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consequencias e impactos. It reflects the perspectives and reasoning of 24 authors from all continents. All chapters are original papers presented at the Fifth World ISBEE Congress, that took place in Warsaw, Poland, at

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the Kozminski University, on 11-14 of July, 2012. In this book, ethics and responsibility are considered essential traits of character, not only in the business or governmental arenas but in any

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initiative, decision and activity. The contributions to this book focus on a spectrum of themes, terms and concepts, the global corporate social responsibilities perspective covering impacts,

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challenges, analysis, criticism, consequences of important topics of real life, sustainability, international economy and regimes, corruption, poverty and violence, among others. The book is intended for

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academics, researchers and professionals in all continents who are dedicated to Ethics, Business Ethics, Corporate Social Responsibility, Social Innovation, and Sustainability Management.

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Employee engagement (or a lack thereof) can often be linked to poor communication and a detachment from company goals. Companies of all sizes are looking for ways to boost communication,

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recognizing its impact on key business outcomes, such as productivity and profitability. This book offers fresh insights about opportunities to improve the quality of employee communications based on

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employees' needs. It highlights the importance of simple, jargon-free communication that focuses on dialogue and content. High-performing organizations are more likely to think about

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Implementation from the audience perspective, rather than purely from the management perspective. The case studies offer readers a firm understanding of ways to implement and measure communication in daily

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Implementa Effective communication requires planning and this book, with its focus on the US, Latin America, and emerging markets, will guide readers in using communication in the alignment of corporate

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With 80 percent of the world's commodities being transported by water, ports are the pillars of the global economy. Port Management and Operations

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offers readers the opportunity to enhance their strategic thinking and problem-solving skills, while developing market foresight. It examines global port management practices at the regulatory,

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Implementa, technological, operational, financial, and sociopolitical levels. This powerful sourcebook describes how seaports are being affected by the changes occurring nationally, regionally, and

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globally. Evaluating the new regulatory framework, it pinpoints the industry's implementation readiness and identifies potential problem areas. The book classifies the spectrum of interrelated port management principles,

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Implementa, and activities
in a logical sequence and
under four cornerstones—Port
Strategy and Structure,
Legal and Regulatory
Framework, Input: Factors of
Production, and Output and
Economic Framework.

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Detailing best practices and the latest industry developments, the book highlights emerging challenges for port managers and identifies opportunities to develop forward-thinking strategies. It examines the

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effectiveness of current strategies, tactics, tools, and resources of numerous global ports and highlights the necessity of adopting a proactive stance in harmonizing the laws, regulations, and policies

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Implementa O pertaining to the maritime, oil, and gas industries. The shipping industry has myriad complexities and this book provides maritime managers and professionals with the wide-ranging and up-to-date understanding required to

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thrive in today's highly competitive and evolving environment.

Sport is a global phenomenon engaging billions of people and generating annual revenues of more than US\$

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145 billion. Problems in the governance of sports organisations, fixing of matches and staging of major sporting events have spurred action on many fronts. Yet attempts to stop corruption in sport are still at an

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early stage. The Global
Corruption Report (GCR) on
sport is the most
comprehensive analysis of
sports corruption to date.
It consists of more than 60
contributions from leading
experts in the fields of

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Implementa and sport, from sports organisations, governments, multilateral institutions, sponsors, athletes, supporters, academia and the wider anti-corruption movement. This GCR provides essential

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analysis for understanding the corruption risks in sport, focusing on sports governance, the business of sport, planning of major events, and match-fixing. It highlights the significant work that has already been

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done and presents new approaches to strengthening integrity in sport. In addition to measuring transparency and accountability, the GCR gives priority to participation, from sponsors

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to athletes to supporters an
essential to restoring trust
in sport.

First published in 1995.

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For the fourth consecutive year, the Association of Geographic Information Laboratories for Europe (AGILE) promoted the edition of a book with the collection of the scientific

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papers that were submitted as full-papers to the AGILE annual international conference. Those papers went through a th competitive review process. The 13 AGILE conference call for fu- papers of original

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and unpublished fundamental scientific research resulted in 54 submissions, of which 21 were accepted for publication in this - lume (acceptance rate of 39%). Published in the Springer Lecture Notes in

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graphy, this book is
associated to the 13 AGILE
Conference on G- graphic
Information Science, held in
2010 in Guimarães, Portugal,
under the title "Geospatial
Thinking". The efficient use

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of geospatial information and related technologies assumes the knowledge of concepts that are fundamental components of Geospatial Thinking, which is built on reasoning processes, spatial conc-

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representation methods.
Geospatial Thinking is
associated with a set of
cognitive skills consisting
of several forms of
knowledge and cognitive
operators used to transform,

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combine or, in any other way, act on that same knowledge. The scientific papers published in this volume cover an important set of topics within Geoinformation Science, including: Representation

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and Visualisation of
Geographic Phenomena;
Spatiotemporal Data
Analysis; Geo-Collaboration,
Participation, and Decision
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Modelling and Reasoning; and
Web Services, Geospatial
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Taking Brand Initiative
offers a revolutionary
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Implementa O looks beyond the marketing value of brands company-to-customer and the HR significance of brands company-to-employee. It places the management of brands at the senior level of management as it radiates

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throughout the organization. In this groundbreaking book, international branding thought leaders, Mary Jo Hatch and Make Schultz explain how a company's brand is just as important to outsiders politicians,

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Implementa O suppliers, and analysts as it is to company insiders. They show how only the corporate brand can integrate all the company's staff functions and provide a vision for competition and globalization.

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This collection uses the transnational activities of municipal urban governments to historicize the origins and development of the global city, focusing on how urban problems were

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the emergence and spread of modern urban planning and the effectiveness of current approaches. More importantly, it identifies innovative urban planning approaches and practices that are more responsive to

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current and future
challenges of
urbanization." --BOOK JACKET.

This volume examines the
importance of leadership in
developing an effective
sustainability strategy. It

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defines the sustainability
mindset and surveys the
primary motivations,
conditions, or
environment(s) that cause
leaders to embrace
sustainable practices. As
described in the UN

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Sustainable Development Goal 8, embracing the sustainability mindset will lead to greater productivity and promote economic growth. Organized into themes of organizational operations, leadership competencies, and

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Implementation practices, the chapters, written by contributors representing global perspectives, tackle topics such as strategy, culture, and leadership styles in developing a new form of mindfulness for

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Implementa O as well as organizations. Recognizing the need for accelerated change in organizations as well as society at large, this book presents scholars with a framework for establishing a mindset for

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Implementa to foster
much-needed transformative
leadership.

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