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Stephen Crane's immortal masterpiece about the nightmare of war was first published in 1895 and brought its young author immediate international fame. Set during the Civil War, it tells of the brutal disillusionment of a young recruit who had dreamed of the thrill and glory of war, only to find himself fleeing the horror of a battlefield. Shame over his cowardice drives him to seek to redeem himself by being wounded—earning what he calls the “red badge of courage.” Praised for its psychological insight and its intense and unprecedented realism in portraying the experience of men under fire, The Red Badge of Courage has been a beloved bestseller for more than a century.

This book illustrates the various facets of internationalization in managerial practice, starting with a strategic outline of the many options firms have when formulating internationalization strategies. Designed as a textbook for Bachelor, Master and MBA classrooms, the core of the book consists of six case studies on firms from diverse industries, such as sporting goods, aviation, grocery discount, motorcycle, computer and IT, and fast-food. The cases present a variety of ways of entering and operating in foreign markets, such as export, franchising, joint ventures, strategic alliances, greenfield-investments, acquisitions and mergers. In addition to market entry strategies, the cases provide readers, educators and students with insights into target market strategies, timing strategies, allocation strategies and coordination strategies of well-known companies.

This book outlines the effects that technology-induced change will have on sport within the next five to ten years, and provides food for thought concerning what lies further ahead. Presented as a collection of essays, the authors are leading academics from renowned institutions such as Massachusetts Institute of Technology, Queensland University of Technology, and the University of Cambridge, and practitioners with extensive technological expertise. In their essays, the authors examine the impacts of emerging technologies like artificial intelligence, the Internet of Things, and robotics on sports and assess how they will change sport itself, consumer behavior, and existing business models. The book will help athletes, entrepreneurs, and innovators working in the sports industry to spot trendsetting technologies, gain deeper insights into how they will affect their activities, and identify the most effective responses to stay ahead of the competition both on and off the pitch.

The demands of a more dynamic, globalized business world have led to sophisticated methods for quantifying marketing success. This informative guide defines and explains the use of more than 110 key marketing metrics for the success of your business. In eleven focused sections, this resource makes otherwise complex topics understandable. Written for marketing professionals accountable for measurable results as well as senior executives who need a firm understanding of marketing's impact on a business or product line, it clearly explains the metrics that you can use to measure marketing. Along the way, you'll be introduced to a variety of important analytical tools, from brand, customer, and sales metrics to advertising, price, and distributions metrics. And with the addition of new examples and metrics—including significant updates to the online/digital/social area—Measuring Marketing, Third Edition will put you in a better position to excel at this difficult endeavor.

Principles of Marketing, helps students understand how to create value, build customer relationships and master key marketing challenges. The 8th Edition has been thoroughly revised to reflect the major trends impacting contemporary marketing. Packed with examples illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities.

As an initial attempt to understand innovation in fashion, this volume focuses on product innovations, realizing that this industry is truly an innovative sector in which diverse technologies, science, art, and tradition have been merged, synthesized, and utilized to solve the needs and concerns of the end-users. In doing so, this book categorizes product innovation into three levels—materials, style and product development—and aims to present the broader scope of innovation in the global fashion industry with the hope that other sectors can learn from these developments and be inspired.

This book contains the refereed proceedings of the 13th International Conference on Knowledge Management in Organizations, KMO 2018, held in Žilina, Slovakia, in August 2018. The theme of the conference was "Emerging Research for Knowledge Management in Organizations." The 59 papers accepted for KMO 2018 were selected from 141 submissions and are organized in topical sections on: Knowledge management models and analysis; knowledge sharing; knowledge transfer and learning; knowledge and service innovation; knowledge creation; knowledge and organization; information systems and information science; knowledge and technology management; data mining and intelligent science; business and customer relationship management; big data and IoT; and new trends in IT.

Nation Branding: Concepts, Issues, Practice is a comprehensive and exciting text that demonstrates why nations are embracing the principles of brand management. It clearly explains how the concepts and techniques of branding can be adapted to the context of nations— as opposed to the more usual context of products, services, or companies. Concepts grounded in the brand management literature such as brand identity, brand image, brand positioning, and brand equity, are transposed to the domain of nation branding and supported by country case insights that provide vivid illustrations of nation branding in practice. Nation branding is a means by which more and more nations are attempting to compete on the global stage. Current practice in nation branding is examined and future horizons traced. The book provides: \* The first overview of its kind on nation branding \* A blend of academic theory and real world practice in an accessible, readable fashion \* A clear and detailed adaptation of existing brand theory to the emerging domain of nation branding \* An original conceptual framework and models for nation branding \* A rich range of international examples and over 20 contributions by leading experts from around the world Country case insights on nation branding strategies currently being utilized by nations such as Japan, Egypt, Brazil, Switzerland, Iceland, and Russia Clearly and coherently structured, the book is an essential introduction to nation branding for both students and policymakers and will be an essential text for those interested in this fast growing area. Key Features: \* Seminal text in a cutting-edge, controversial and crucial field of global importance \* Ideal blend of theory and practice \* Twenty individual country case studies, including USA, Hong Kong, Japan, New Zealand, Spain and China.

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