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this book provides a holistic account of developments and patterns of mergers and acquisitions that have taken place in the indian corporate sector especially in the post liberalisation era it combines astute analyses with up to date data to present an all inclusive picture of globalisation and its impact on business in contemporary india this will serve as an important resource to researchers scholars and students of economics management business administration business studies commerce and corporate law as well as policy makers legal practitioners industrial houses and industrial bodies

as products become increasingly similar companies are turning to branding as a way to create a preference for their offerings branding has been the essential factor in the success of well known consumer goods such as coca cola mcdonald s kodak and mercedes now it is time for more industrial companies to start using branding in a sophisticated way some industrial companies have led the way caterpillar dupont siemens ge but industrial companies must understand that branding goes far beyond building names for a set of offerings branding is about promising that the company s offering will create and deliver a certain level of performance the promise behind the brand becomes the motivating force for all the activities of the company and its partners our book is one of the first to probe deeply into the art and science of branding industrial products we provide the concepts the theory and dozens of cases illustrating the successful branding of industrial goods

a casebook that discusses all the mega mergers and acquisitions in terms of value that have happened in different industry sectors such as pharmacy technology telecommunications media and entertainment electrical and electronics energy finance consumer goods metals and automobile and airlines

the definitive expert guide to ethical brand practice from the prestigious medinge group brands with a conscience dissects the philosophies underpinning sustainable brands to arrive at a set of eight clear guiding attributes which can be used as the foundation of a strategy for responsible growth these attributes span the public persona of an organization the actions to take when things go wrong the effort invested in developing relationships the promotion of core values and balancing measures of success across economic human social and environmental factors they are then used as the criteria to assess twelve carefully selected case studies which include dilmah tea h m dr hauschka merci and the john lewis partnership amongst other leading international brands because the potential to have bad practice unmasked or to have successes amplified online is greater than ever it pays to adopt a strategy that builds customer loyalty and trust brands with a conscience inspires via examples of brands which not only exhibit a genuine desire to operate ethically but also have seen impressive success in terms of engagement with consumers reputation and return on investment the book includes a range of practical tools to bring together the main concepts in an easy to adopt framework for building a brand strategy based upon real world experience if you are a brand manager or marketing professional seeking a conscientious approach to consumer engagement then brands with a conscience will support you every step of the way

this book is an invitation to embark on a transformative journey to lead with intention and to build organizations that are not only successful but also equitable innovative and reflective of the rich tapestry of humanity in managerial literature principal aspects converge on the pivotal role of leadership commitment where the tone set by top management is foundational for embedding diversity and inclusion d i within an organization s culture this is complemented by the strategic integration of d i ensuring that such initiatives are not isolated programs but interwoven with broader business strategies and objectives equally important is the literature s focus on policy development and the implementation of d i principles which calls for clear actionable policies that are consistently enforced managerial literature also scrutinizes the impact of organizational culture on d i outcomes delving into how inclusive norms and values must permeate every level of the organization training and development occupy a central role addressing the need for continuous learning opportunities that promote d i competencies among employees and management alike communication is another critical aspect emphasizing transparent open dialogues about d i goals and challenges lastly the literature on change management is instrumental providing insights on managing resistance and fostering an adaptive workforce that is receptive to d i initiatives these aspects are explored in depth in this book and collectively shape the discourse on how to effectively manage and nurture a diverse and inclusive organizational environment

providing the latest available mineral data on the countries of africa and the middle east this yearbook discusses the importance of minerals to these nations economies it also includes production tables and industry structure tables

longlisted for the tata literature live business book of the year award 2019
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immediately upon completing his dphil degree young mukund rajan came back to india and joined the tata group as ratan tata s executive assistant over the next twenty three years as he worked closely with ratan tata he got an inside view of the

ups and downs the controversies and achievements of the tata group in this book his memoirs he talks of what really went on during those turbulent times and how the tatas pulled through each of these situations along with that this book offers a close portrait of the enigmatic ratan tata from his longest serving executive assistant the brand custodian is a study of the tata group s evolution and explains the relevance of the conglomerate to the world we live in

this publication is a two yearly report on trends in the steelmaking capacity in economies that are not members of the oecd this report examines the current steelmaking capacity of these economies and likely changes therein up to the year 2012

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