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Strategic management is widely seen as essential to the public services, leading to better performance and better outcomes for the public. In fact, the private sector idea of strategic management has become so powerful in the public sector that politicians and policy makers have begun to talk about the importance of the modern state being strategic [ ] and we may be witnessing the emergence of the Strategic State. Strategic Management for the Public Sector draws on experience and research from a range of countries and provides a theoretical understanding of strategic management that is grounded in the public sector. Drawing on the latest theory and research this text provides a fresh look at foresight, analysis, strategic choice, implementation and evaluation. This book also offers original and detailed case studies based on up to date evidence from different public sector settings, helping the reader to build on their understanding of theories and concepts presented earlier in the book. Strategic Management for the Public Sector has been written specially for managers and students taking postgraduate courses such as MBAs and MPAs. It will also appeal to individual managers and civil servants in the public sector looking for an accessible book to read as part of their own independent personal development.

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Valued by instructors and students alike, Foundations of Marketing presents an accessible introduction to Marketing. Packed with examples and end of chapter case studies highlighting the real world application of marketing concepts, this fully updated Sixth Edition features digital marketing integrated throughout the chapters as well as a dedicate chapter on marketing planning and strategy. Discover: How marketing adds value to customers and organizationsHow innovative brand positioning drives commercial successHow new digital marketing communication techniques are being used by companies to drive their brand awareness and engagement, as well as customer retention and conversion levelsHow marketing planning and strategy gives direction to an organization's marketing effort and co-ordinates its activities. Key features: Marketing Spotlights showcase the marketing innovations of brands including Adidas, Crayola, Samsung and KFC.Marketing in Action boxes offer varied examples of real companies' campaigns in the UK, Scandinavia, The Netherlands and internationally.Critical Marketing Perspective boxes encourage critical thinking of ethical debates to stimulate student discussion about socially responsible practice and encourage critical analysis of these issues.12 brand new end of chapter Case Studies including Fjallraven, Primark, Uber and BrewDog give in-depth analysis of companies' marketing strategies, with dedicated questions to provoke student enquiry.Marketing Showcase videos feature interviews with business leaders and marketing professionals, offering insights into how different organisations have successfully harnessed the elements of the marketing mix.

To be a successful business leader, executives need to make values-based problem solving a habit of mind, argue

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management experts and Notre Dame professors Viva Bartkus and Ed Conlon. In *Getting It Right*, Bartkus and Conlon draw on insights from consulting, management, and academia to deliver a powerful message: no matter how chaotic the marketplace, leaders can still address even the most staggering challenges in a calm and confident manner.

The air transport industry has high economic impact; it supports more than 60 million jobs worldwide. Since the early years of commercial air travel, passenger numbers have grown tremendously. However, for decades airlines' financial results have been swinging between profits and losses. The airline industry's aggregate net average profit between 1970 and 2010 was close to zero, which implies bankruptcies and layoffs in downturns. The profit cycle's amplitude has been rising over time, which means that problems have become increasingly severe and also shows that the industry may not have learned from the past. More stable financial results could not only facilitate airline management decisions and improve investors' confidence but also preserve employment. This book offers a thorough understanding of the airline profit cycle's causes and drivers, and it presents measures to achieve a higher and more stable profitability level. This is the first in-depth examination of the airline profit cycle. The airline industry is modelled as a complex dynamic system, which is used for quantitative simulations of 'what if' scenarios. These experiments reveal that the general economic environment, such as GDP or fuel price developments, influence the airline industry's profitability pattern as well as certain regulations or aircraft manufactures' policies. Yet despite all circumstances, simulations show that airlines' own management decisions are sufficient to generate higher and more stable profits in the industry. This book is useful for aviation industry decision makers, investors, policy makers, and researchers because it

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explains why the airline industry earns or loses money. This knowledge will advance forecasting and market intelligence. Furthermore, the book offers practitioners different suggestions to sustainably improve the airline industry's profitability. The book is also recommended as a case study for system analysis as well as industry cyclicalities at graduate or postgraduate level for courses such as engineering, economics, or management.

An injury to the foot and ankle can be devastating to an athlete's performance. Get your patients back to their peak physical condition using authoritative guidance from the only reference book focusing solely on sports-related injuries of the foot and ankle! Authoritative guidance on athletic evaluation, sports syndromes, anatomic disorders, athletic shoes, orthoses and rehabilitation, and more, provides you with the know-how you need to overcome virtually any challenge you face. A chapter focusing on sports and dance equips you to better understand and manage the unique problems of these high-impact activities. Comprehensive coverage of rehabilitation of the foot and ankle helps you ease your patients' concerns regarding return to play. International contributors share their expertise and provide you with a global perspective on sports medicine. Case

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studies demonstrate how to approach specific clinical situations and injuries. Three new chapters on "Problematic Stress Fractures of the Foot and Ankle," "New Advances in the Treatment of the Foot and Ankle," and "The Principles of Rehabilitation for the Foot and Ankle," deliver more expert knowledge and practice solutions than ever before. Expanded chapters guide you through all aspects of treating sports-related injuries of the foot and ankle, from evaluation to rehabilitation.

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