic rigour and breadth of coverage which have established this book as the most authoritative text on the market. The new edition by our international team of experts provides an even more stimulating journey through the core curriculum, contemporary debates and emerging issues in IHRM. New for the fourth edition: Reduced number of chapters to allow for greater depth and an improved structure ensuring fundamental topics underpin your knowledge Expanded coverage of Equality and Diversity, Corporate Social Responsibility and Sustainability and Cross-Cultural Management in line with developments in the field New Stop and Reflect feature provides an opportunity to test your understanding at regular intervals This text comes with access to a companion website containing web links, SAGE journal articles and more.

The Outlook for Floating Storage and Regasification Units (FSRUs) - Brian Songhurst 2017

Internationalization and Managing Networks in the Asia Pacific - Nipawan Thirawat 2017-03-02

Internationalization and Managing Networks in the Asia Pacific consists of theories and analysis in sections that are related to network management, the power of business networking and the significance and role that business networking plays in propelling organizations towards international business, especially in Asia. Moreover, it includes stakeholder theory and applications of relevant theories to assist in identifying key stakeholders in the ASEAN Economic Community (AEC). The first section contains various fascinating headings, such as analysis of stakeholders' needs, negotiation techniques with stakeholders, relationship management with stakeholders and the role of network management in expanding international business within Asia. The second section emphasizes internationalization theories and empirical evidence with case studies of Asian multinational companies that have succeeded in expanding abroad, such as Singaporean, Taiwanese, Thai, Malaysian and Indonesian companies. These help provide guidelines of analysis for the adaptations these companies made to internationalize successfully, market penetration strategies used for the AEC and international expansion of Asian companies across countries in Asia and other continents. In addition, an included debate provides information on the applications of business networking and internationalization theories, best practices and development policy recommendations, along with a discussion of the role of the public sector in supporting overseas expansion of the private sector. Consists of two interesting and important topics about network management and internationalization Focuses on the role of Asian companies, including international activities Includes case studies and empirical evidence from works by researchers and experts on network management and international business expansion Provides policy advice to the public sectors within Asia on formulating and implementing policies Offers insight into the role of the public sector in supporting international business activities of the private sector

Strategic Management (color) - 2020-08-18

Strategic Management (2020) is a 325-page open educational resource designed as an introduction to the key topics and themes of strategic management. The open textbook is intended for a senior capstone course in an undergraduate business program and suitable for a wide range of undergraduate business students including those majoring in marketing, management, business administration, accounting, finance, real estate, business information technology, and hospitality and tourism. The text presents examples of familiar companies and personalities to illustrate the different strategies used by today's firms and how they go about implementing those strategies. It includes case studies, end of section

key takeaways, exercises, and links to external videos, and an end-of-book glossary. The text is ideal for courses which focus on how organizations operate at the strategic level to be successful. Students will learn how to conduct case analyses, measure organizational performance, and conduct external and internal analyses.

Global Innovation Index 2020 - Cornell University 2020-08-13

The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges - including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis.

Strategic Management - 2012

Phytoremediation Potential of Bioenergy Plants - Kuldeep Baudhh 2017-03-29

The globally escalating population necessitates production of more goods and services to fulfil the expanding demands of human beings which resulted in urbanization and industrialization. Uncontrolled industrialization caused two major problems - energy crisis and accelerated environmental pollution throughout the world. Presently, there are technologies which have been proposed or shown to tackle both the problems. Researchers continue to seek more cost effective and environmentally beneficial pathways for problem solving. Plant kingdom comprises of species which have the potential to resolve the couple problem of pollution and energy. Plants are considered as a potential feedstock for development of renewable energy through biofuels.

Another important aspect of plants is their capacity to sequester carbon dioxide and absorb, degrade, and stabilize environmental pollutants such as heavy metals, poly-aromatic hydrocarbons, poly-aromatic biphenyls, radioactive materials, and other chemicals. Thus, plants may be used to provide renewable energy generation and pollution mitigation. An approach that could amalgamate the two aspects can be achieved through phytoremediation (using plants to clean up polluted soil and water), and subsequent generation of energy from the phyto-remediator plants. This would be a major advance in achieving sustainability that focuses on optimizing 'people' (social issues), 'planet' (environmental issues), and 'profit' (financial issues). The "Phytoremediation-Cellulosic Biofuels" (PCB) process will be socially beneficial through reducing pollution impacts on people, ecologically beneficial through pollution abatement, and economically viable through providing revenue that supplies an energy source that is renewable and also provides less dependence on importing foreign energy (energy-independence). The utilization of green plants for pollution remediation and energy production will also tackle some other important global concerns like global climate change, ocean acidification, and land degradation through carbon sequestration, reduced emissions of other greenhouse gases, restoration of degraded lands and waters, and more. This book addresses the overall potential of major plants that have the potential to fulfil the dual purposes of phytoremediation and energy generation. The non-edible bioenergy plants that are explored for this dual objective include *Jatropha curcas*, *Ricinus communis*, *Leucaena leucocephala*, *Milletia pinnata*, *Canabis sativa*, *Azadirachta indica*, and *Acacia nilotica*. The book addresses all possible aspects of phyto-remediation and energy generation in a holistic way. The contributors are one of most authoritative experts in the field and have covered and compiled the best content most comprehensively. The book is going to be extremely useful for researchers in the area, research students, academicians and also for policy makers for an inclusive understanding and assessment of potential in plant kingdom to solve the dual problem of energy and pollution.

National Oil Companies and Value Creation - Silvana Tordo 2011-07-13

National Oil Companies (NOCs) directly or indirectly control the majority of oil and gas reserves. As such, they are of great consequence to their country's economy, to importing countries' energy security, and to the stability of oil and gas markets. The paper analyzes the available evidence on the objectives, governance and performance of 20 NOCs from both net importing and net exporting countries, and draws conclusions about the design of policies and measures that are more likely to lead to social value creation. NOCs differ from private companies on a number of very important variables, including the level of competition in the market in which they operate, their business profile along the sector value chain, and their degree of commercial orientation

and internationalization. Most share some core characteristics: they are usually tied to the 'national purpose' and serve political and economic goals other than maximizing the firm's profits. This paper introduces a conceptual model to analyze value creation by NOCs that takes into consideration their complex objective function. Our analysis aims to answer the following questions: Are certain corporate governance arrangements more suited than others to promote value creation? Is good geology a pre-condition for NOC value creation? Are there benefits from exposing the NOC to competition from private oil companies? Does the development of forward and backward linkages hamper NOC value creation?

The Indian Ocean Region - Anthony H. Cordesman 2014-09-11

The Indian Ocean Region (IOR) is one of the most areas of the world in human terms. This study provides a comprehensive overview of the subregions and countries in the IOR, drawing heavily on a new country risk assessment model developed by Abdullah Toukan, a senior associate with the Burke Chair at CSIS.

The Regional Multinationals - Alan M. Rugman 2005-01-06

Although many firms label themselves 'global', very few can back this up with truly global sales and operations. In *The Regional Multinationals* Alan Rugman examines first-hand data from multinationals and finds that most multinationals are strongly regional, with international operations in their home regions of North America, the US or Asia. Only a tiny proportion of the world's top 500 companies actually sell the same product and deliver the same services around the world. Rugman exposes the facts behind the popular myths of doing business globally, explores a variety of regional models and offers an authoritative agenda for future business strategy. *The Regional Multinationals* is the essential resource for all academics and students in International Business, Organization and Strategic Management, as well as those with an interest in finding out how multinationals really work in practice and how future strategy must respond.

Advances in Safety, Reliability and Risk Management - Christophe Berenguer 2011-08-31

Advances in Safety, Reliability and Risk Management contains the papers presented at the 20th European Safety and Reliability (ESREL 2011) annual conference in Troyes, France, in September 2011. The book covers a wide range of topics, including: Accident and Incident Investigation; Bayesian methods; Crisis and Emergency Management; Decision Making under Risk; Dynamic Reliability; Fault Diagnosis, Prognosis and System Health Management; Fault Tolerant Control and Systems; Human Factors and Human Reliability; Maintenance Modelling and Optimisation; Mathematical Methods in Reliability and Safety; Occupational Safety; Quantitative Risk Assessment; Reliability and Safety Data Collection and Analysis; Risk and Hazard Analysis; Risk Governance; Risk Management; Safety Culture and Risk Perception; Structural Reliability and Design Codes; System Reliability Analysis; Uncertainty and Sensitivity Analysis. *Advances in Safety, Reliability and Risk Management* will be of interest to academics and professionals working in a wide range of scientific, industrial and governmental sectors, including: Aeronautics and Aerospace; Chemical and Process Industry; Civil Engineering; Critical Infrastructures; Energy; Information Technology and Telecommunications; Land Transportation; Manufacturing; Maritime Transportation; Mechanical Engineering; Natural Hazards; Nuclear Industry; Offshore Industry; Policy Making and Public Planning.

Over-Exploitation of Forests - Anup Saikia 2013-08-31

North east India is a global biodiversity hotspot but a quite understudied area. Forest loss has always been problematic in the area. Using Landsat satellite data from three periods (70s, 80s/90s and 2010s), forest loss is assessed in sample protected areas and other sites in the study area, processing is undertaken using image processing and standard GIS tools. The landscape metrics of selected sites are assessed using the widely used program FRAGSTATS. Drivers of forest loss are central in the discussion of the study.

Organisational Environment - Institute of Leadership & Management 2007-06-01

With forty well structured and easy to follow topics to choose from, each workbook has a wide range of case studies, questions and activities to meet both an individual or organization's training needs. Whether studying for an ILM qualification or looking to enhance the skills of your employees, Super Series provides essential solutions, frameworks and techniques to support management and leadership development.

Building Maintenance Processes and Practices - Abdul Lateef Olanrewaju 2014-11-14

This book is designed to be an inclusive for the best practice approach to building maintenance management, where the processes, procedures and operational systems meet a high standard of professional and academic competence. It offers a different perspective on building maintenance management by presenting the schematic building maintenance value chain model and its implementation in Malaysian university buildings. The findings show an improvement to building performance, lower maintenance cost, building sustainability and increased maintenance service user satisfaction. The learning outcomes and summaries provided for each chapter and the extensive use of tables and figures add to the readability of the text. Though the book is based on data from Malaysia, it is useful for a much wider audience, and the informal writing style makes it an interesting reference source. This book is valuable for readers who are practitioners, professionals and for academic institutions that offer courses in the building field, including architecture, quantity surveying, civil engineering, building and facility management, property management, real estate. It will also be of interest to governments and others involved in the construction industry.

Managing Major Sports Events - Milena M. Parent 2020-11-29

Managing Major Sports Events: Theory and Practice is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy and sustainability. Now in a fully revised and updated new edition, the book draws on the latest research from across multiple disciplines, explores real-world situations, and emphasises practical problem-solving skills. It covers every key area in the event management process, including: • Bidding, leadership, and planning; • Marketing and human resource management; • Venues and ceremonies; • Communications and technology (including social media); • Functional area considerations (including sport, protocol, and event services); • Security and risk management; • Games-time considerations; • Event wrap-up and evaluation; • Legacy and sustainability. This revised edition includes expanded coverage of cutting-edge topics such as digital media, culture, human resources, the volunteer workforce, readiness, security, and managing Games-time. Each chapter combines theory, practical decision-making exercises, and case studies of major sports events from around the world, helping students and practitioners alike to understand and prepare for the reality of executing major events on an international scale. Also new to this edition is an "Outlook, Trends, and Innovations" section in each chapter, plus "tips" from leading events professionals. *Managing Major Sports Events: Theory and Practice* is an essential textbook for any course on sports event management or international sports management, and an invaluable resource for all sport management researchers, practitioners and policymakers. Online resources include PowerPoint slides, multiple choice questions, essay questions, stories, and decision-making exercises.

Net Zero Energy Buildings (NZEB) - Shady Attia 2018-03-26

Net Zero Energy Buildings (NZEB): Concepts, Frameworks and Roadmap for Project Analysis and Implementation provides readers with the elements they need to understand, combine and contextualize design decisions on Net Zero Energy Buildings. The book is based on learned lessons from NZEB design, construction, operation that are integrated to bring the most relevant topics, such as multidisciplinary, climate sensitivity, comfort requirements, carbon footprints, construction quality and evidence-based design. Chapters introduce the context of high performance buildings, present overviews of NZEB, cover the performance thresholds for efficient buildings, cover materials, micro-grid and smart grids, construction quality, performance monitoring, post occupancy evaluation, and more. Offers a roadmap for engaging in energy efficiency in high performance buildings projects Combines solid grounding in core concepts, such as energy efficiency, with a wider context that includes the technical, socio-cultural and environmental dimensions Covers key areas for decision-making Provides a logical framework to analyze projects in the context of environmental change Presents worldwide examples and cases for different climates and societies

Learning to Industrialize - Kenichi Ohno 2014-04-03

This book proposes a new, pragmatic way of approaching economic development which features policy learning based on a comparison of international best policy practices. While the important role of government in promoting private sector development is being recognized, policy discussion often remains general without details as to what exactly to do and how to avoid common pitfalls. This book fills the gap by showing concrete policy contents, procedures, and organizations adopted in high-performing East Asian economies. Natural resources and

foreign aid and investment can take a country to a certain income level, but growth stalls when given advantages are exhausted. Economies will be caught in middle income traps if growth impetus is not internally generated. Meanwhile, countries that have soared to high income introduced mindset, policies, and institutions that encouraged, or even forced, accumulation of human capital – skills, technology, and knowledge. How this can be done systematically is the main topic of policy learning. However, government should not randomly adopt what Singapore or Taiwan did in the past. A continued march to prosperity is possible only when policy makers acquire capability to formulate policy suitable for local context after studying a number of international experiences. Developing countries wanting to adopt effective industrial strategies but not knowing where to start will benefit greatly by the ideas and hands-on examples presented by the author. Students of development economics will find a new methodological perspective which can supplement the ongoing industrial policy debate. The book also gives an excellent account of national pride and pragmatism exhibited by officials in East Asia who produced remarkable economic growth, as well as serious effort by an African country to emulate this miracle.

Recent Trends in Manufacturing and Materials Towards Industry 4.0 - Muhammed Nafis Osman Zahid 2021-03-22

This book presents part of the proceedings of the Manufacturing and Materials track of the iM3F 2020 conference held in Malaysia. This collection of articles deliberates on the key challenges and trends related to manufacturing as well as materials engineering and technology in setting the stage for the world in embracing the fourth industrial revolution. It presents recent findings with regards to manufacturing and materials that are pertinent towards the realizations and ultimately the embodiment of Industry 4.0, with contributions from both industry and academia.

Smart Business, Social Business - Michael Brito 2011-07-07

This book will help organizations evolve into a fully collaborative social business. It serves as a step by step playbook to achieve organizational change, process efficiencies and technology acumen: Proven solutions for the real people, process, and technology obstacles businesses face in using social media behind the firewall. How to have the successful internal conversations with stakeholders, partners and global teams that lead to successful external conversations with the social customer. Strategies for improving organizational dynamics, collaboration, governance, training, engagement, policies, technology integration, workflows, social CRM, and metrics. Many organizations today have already evolved into social brands. They may be active on Twitter and Facebook; they may have corporate blogs and communities and they are trying hard to engage effectively with the social customer. However, behind the firewall, chaos, anarchy, and conflict reign. In *Smart Business, Social Business*, leading enterprise social business consultant shows how to build an internal framework based on change management that will lead to success with social media: one that will make external engagement more effective, meaningful, and sustainable. Michael Brito systematically identifies the internal culture, process and technology obstacles to long-term success with social media, and offer best practice solutions. He discusses a wide spectrum of issues, offering actionable

intelligence and helping decision-makers build strategies and plans that deliver value. Topics addressed include change management, organizational models and dynamics, internal communications, collaboration, governance, metrics, training, employee activation, policies, technology integration, workflows, social CRM, and much more. Drawing on his own experience working for Silicon Valley companies, HP, Yahoo! and Intel, Brito presents dozens of examples and case studies. Using this book, companies can begin to transform their organizations from just a "social brand" to a fully collaborative and dynamic "social business."

Homestay Programme as a Malaysian Tourism Product (UUM Press) - Kalsom Kayat 2011-01-01

This book discusses the homestay programme in Malaysia in the context of tourism product. It begins by looking into the evolution of tourism in Malaysia, focusing on its growth and development. Tourism product is an important component of any tourism destination, thus the book later looks into the product concept as well as the development of tourism products in Malaysia. Malaysia has many natural, cultural and man-made tourist products and attractions that can potentially pull tourists to its shore. Different perspectives and conceptual frameworks are used in looking at the homestay programme specifically in the area of product benefits, tourist experience, resident perceptions, and product quality. The elements of the programme are identified and the outcomes explored. Finally, issues surrounding the programme are discussed and recommendations on future management of the programme are offered. The book is hoped to answer enquiries about the unique homestay programme in Malaysia, if not completely, at least partially.

Contemporary Strategy Analysis Text Only - Robert M. Grant 2014-09-23

Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text. In this new edition, he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. This edition also incorporates some of the key strategic issues of today including: post-financial crisis adjustment, the continuing rise of China, India and Brazil, and the increased emphasis on ethics and sustainability. Coverage is also provided on strategy in not-for-profit organizations. *Contemporary Strategy Analysis*, 8th Edition, is suitable for both MBA and advanced undergraduate students. It has been adopted by leading business schools all across the world.

Project Portfolio Management in Theory and Practice - Jamal Moustafaev 2016-10-04

Every CEO in the world, if questioned, will always complain that there are a lot of ideas to implement, but, unfortunately, insufficient resources to accomplish them. This book provides a solution to this dilemma by supplying techniques to assess the value of projects, prioritize projects, and decide which projects to implement and which to postpone. In addition, it describes various methods of balancing project portfolios and different strategic alignment models. The book provides thirty real-life project portfolio management case studies from pharmaceutical, product development, financial, energy, telecommunications, not-for-profit and professional services industries.