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Analysis

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*Seminar paper from the year  
2016 in the subject Sport -  
Sport Economics, Sport  
Management, grade: -,*

*Page 1/204*

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***Fairleigh Dickinson University,  
Metropolitan Campus,  
language: English, abstract:  
The following paper is about  
the New York Red Bulls and  
their strategic plan for the  
future. The first part***

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***introduces the organization and gives background information about why the topic was chosen and who the New York Red Bulls are. The second part is a SWOT analysis about the organization to see***

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***where they are doing well and where there are weaknesses in the organization. Next is an introduction to the strategy of the organization. This includes their vision, goals, objectives and culture. This is necessary***

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***because the next part is a introduction from other clubs and their strategy and what the Red Bulls can learn from their strategies. The outcome of the paper is that there are many different areas where the***

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***New York Red Bulls should create new strategies or work on their current ones. This paper only focuses on the branding of the organization and the popularity. It shows that there are some deficits in***

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***the ways of the communication with the community and also the advertisement for the games and events is not the best. There are a few opportunities what they can do to make this situation better***

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***and bring more people in to the stadium and make the brand more popular. Elsevier/Butterworth-Heinemann's 2006-07 CIM Coursebook series offers you the complete package for exam***



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***success. Fully reviewed by CIM and updated by the examiner, the coursebook offers everything you need to keep you on course***

***This book integrates Industrié 4.0, Value Chain Network***

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***Management 2.0, and Stakeholder Value-Led Management into a method, offering organizations an opportunity to be more analytical when making strategic decisions for***

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***operations management activities. Strategic Capability Response Analysis embraces the value expectations of all stakeholders in a business enterprise and links them together with a demand-supply-***

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***response relationship. This convergence delivers a focused “agile-rolling-value proposition” that optimizes the expectations and the resources of its stakeholder constituents. The use of Strategic Capability***

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***Response Analysis considers the implications of the changing environment of value chain network management for the digital age. Industrié 4.0 has presented numerous opportunities across all***

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***industries to improve both the effectiveness of strategic decisions and the efficiency of their implementation to the network stakeholders. As Industrié 4.0 is changing the characteristics of decision***

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***making, the proposed model considers the impact of alternative solutions on the core business model components of performance, profitability, productivity, producibility, partnerships and***

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***preservation. The book includes case studies to highlight current management problems and how this approach can be used to help resolve those issues. Think outside the box and get***



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and how to best use it to their advantage. Cases from industry leaders and innovators show how early adopters of LEADing Practices improved their businesses by using BPM technology and



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methodology. As the first of three volumes, this book represents the most comprehensive body of knowledge published on business process. Following closely behind, the second

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volume uniquely bridges theory with how BPM is applied today with the most extensive information on extended BPM. The third volume will explore award winning real-life examples of leading business

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process practices and how it can be replaced to your advantage. Learn what Business Process is and how to get started Comprehensive historical process evolution In-depth look at the Process

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to build BPM competencies and  
establish a Center of  
Excellence Discover how to  
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how Value & Performance Measurement and Management Learn how to roll-out and deploy process Explore how to enable Process Owners, Roles and Knowledge Workers Discover how to Process and

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continuous improvement with  
the way of Governance Future  
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business Explore the BPM Body of Knowledge

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available in the ebook version. Overcome ERM implementation challenges by taking cues from leading global organizations Implementing Enterprise Risk Management is a practical guide to establishing an

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effective ERM system by applying best practices at a granular level. Case studies of leading organizations including Mars, Statoil, LEGO, British Columbia Lottery Corporation, and Astro illustrate the real-

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world implementation of ERM on a macro level, while also addressing how ERM informs the response to specific incidents. Readers will learn how top companies are effectively constructing ERM



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systems to positively drive financial growth and manage operational and outside risk factors. By addressing the challenges of adopting ERM in large organizations with different functioning silos and

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well-established processes, this guide provides expert insight into fitting the new framework into cultures resistant to change. Enterprise risk management covers accidental losses as well as financial,

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strategic, operational, and other risks. Recent economic and financial market volatility has fueled a heightened interest in ERM, and regulators and investors have begun to scrutinize companies' risk-

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management policies and procedures. Implementing Enterprise Risk Management provides clear, demonstrative instruction on establishing a strong, effective system.

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right people in the right places  
to build a strong ERM  
framework Establish an ERM  
system in the face of cultural,  
logistical, and historical  
challenges Create a common  
language and reporting system

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for communicating key risk indicators Create a risk-aware culture without discouraging beneficial risk-taking behaviors ERM is a complex endeavor, requiring expert planning, organization, and leadership,

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with the goal of steering a company's activities in a direction that minimizes the effects of risk on financial value and performance. Corporate boards are increasingly required to review

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and report on the adequacy of ERM in the organizations they administer, and Implementing Enterprise Risk Management offers operative guidance for creating a program that will pass muster.



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Management 2.0 and  
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64 Methods to Reduce Costs

and Increase Value with

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A strategic analysis on the New York Red Bulls

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*concepts discussed within. The Superhero Multiverse focuses on the evolving meanings of the superhero icon in 21st-century film and popular media, with an emphasis on re-adapting,*



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*re-imagining, and re-making. With its focus on multimedia and transmedia transformations, The Superhero Multiverse pivots on two important points: firstly, it*

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*reflects on the core concerns of the superhero narrative--including the relationship between 'superhero comics' and 'superhero films', the comics roots of superhero*

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*media, matters of canon and hybridity, and issues of recycling and stereotyping in superhero films and media texts. Secondly, it considers how these intersecting textual*

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*and cultural preoccupations are intrinsic to the process of remaking and re-adapting superheroes, and brings attention to multiple ways of*

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## *Drivers*

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***A fascinating, eclectic analysis of the changing geographies of play in contemporary society.***



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***This casebook extends Strategic Risk Leadership: Engaging a World of Risk, Uncertainty and the Unknown, bringing theory and practice grounded in the first book to life with an array of applicable, real-world examples.***

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***The book enables critical thinking about the current state of risk management and ERM, demonstrating contemporary shortcomings and challenges from real-life cases drawn from a global selection of well-known***

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***organizations. It confronts modern risk management practices and discusses what leaders should do to deal with unpredictable environments. Providing a basis for developing more effective risk management***

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***approaches, the book identifies shortcomings of contemporary approaches to risk management and specifies how to deal with the major risks we face today, illuminated by a variety of comprehensive global examples.***

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***It also provides valuable insights on these approaches for managers and leaders in general—including risk executives and chief risk officers—as well as advanced risk management students. End-of-***

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***chapter cases illustrate both good and bad risk management approaches as useful inspiration for reflective risk leaders. This book will be a hugely valuable resource for those studying or teaching risk management.***

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***This book presents a new approach to risk management that enables executives to think systematically and strategically about future risks and deal proactively with threats to their competitive advantages in an***

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***ever more volatile, uncertain, complex, and ambiguous world. Organizations typically manage risks through traditional tools such as insurance and risk mitigation; some employ enterprise risk management,***



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***which looks at risk holistically throughout the organization. But these tools tend to focus organizational attention on past actions and compliance. Executives need to tackle risk head-on as an integral part of***

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***their strategic planning process, not by looking in the rearview mirror. Strategic Risk Management (SRM) is a forward-looking approach that helps teams anticipate events or exposures that fundamentally***

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***threaten or enhance a firm's position. The authors, experts in both business strategy and risk management, define strategic risks and show how they differ from operational risks. They offer a road map that describes***

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***architectural elements of SRM (knowledge, principles, structures, and tools) to show how leaders can integrate them to effectively design and implement a future-facing SRM program. SRM gives***

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***organizations a competitive advantage over those stuck in outdated risk management practices. For the first time, it enables them to look squarely out the front windshield.***

***Strategy in Practice***

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How to Innovate and Execute  
Leaders already know that innovation calls for a different set of activities, skills, methods, metrics, mind-sets, and leadership approaches. And it is well

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understood that creating a new business and optimizing an already existing one are two fundamentally different management challenges. The real problem for leaders is doing both, simultaneously. How do you meet the performance requirements of the existing

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business—one that is still thriving—while dramatically reinventing it? How do you envision a change in your current business model before a crisis forces you to abandon it? Innovation guru Vijay Govindarajan expands the leader's innovation tool kit with a simple and

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proven method for allocating the organization's energy, time, and resources—in balanced measure—across what he calls “the three boxes”:

- Box 1: The present—Manage the core business at peak profitability
- Box 2: The past—Abandon ideas, practices, and

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attitudes that could inhibit innovation • Box 3: The future—Convert breakthrough ideas into new products and businesses The three-box framework makes leading innovation easier because it gives leaders a simple vocabulary and set of tools for managing and

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measuring these different sets of behaviors and activities across all levels of the organization.

Supported with rich company examples—GE, Mahindra & Mahindra, Hasbro, IBM, United Rentals, and Tata Consultancy Services—and testimonies of

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leaders who have successfully used this framework, this book solves once and for all the practical dilemma of how to align an organization on the critical but competing demands of innovation. This book presents strategies and practices to allow everyday

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companies to cope with the fundamentally changing landscape of business models and to take advantage of the huge business opportunities arising from the advent of big data. It develops several case studies from companies in traditional industries



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like LEGO, Yamato and Mediq, but also examines small start-ups like Space Tango, which is partnering with major multinationals to develop new business models using big data. The book argues that businesses need to adapt and embark on their big data journey,

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helps them take the first step, and guides them along their way. It presents successful examples and deducts essential takeaway lessons from them, equipping executives to capitalize on big data and enabling them to make intelligent decisions in the big data transformation,

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giving their companies an essential competitive edge.

Building a Global Learning Organization: Using TWI to Succeed with Strategic Workforce Expansion in the LEGO Group describes how a multinational company developed a global structure for learning based

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on the TWI (Training Within Industry) program to create and sustain standardized work across multiple language and cultural platforms. In this book,

Joy

Brick by Brick

Using strategic communication to

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Strategic Capability Response  
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Sometimes radical yet always applicable, Brick by Brick abounds with real-world lessons for unleashing breakthrough innovation in your organization, using LEGO--which experienced one of the most remarkable

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business transformations in recent history--as a business model. As LEGO failed to keep pace with the revolutionary changes in kids' lives and began sliding into irrelevance, the company's leaders implemented

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some of the business world's most widely espoused prescriptions for boosting innovation. Ironically, these changes pushed the iconic toymaker to the brink of bankruptcy, showing that what



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works in theory can fail spectacularly in the brutally competitive global economy. It took a new LEGO management team--faced with the growing rage for electronic toys, few barriers to entry, and ultra-

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demanding consumers (ten-year old boys)--to reinvent the innovation rule book and transform LEGO into one of the world's most profitable, fastest-growing companies. Along the way, Brick by Brick reveals how

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LEGO: - Became truly customer-driven by co-creating with kids as well as its passionate adult fans - Looked beyond products and learned to leverage a full-spectrum approach to innovation - Opened its innovation process

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by using both the "wisdom of crowds" and the expertise of elite cliques - Discovered uncontested, "blue ocean" markets, even as it thrived in brutally competitive red oceans - Gave its world-class design

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teams enough space to create and direction to deliver built a culture where profitable innovation flourishes Whether you're a senior executive looking to make your company grow, an entrepreneur building a startup

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from scratch, or a fan who wants to instill some of that LEGO magic in your career, you'll learn how to build your own innovation advantage, brick by brick.

Using an integrated strategic

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Creativity, Culture, Concepts,  
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How LEGO Rewrote the Rules of  
Innovation and Conquered the  
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What is Business Model?  
Different people define the concept of business model differently. For the average person, business model merely describes the way in which a firm makes money. Some see it as

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the company plan for generating revenues, some see it as the structure of operations and how to organize various activities to provide services, others define it as the architecture of the organization and division of

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resources to generate profits. Companies and society has always been the rubrics that holds the very make up of business activities. Combined, these two forces form the essence of contribution to what

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makes economy, shaping our daily activities, and the formation of business cycles. Given the ever-increasing complexity of the global marketplace, business (exchange of good and services, manufacturing, farming,

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production, distribution, sales and consumption) is rooted in the way we live and how our societies and ultimately nations, progress. A viable, efficient and effective business model is vital to organizational success of

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failure.

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fully develops a disruptive new model of strategic analysis (namely the Three Dimensions of Value model) that approaches the drivers of success within a business from a value-based perspective: how value is

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understood by the customer (Appreciation of Value), and how it is boosted (Concentration of Value) or subtracted (Predation of Value) by different business agents. From this business-level perspective, the book

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progressively moves down to a company level to allow the reader to understand how companies can set corporate goals and leverage internal resources to deliver successful value propositions. To close the

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circle, special attention is paid to the definition of an integrated monitoring system based on both market (outside-in perspective) and company (inside-out perspective) metrics. On top of that, the book also identifies, in

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and understandable guide to fully cover all company stages, a manager seeking to improve the implementation of operational and strategic processes or a practitioner in search of a disruptive approach to

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methods that can be applied either individually or combined. And because many of these methods are not customarily used by procurement, the Purchasing Chessboard is also the perfect tool for helping

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professionals alike are excited by, and enjoy strategizing around, the Purchasing Chessboard. This second edition of The Purchasing Chessboard addresses the new realities of a highly volatile economic

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environment and describes the many—sometimes surprising—ways in which the Purchasing Chessboard is being used in today's business world. Yet despite all of the great achievements of procurement

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executives and their teams, they do not always receive the recognition they deserve. In response, the authors have developed and outlined within the book an unequivocal approach to measure

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has been revised and  
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set.

This collection of duck activities has a strong fun element, however, we do not want it to sound like it is all just fun.

There is, in fact, a

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wealth of solid theory that forms the basis of why we developed this stream of uses for six bricks in business and learning environments. The idea of using playful

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methods for a range of purposes to generate innovative thinking is not new. For centuries, people have used artifacts like totems and puppets to tell stories and share



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information, beliefs, and knowledge. We also know that many facilitators and trainers are using tools such as design thinking and agile methodologies where prototyping and

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games play an important role in the processes of thinking and creating. Whatever your goal, using 3D models is a great facilitation tool. It allows you to lead people

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through a process where they are able to examine their inside world and relate these lessons to their work environment. These insights then lead to opportunities for

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further exploration and discovery and ultimately, more productive and effective communication. The vast amount of information that must be considered to solve

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inherently ill-structured and complex strategic problems creates a need for tools and techniques to help decision-makers recognize the complexity of this process and

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*accepted and easily applicable conceptual framework of adding value by FM and CREM. It presents the state of the art of theoretical knowledge and empirical evidence about the impact of buildings and facilities on 12 value parameters*

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*and how to manage and measure these values. The findings are connected to a new Value Adding Management model. The book is research based with a focus on guidance to practice. It offers a transdisciplinary approach,*



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*integrating academic knowledge from a variety of different fields with practical experience. It also includes 12 interviews with practitioners, shedding light as to how they manage adding value in practice. This is a much needed*

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*resource for practitioners, researchers and teachers from the field of FM and CREM, as well as students at both undergraduate and postgraduate level.*

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*Revised edition of the author's Contemporary strategy analysis, 2013.*

*Since the "Automatic Binding Bricks" that LEGO produced in*

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*1949, and the LEGO "System of Play" that began with the release of Town Plan No. 1 (1955), LEGO bricks have gone on to become a global phenomenon, and the favorite building toy of children, as well as many an AFOL (Adult Fan of*

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*LEGO). LEGO has also become a medium into which a wide number of media franchises, including Star Wars, Harry Potter, Pirates of the Caribbean, Batman, Superman, Lord of the Rings, and others, have adapted their characters, vehicles,*

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*props, and settings. The LEGO Group itself has become a multimedia empire, including LEGO books, movies, television shows, video games, board games, comic books, theme parks, magazines, and even MMORPGs. LEGO*

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*Studies: Examining the Building Blocks of a Transmedial Phenomenon is the first collection to examine LEGO as both a medium into which other franchises can be adapted and a transmedial franchise of its own. Although each*



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*essay looks at a particular aspect of the LEGO phenomenon, topics such as adaptation, representation, paratexts, franchises, and interactivity intersect throughout these essays, proposing that the study of LEGO as a medium and a*

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as GT Automotive, GE Healthcare China, Vale, Dominos, Swiss Re Americas Division, and Polar Bank, among others, this book (written by Dan Denison and his co-authors) combines twenty years of research and survey results to illustrate a critical set

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evolving state of political risk, and how to navigate it. The world is changing fast. Political risk-the probability that a political action could significantly impact a company's business-is affecting more businesses in more ways than ever before. A generation ago,

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political risk mostly involved a handful of industries dealing with governments in a few frontier markets. Today, political risk stems from a widening array of actors, including Twitter users, local officials, activists, terrorists, hackers, and more. The very



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institutions and laws that were supposed to reduce business uncertainty and risk are often having the opposite effect. In today's globalized world, there are no "safe" bets. POLITICAL RISK investigates and analyzes this evolving landscape,

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what businesses can do to navigate it, and what all of us can learn about how to better understand and grapple with these rapidly changing global political dynamics. Drawing on lessons from the successes and failures of companies across multiple industries as well as

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examples from aircraft carrier operations, NASA missions, and other unusual places, POLITICAL RISK offers a first-of-its-kind framework that can be deployed in any organization, from startups to Fortune 500 companies. Organizations that take a

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serious, systematic approach to political risk management are likely to be surprised less often and recover better. Companies that don't get these basics right are more likely to get blindsided.

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