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**Michael R. Oppenheim, Wendy
Diamond Mulcahy**



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Reframing the Case Method in Entrepreneurship Education Wigger, Karin,Aaboen, Lise,Haneberg, Dag H.,Jakobsen, Siri,Lauvås, Thomas,2022-10-11 This is an open access title available under the terms of a CC BY NC ND 4 0 License It is free to read download and share on Elgaronline com This book explores how entrepreneurship can be taught through case studies arguing that entrepreneurship education needs specific cases and case methods to teach students entrepreneurial skills and mindsets Providing unique perspectives and examples on how case teaching can be applied in entrepreneurship education the book draws together a wide range of real life case studies **Marketing Information** Michael R.

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accompanies case writers on their case writing journey It serves as a guide for writers to develop case studies for teaching research and knowledge capture There are illustrations and charts to help writers visualise concepts signpost ideas break down complex information and apply techniques in a practical manner

Critical Essays in Sport Management Andy Gillentine, Robert Baker, Jacquelyn Cuneen, 2017-09-29 This collection of essays written by a number of respected sport management scholars addresses many of the challenges and issues facing today's sport management academic programs It is intended to begin a professional and scholarly discussion to identify the best or at least the most logical paths to follow for sport management programs and the industry with which they are so closely aligned Contributors invited to participate based on their recognized areas of expertise address specific topics using their own unique voices and writing styles In the ebook version essays link to video introductions by the authors and to online discussion forums where readers can respond to the issues presented in the essays From the Preface The field of sport management stands at an academic crossroads the essays in this book address the following and other emerging questions Should our successful field of study continue to model other disciplines and perpetuate their successes as well as their shortcomings or should we determine our own specific model for academic success How are we doing in preparing future sport managers to perform in the industry and on the global stage Where do we belong in the scheme of academe The book's goal is to generate discussion among sport management professors industry professionals who serve as adjunct faculty and participate on sport management program advisory boards doctoral students who intend to teach in sport management programs and others who explore and critique higher education in general

Business Discourse Francesca Bargiela-Chiappini, Catherine Nickerson, B. Planken, 2013-07-25 This second edition reviews the field of business discourse centring on the investigation of business language and communication as practice It combines research based discussions with innovative practical applications and promotes debate and enquiry on a range of competing issues emerging from business discourse research and teaching practice

Teaching Executive Education Konstantin Korotov, Evgeny Kaganer, 2025-07-15 This comprehensive book explores the landscape of executive education outlining its key stakeholders and their expectations Konstantin Korotov and Evgeny Kaganer discuss how experts can transform their knowledge into learning opportunities for executives defining the first steps for entering the field

Creative AI Tools and Ethical Implications in Teaching and Learning Keengwe, Jared, 2023-09-18 As generative Artificial Intelligence AI tools become increasingly prevalent it is crucial for educators to develop a nuanced understanding of the ethical implications associated with their use Educators today face the critical task of navigating the pedagogical applications of AI and maximizing its potential to foster student learning Creative AI Tools and Ethical Implications in Teaching and Learning is an insightful exploration of the ethical considerations surrounding the integration of AI in education Educators may fear how it will rapidly transforming the educational landscape but this book serves to support them and delves into the opportunities and challenges that arise when leveraging AI to enhance teaching

and learning experiences Creative AI Tools and Ethical Implications in Teaching and Learning goes beyond theory to offer practical strategies for integrating AI creatively into the classroom From learning analytics and educational data mining to AI game activities and generative AI tools like ChatGPT this book equips educators with the knowledge and resources to adapt AI technologies to support teaching and learning effectively Moreover the book explores the vital connection between AI and student assessment highlighting how AI can enhance the evaluation process while maintaining fairness and objectivity It concludes with an insightful glimpse into the future of AI in education envisioning the transformative possibilities that lie ahead This comprehensive guide provides educators researchers and policymakers with the tools they need to navigate the complexities of AI in education

Nanopriming Approach to Sustainable Agriculture Singh, Abhishek,Rajput, Vishnu D.,Ghazaryan, Karen,Gupta, Santosh Kumar,Minkina, Tatiana,2023-08-07 The challenges posed by climate change have had a significant impact on global food security with crop yields negatively affected by abiotic and biotic stresses The book Nanopriming Approach to Sustainable Agriculture offers a promising solution to this problem providing a sustainable technology that ensures the growth and development of healthy plants in adverse conditions By using nanoparticles to enhance seed germination and growth nanopriming establishes pre resistance against diseases and stresses thereby reducing the need for pesticides and fertilizers This reduction in the use of harmful chemicals not only benefits the environment but also helps increase the income of farmers worldwide This edited book offers a comprehensive overview of the latest research and development in nanotechnology for agriculture covering topics such as crop production protection soil fertility improvement and crop improvement With each chapter focusing on a specific topic the book is a valuable resource for students researchers and professors seeking to stay up to date with the latest advances in nanotechnology The book is especially relevant for those interested in precision farming and it highlights the potential of nanopriming as an effective tool for sustainable agriculture Topics covered include seed priming with zinc oxide and silver nanoparticles mycosynthesized nanoparticles as seed priming agents and nanopriming for alleviating heavy metal toxicity in plants Co edited by leading researchers in the field this book is designed to be a valuable asset for university courses and provides updated knowledge and applications in agriculture sciences Overall this book offers a comprehensive overview of the latest research in nanotechnology for agriculture and its potential to revolutionize sustainable agriculture practices worldwide

Ethical Marketing Through Data Governance Standards and Effective Technology Saluja, Shefali,Nayyar, Varun,Rojhe, Kuldeep,Sharma, Sandhir,2024-05-13 Marketing on digital platforms requires critical thinking on data management systems machine learning methods and attributes like customer trust societal ethics and managing consumer feedback with the utmost utilization of technology in different ways The pursuit for a unified source of information is fundamental for marketers in digital marketing Ethical Marketing Through Data Governance Standards and Effective Technology delves into the intricacies of achieving this unity by addressing the challenges and presenting solutions in a structured manner The book

explores the fundamental necessity for an effective data governance strategy. It emphasizes the eradication of silos and the establishment of regulations governing data classification, storage, and processing. Within this framework, the application of artificial intelligence in marketing takes center stage. The book investigates Artificial Intelligence (AI) marketing, machine learning methods, and data management systems. Furthermore, the book studies advertising standards and challenges on online platforms. The intersection of technology and advertising is dissected, focusing on virtual assistance through avatars and their impact on consumer psychology. The importance of a comprehensive database governance strategy is underscored, presenting a complete approach for corporations to navigate the intricacies of online marketing while upholding ethical standards.

Hbsp Case Harvard Business School Publis Staff, 2003-08 *Data-Driven Marketing* Mark Jeffery, 2010-02-08

NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION

How organizations can deliver significant performance gains through strategic investment in marketing. In the new era of tight marketing budgets, no organization can continue to spend on marketing without knowing what's working and what's wasted. Data-driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities, from branding and awareness, trial and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg School of Management, this book is a clear and convincing guide to using a more rigorous data-driven strategic approach to deliver significant performance gains from your marketing. Explains how to use data-driven marketing to deliver return on marketing investment (ROMI) in any organization. In-depth discussion of the fifteen key metrics every marketer should know. Based on original research from America's leading marketing business school, complemented by experience teaching ROMI to executives at Microsoft, DuPont, Nisan, Philips, Sony, and many other firms. Uses data from a rigorous survey on strategic marketing performance management of 252 Fortune 1000 firms, capturing 53 billion of annual marketing spending. In-depth examples of how to apply the principles in small and large organizations. Free downloadable ROMI templates for all examples given in the book. With every department under the microscope looking for results, those who properly use data to optimize their marketing are going to come out on top every time.

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Teaching and the Case Method Louis B. Barnes, Carl Roland Christensen, Abby J. Hansen, 1994 This third edition of Teaching and the Case Method is a further response to increased national and international interest in teaching teachers and learning as well as the pressing need to enhance instructional effectiveness in the widest possible variety of settings Like its predecessors this edition celebrates the joys of teaching and learning at their best and emphasizes the reciprocal exchange of wisdom that teachers and students can experience It is based on the belief that teaching is not purely a matter of inborn talent On the contrary the knowledge skills and attitudes that make for excellence in teaching can be analyzed abstracted and learned One key premise of Teaching and the Case Method is that all teaching and learning involve a core of universally applicable principles that can be discerned and absorbed through the study and discussion of cases *CIM Coursebook 05/06*

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Information Systems for Business France Bélanger, PhD, Craig Van Slyke, 2011-11-29 Includes bibliographical references and index

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