

Management casebook.

Hobsons for Careers Research and Advisory Centre. - Media Management: A Casebook Approach by C. Ann Hollifield



Description: -

-Management casebook.

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Hobsons casebook seriesManagement casebook.

Notes: Cover title: Planning your career: graduate jobs & MBA courses in ... management.

This edition was published in 1990



Filesize: 66.310 MB

Tags: #Media #Management: #A #Casebook #Approach

Strategic Financial Management Casebook

The case-study approach encourages reader participation and active learning, and provides the opportunity to learn something of the real world of project management. Using media-based cases that promote critical thinking and problem-solving, this text addresses topics of key concern to managers: diversity, group cultures, progressive discipline, training, and market-driven journalism, among others. May NOT include discs, access code or other supplemental materials.

What Makes Casebook Unique?

The book offers 50 case studies that represent the breadth and importance of project management and its impact on the everyday management of projects. Book is in Used-Good condition. May contain limited notes, underlining or highlighting that does affect the text.

The Nonprofit Management Casebook: Scenes from the Frontlines

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Project Management Casebook

Readers will be able to apply the knowledge learned from this casebook in their work. Qualitative cases are supported by relevant discussion questions and sample responses; quantitative cases are supported by completed numerical solutions, and, where applicable, associated spreadsheets.

Media Management: A Casebook Approach

Many current information technology systems in child welfare fail to leverage 21st-century technology to support positive outcomes for children and families.

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Project Management Casebook

This book includes interesting case studies about various brands that became powerful brands, brands that were losing out their value, companies that were trying to restore their brands, etc. The cases given in the book are based on companies in the real-time business environment that have become brands — either iconic or cult brands. The cases given in this book trigger an idea as to how each of the companies have come up with an innovative strategy that helped them to gain a competitive advantage over the others.

What Makes Casebook Unique?

Book is in Used-Good condition. Addressing such topics as diversity, Media Management: A Casebook Approach provides a detailed look at the major areas of responsibility that fall to the managers of media organizations, including leadership, motivation, planning, marketing, and strategic management.

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