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This third edition of Jo Bryson's highly regarded *Managing Information Services* has been thoroughly revised with an emphasis on managing for a sustainable future. Libraries and information services face uncertain times and this new edition tackles the challenges of planning and managing change, future-proofing for tomorrow, and leading the transformation to a sustainable future. The text also addresses the integration of information services including librarianship, records management and ICT. Essential reading for information students, this text also serves as a comprehensive and detailed reference on the key management topics for information service managers.

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. *Principles of Marketing* keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The

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latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Strategic Management for Travel and Tourism is the must-have text for students studying travel and tourism. It brings theory to life by using industry-based case studies, and in doing so, 'speaks the language' of the Travel and Tourism student. Among the new features and topics included in this edition are: * international case studies from large-scale businesses such as Airtours, MyTravel and South West Airlines * user-friendly applications of strategic management theory, such as objectives, products and markets and strategic implementation, together with illustrative case studies, and longer case studies for seminar work and summaries * contemporary strategic issues affecting travel and tourism organizations, such as vertical integration and strategic alliances Strategic Management for Travel and Tourism is a well-rounded book, ideal for all undergraduate and postgraduate students focusing on strategy in travel and tourism.

Robert M. Grant combines a highly accessible writing style with a

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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.

Nation Branding: Concepts, Issues, Practice was the ground-breaking first textbook to provide an overview of this recently established but fast-growing practice, in which the principles of brand management are applied to countries rather than companies. Many governments have invested in nation branding in order to strengthen their country's influence, improve its reputation, or boost tourism, trade and investment. This new edition has been comprehensively revised and its influential original framework modified to reflect the very latest

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changes to this still-developing field. It remains an accessible blend of theory and practice rich with international examples and contributions. Updates to this edition: New international cases of countries as diverse as China, United Arab Emirates, Ghana, Cuba, India, Great Britain and many more; New contributions from distinguished scholars, diplomats and businesspeople providing a range of case studies, practitioner insights and academic perspectives; New Companion Website to support the book featuring instructor aids such as PowerPoint presentations for each chapter and an instructor manual; This much-anticipated update to an influential book is an essential introduction to nation branding for students and policy makers.

In recent years even governments around the world are beginning to understand that knowledge is a critical contributor to stimulating the rapid growth of entire economies. It is argued that in a modern economy, knowledge is the most important resource within the companies based within any country. The advent of the Internet and automated e-business systems has provided an important catalyst for firms wishing to exploit the benefits of using knowledge to support their electronic trading activities. The vast majority of texts on knowledge management tend to focus on the information technology aspects of managing the concept. Although management of technology is critical, there is an

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equally important need for the provision of materials describing how knowledge can be utilized in the execution of functional management tasks. In view of this situation, the goal of this text is to show readers how to comprehend that knowledge can be utilized to underpin and enhance the marketing management function within organizations. The concept is presented by drawing upon various published sources and by the use of case materials to illustrate knowledge management in practice. Coverage includes; an introduction to the concept of knowledge management; the evolving pathway of marketing; how e-business is radically altering the execution of the marketing task; how firms can map external knowledge sources; the competencies that determine performance, alternative marketing positions; planning techniques; how knowledge informs product innovation; the effective execution of promotions; alternative options for exploiting knowledge to optimize pricing and distribution decisions; the role that knowledge management plays in service marketing strategies; and, the recognized problems associated with accelerating the use of knowledge within the marketing process.

How can we design more sustainable industrial and urban systems that reduce environmental impacts while supporting a high quality of life for everyone? What progress has been made towards reducing resource

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use and waste, and what are the prospects for more resilient, material-efficient economies? What are the environmental and social impacts of global supply chains and how can they be measured and improved? Such questions are at the heart of the emerging discipline of industrial ecology, covered in *Taking Stock of Industrial Ecology*. Leading authors, researchers and practitioners review how far industrial ecology has developed and current issues and concerns, with illustrations of what the industrial ecology paradigm has achieved in public policy, corporate strategy and industrial practice. It provides an introduction for students coming to industrial ecology and for professionals who wish to understand what industrial ecology can offer, a reference for researchers and practitioners and a source of case studies for teachers.

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

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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.

Every year at the High-level Political Forum, an annual theme helps an

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increased focus along with an in-depth review of a selection of Sustainable Development Goals (SDGs). In 2018, SDG 6 on water and sanitation is one of the goals to be reviewed. To provide input to Member States on this goal, UN-Water has produced the SDG 6 Synthesis Report 2018 on Water and Sanitation. This represents a joint position from the UN family on the global status on SDG 6 and other water-related targets. The report also explores the linkages within SDG 6 targets and the interlinkages between SDG 6 and the other targets and indicators. The report builds on the baseline data on SDG 6 global indicators coming from JMP, GEMI and GLAAS.

We live in an era of constantly accelerating scientific and social change brought about by developments in education, technology and modern communication. This is a time of questioning and new perceptions affecting all facets of our daily lives. With increasing frequency issues are being raised which demand answers and new approaches. This increases the responsibility of those involved in determining the future shape of the world of coffee. The dependence of developing countries on income generated from trade in coffee, the emergence of new processing techniques, health implications and questions of quality of coffee in the cup are among the issues related to coffee. The knowledge required to form the basis to resolve these issues for

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the benefit of the multitudes of coffee drinkers will be generated only through the systematic build up of information and its subsequent evaluation. Science and modern technology provide essential tools for these endeavours. This book should act as a stimulant to thought and creativity so the issues facing the industry may be fully analysed and a healthy future for coffee secured. It marks a step forward in laying the foundation for coffee's future. Alexandre F. Beltrao Executive Director International Coffee Organisation London

PREFACE We have long been fascinated by coffee and on many occasions bemoaned the lack of a comprehensive text dealing with the varied scientific aspects. With the encouragement of Tim Hardwick of Croom Helm Ltd, we decided to pool our resources and produce just such a multi-author volume.

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