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Strategic Management Gregory G. Dess 2009-02

Human Resource Development Ronan Carbery 2017-09-16 This core textbook on human resource development (HRD) focusses on a topic that has emerged as one of the most dynamic and multifaceted areas of business and management for both academics and practitioners. Providing an engaging and succinct discussion of the topic, this textbook tackles HRD from a basic introductory level, covering the major areas of HRD, including strategic HRD, the interaction between leadership, talent management and HRD, and HRD in large and small enterprises. With a unique blend of theory and practice, alongside innovative learning tools such as videos and active case studies, this text will help students to succeed in their HRD courses and to develop important practical skills for their future career. This is the perfect textbook for first and second year undergraduate students, as well as for post-experience students, studying introductory modules on Human Resource Development, Training and Development, or Learning and Development.

Integrated Marketing Communications Philip J. Kitchen 2004 This textbook is the first introductory primer on integrated marketing communications. It combines theory and practice to show students of marketing how different aspects of integrated marketing communications (IMC) work together. Setting the scene in which IMC has emerged, the authors explain each component of the promotional mix and go on to explain the process of functional integration. The text includes key case studies on companies, including Proctor and Gamble, NSPCC and Ardi, illustrating the practical side of IMC in addition to an introduction to the main theories at work. Including an additional Study Guide at the back, this book will be a valuable resource for students of marketing and marketing communications.

Principles of Information Systems Ralph Stair 2009-01-07 Now thoroughly streamlined and revised, PRINCIPLES OF INFORMATION SYSTEMS, Ninth Edition, retains the overall vision and framework that made the previous editions so popular while eliminating outdated topics and updating information, examples, and case studies. In just 600 pages, accomplished authors Ralph Stair and George Reynolds

cover IS principles and their real-world applications using timely, current business examples and hands-on activities. Regardless of their majors, students can use this book to understand and practice IS principles so they can function more effectively as workers, managers, decision makers, and organizational leaders. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Strategic Management Forest R. David 2014-07-16 For undergraduate and graduate courses in strategy. In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Fifteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 29 new cases and end-of- chapter material, including added exercises and review questions. MyManagementLab for Strategic Management is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams-resulting in better performance in the course-and provides educators a dynamic set of tools for gauging individual and class progress.

Customer Relationship Management Francis Buttle 2009 This title presents an holistic view of CRM, arguing that its essence concerns basic business strategy - developing and maintaining long-term, mutually beneficial relationships with strategically significant customers - rather than the operational tools which achieve these aims.

EBOOK: Management Information Systems - Global edition James O'Brien 2011-04-16 The benchmark text for the syllabus organised by technology (a week on databases, a week on networks, a week on systems development, etc.) taught from a managerial perspective. O'Brien's Management Information Systems defines technology and then explains how companies use the technology to improve performance. Real world cases finalise the explanation

The 10 Laws of Trust Joel Peterson 2016-05-18 Because of trust in leadership, in each other, and in the mission, a tiny company like John Deere grew into a worldwide leader. On the opposite spectrum, a lack of trust is what eventually sank the seemingly unsinkable corporation of Enron. A culture of trust for all companies large and small is invaluable. Trust turns deflection into transparency, suspicion into empowerment, and conflict into creativity. And what many have learned unfortunately is that no enterprise is too large or too successful to withstand a lack of trust within its walls.In The 10 Laws of Trust, JetBlue chairman and Stanford Graduate School of Business professor Joel Peterson explores how a culture of trust gives companies an edge. Consider this: What does it feel like to work for a firm where leaders and colleagues trust one another? Peterson has found that, when freed from micromanagement and rivalry, every employee contributes his or her best. Risk taking and innovation become the norm. In clear, engaging prose, highlighted by compelling examples, Peterson details how to establish and maintain a culture of trust, including:• Start with integrity• Invest in respect• Empower everyone• Require accountability• Keep everyone informed• And much more!As Peterson notes, "When a company has a reputation for fair dealing, its costs drop: Trust cuts the time spent second-guessing and lawyering." With this indispensable resource for businesses large and small, you will learn how to plant the seeds of trust throughout your organization--and reap the rewards of reputation, profits, and success!

The Global Airline Industry Peter Belobaba 2015-07-06 Extensively revised and updated edition of the bestselling textbook, provides an overview of recent global airline industry evolution and future

challenges Examines the perspectives of the many stakeholders in the global airline industry, including airlines, airports, air traffic services, governments, labor unions, in addition to passengers Describes how these different players have contributed to the evolution of competition in the global airline industry, and the implications for its future evolution Includes many facets of the airline industry not covered elsewhere in any single book, for example, safety and security, labor relations and environmental impacts of aviation Highlights recent developments such as changing airline business models, growth of emerging airlines, plans for modernizing air traffic management, and opportunities offered by new information technologies for ticket distribution Provides detailed data on airline performance and economics updated through 2013

Bluestreak Barbara Sturken Peterson 2004 Describes the airline's evolution from an upstart underdog into a revolutionary company that has transformed the aviation business, discussing its unusual corporate culture, management principles, and innovative approach to business.

Enterprise Risk Management Karen Hardy 2014-09-22 Winner of the 2017 Most Promising New Textbook Award by Textbook & Academic Authors Association (TAA)! Practical guide to implementing Enterprise Risk Management processes and procedures in government organizations Enterprise Risk Management: A Guide for Government Professionals is a practical guide to all aspects of risk management in government organizations at the federal, state, and local levels. Written by Dr. Karen Hardy, one of the leading ERM practitioners in the Federal government, the book features a no-nonsense approach to establishing and sustaining a formalized risk management approach, aligned with the ISO 31000 risk management framework. International Organization for Standardization guidelines are explored and clarified, and case studies illustrate their real-world application and implementation in US government agencies. Tools, including a sample 90-day action plan, sample risk management policy, and a comprehensive implementation checklist allow readers to immediately begin applying the information presented. The book also includes results of Hardy's ERM Core Competency Survey for the Public Sector; which offers an original in-depth analysis of the Core Competency Skills recommended by federal, state and local government risk professionals. It also provides a side-by-side comparison of how federal government risk professionals view ERM versus their state and local government counterparts. Enterprise Risk Management provides actionable guidance toward creating a solid risk management plan for agencies at any risk level. The book begins with a basic overview of risk management, and then delves into government-specific topics including: U.S. Federal Government Policy on Risk Management Federal Manager's Financial Integrity Act GAO Standards for internal control Government Performance Results Modernization Act The book also provides a comparative analysis of ERM frameworks and standards, and applies rank-specific advice to employees including Budget Analysts, Program Analysts, Management Analysts, and more. The demand for effective risk management specialists is growing as quickly as the risk potential. Government employees looking to implement a formalized risk management approach or in need of increasing their general understanding of this subject matter will find Enterprise Risk Management a strategically advantageous starting point.

A Primer for Integrated Marketing Communications Philip Kitchen 2004-08-02 This textbook is the first introductory primer on integrated marketing communications. It combines theory and practice to show students of marketing how different aspects of integrated marketing communications (IMC) work together. Setting the scene in which IMC has emerged, the authors explain each component of the promotional mix and go on to explain the process of functional integration. The text includes key case studies on companies, including Proctor and Gamble, NSPCC and Ardi, illustrating the practical side of IMC in addition to an introduction to the main theories at work. Including an additional Study Guide at the back, this book will be a valuable resource for students of marketing and marketing communications.

Exploring Gamification in Digital Learning Environments Sofia Schöbel 2020

Introduction to Information Systems R. Kelly Rainer 2008-01-09 WHATS IN IT FOR ME? Information technology lives all around us-in how we communicate, how we do business, how we shop, and how we learn. Smart phones, iPods, PDAs, and wireless devices dominate our lives, and yet it's all too easy for students to take information technology for granted. Rainer and Turban's Introduction to Information Systems, 2nd edition helps make Information Technology come alive in the classroom. This text takes students where IT lives-in today's businesses and in our daily lives while helping students understand how valuable information technology is to their future careers. The new edition provides concise and accessible coverage of core IT topics while connecting these topics to Accounting, Finance, Marketing, Management, Human resources, and Operations, so students can discover how critical IT is to each functional area and every business. Also available with this edition is WileyPLUS - a powerful online tool that provides instructors and students with an integrated suite of teaching and learning resources in one easy-to-use website. The WileyPLUS course for Introduction to Information Systems, 2nd edition includes animated tutorials in Microsoft Office 2007, with iPod content and podcasts of chapter summaries provided by author Kelly Rainer.

Management Information Systems Ken J. Sousa 2014-02-11 Drawing from the latest developments and practices from the field, MANAGEMENT INFORMATION SYSTEMS, 7e provides a clear emphasis on the business and management elements of information technology. The book offers the most current coverage available, including expanded discussions of social networking, IT security, mobile computing, and much more. From overviews of the information age to online business and business intelligence, readers gain a sound balance of the technical and business elements of information technology. In addition, numerous business cases integrated throughout enable readers to apply what they learn to real-world practice--equipping them with skills they can immediately put into action in the business world. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Media Rules! Brian Reich 2007-10-23 Authors Brian Reich and Dan Solomon have seen how changes in both technology and society can affect the communications and operations of an organization. Now, with Media Rules!, they provide you with a framework for understanding this dynamic world. It doesn't matter whether you're in the business of disseminating information or producing products, this book will prepare you to distinguish yourself from the competition by creating new models to better serve your audience and harnessing the full potential that technology provides.

Winning with Risk Management Russell Walker 2013 This book develops the notion that companies can succeed on the basis of risk management, much as companies compete on efficiency, costs, labor, location, and other dimensions. The reality of risk and how it impacts companies is that it is much more definite, often catastrophic and looks more like a shock. This is striking, as a difference between firms on risk different than a marginal difference in operating efficiencies, for example. Competing on Risk Management requires a discipline, a commitment to using information and recognizing shocks and then acting upon those to redistribute assets. This book will examine how leading firms that compete on risk have done this and showcase best practices and impacts to the capital structure of firms and their organizational formation.

Flying High James Wynbrandt 2010-12-17 Flying High traces the incredible career of the founder and chairman of JetBlue, David Neeleman, from his teenage ventures and beginnings in the travel industry., to his short stint at Southwest Airlines and the ultimate launch of JetBlue. In a series of interviews with

Neeleman's friends, associates, and high-ranking officials in both business and aviation, this books tells the store of Neeleman and explores the rules of success he both lives and builds his companies by.

Fundamentals of Human Resource Management Talya Bauer 2019-12-10 Fundamentals of Human Resource Management: People, Data, and Analytics provides a current, succinct, and interesting introduction to the world of HRM with a special emphasis on how data can help managers make better decisions about the people in their organizations. Authors Talya Bauer, Berrin Erdogan, David Caughlin, and Donald Truxillo use cutting-edge case studies and contemporary examples to illustrate key concepts and trends. A variety of exercises give students hands-on opportunities to practice their problem-solving, ethical decision-making, and data literacy skills. Non-HR majors and HR majors alike will learn best practices for managing talent in today's ever-evolving workplace.

Commercial Aviation Safety, Sixth Edition Stephen K. Cusick 2017-05-12 Up-To-Date Coverage of Every Aspect of Commercial Aviation Safety Completely revised edition to fully align with current U.S. and international regulations, this hands-on resource clearly explains the principles and practices of commercial aviation safety—from accident investigations to Safety Management Systems. Commercial Aviation Safety, Sixth Edition, delivers authoritative information on today's risk management on the ground and in the air. The book offers the latest procedures, flight technologies, and accident statistics. You will learn about new and evolving challenges, such as lasers, drones (unmanned aerial vehicles), cyberattacks, aircraft icing, and software bugs. Chapter outlines, review questions, and real-world incident examples are featured throughout. Coverage includes: • ICAO, FAA, EPA, TSA, and OSHA regulations • NTSB and ICAO accident investigation processes • Recording and reporting of safety data • U.S. and international aviation accident statistics • Accident causation models • The Human Factors Analysis and Classification System (HFACS) • Crew Resource Management (CRM) and Threat and Error Management (TEM) • Aviation Safety Reporting System (ASRS) and Flight Data Monitoring (FDM) • Aircraft and air traffic control technologies and safety systems • Airport safety, including runway incursions • Aviation security, including the threats of intentional harm and terrorism • International and U.S. Aviation Safety Management Systems

The Ultimate Competitive Advantage Shawn D Moon 2015-01-06 "People are our most important asset." Every company pays lip service to this platitude, but how many companies really embrace it? People are what sustain—or ruin—your brand. If your people are not excited about the company, indifferent, or even alienated from it, your competitive advantage will disappear. In The Ultimate Competitive Advantage, FranklinCovey experts Shawn D. Moon and Sue Dathe-Douglass lay out the steps leaders can take to tap into their companies' most valuable and unique resource: people. When you promote a company of proactive and engaged employees who create a winning culture, sustain it, leverage it, and make it work no matter what comes your way, your business rises above the rest. From the company that brought you The 7 Habits of Highly Effective People, The Ultimate Competitive Advantage offers six highly effective practices that will propel your company to success by unleashing the potential of your people. Each practice in The Ultimate Competitive Advantage is based on fundamental principles that hold true across all industries, from the necessity of being proactive to the importance of building win-win relationships. Implementing these practices is the key to making a distinctive difference in the marketplace. The Ultimate Competitive Advantage will enable your company to achieve remarkable results and become an industry standout by leveraging your most important asset: your people.

Management Information Systems Gerald Post 2005-02-04 Post opens every chapter with a business problem and uses the chapter to explain the processes and technology that can solve the problem. This greater emphasis on problem-solving enables the instructor to quickly show "why" this material matters.

Customer Relationship Management Francis Buttle 2015-02-11 Customer Relationship Management Third Edition is a much-anticipated update of a bestselling textbook, including substantial revisions to bring its coverage up to date with the very latest in CRM practice. The book introduces the concept of CRM, explains its benefits, how and why it can be used, the technologies that are deployed, and how to implement it, providing you with a guide to every aspect of CRM in your business or your studies. Both theoretically sound and managerially relevant, the book draws on academic and independent research from a wide range of disciplines including IS, HR, project management, finance, strategy and more. Buttle and Maklan, clearly and without jargon, explain how CRM can be used throughout the customer life cycle stages of customer acquisition, retention and development. The book is illustrated liberally with screenshots from CRM software applications and case illustrations of CRM in practice. NEW TO THIS EDITION: Updated instructor support materials online Full colour interior Brand new international case illustrations from many industry settings Substantial revisions throughout, including new content on: Social media and social CRM Big data and unstructured data Recent advances in analytical CRM including next best action solutions Marketing, sales and service automation Customer self-service technologies Making the business case and realising the benefits of investment in CRM Ideal as a core textbook by students on CRM or related courses such as relationship marketing, database marketing or key account management, the book is also essential to industry professionals, managers involved in CRM programs and those pursuing professional qualifications or accreditation in marketing, sales or service management.

Introduction to Business Lawrence J. Gitman 2018 Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

Organizational Behavior Stephen P. Robbins 2009 Robbins/Judge provide the research you want in the language your students understand; accompanied with the best selling self-assessment software, SAL. Some topics include management functions; the social sciences; helping employees balance work and other responsibilities; improving people skills; improving customer service; motivational concepts; communication; power and politics; conflict and negotiation; culture; and stress management. Globally accepted and written by one of the most foremost authors in the field, this is a necessary read for all managers, human resource workers, and anyone needing to understand and improve their people skills.

Air Travel Consumer Report 1994

Management Information Systems Kenneth C. Laudon 2004 Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

The Airline Business Rigas Doganis 2005-11-16 The airline industry is currently faced with its longest and deepest crisis to date: many airlines are losing hundred of millions of US dollars, several have collapsed entirely and others have been rescued by their governments. This crisis has been precipitated by external shocks such as the attack on the Twin Towers in New York, the invasion of Iraq and the SARS

epidemic. In addition, the effect of these events has been exacerbated by dynamic and potentially destabilizing internal developments. Comprehensive and thorough, this revealing book gives a detailed analysis of the crucial events and key developments which have impacted, and will continue to impact on the dynamics of the airline industry. Special attention is paid to: the key challenges faced by the airlines such as continued liberalization and 'open skies' the impacts of global alliances new low-cost and no-frills carriers on-line selling and distribution privatization the impact of disasters. Leading industry authority Rigas Doganis examines the future prospects for the changing airline business and assesses alternative policies which could help the sector adapt to the shifting marketplace. Ideal for students, researchers and professionals in the fields of economics and business, industry and transportation studies, this second edition of his definitive book brings the story right up to date.

Listen First! Stephen D. Rappaport 2011-04-12 LISTEN FIRST! Shhh... Listen. Hear that? That's the sound of your business. The conversations taking place online and in the marketplace tell you nearly everything you need to know about your company and your customers—what people are saying about you, how they use your products, whether they'll buy or recommend your product, and how they respond to your marketing and advertising. Listening provides unrivaled insight. If you do it right, you'll have a decisive edge over your competition as you adapt faster to customer needs and market changes. Listening is ultimately about gaining business advantage. Based on authoritative research from the Adver-tising Research Foundation, Listen First! delivers a playbook for marketing and advertising success-fully in our conversational era. This book explains what listening is, how to do it, how it's used, and where it's headed. Done well, social media listening uncovers pivotal insights that guide marketing as well as product development, customer service, and just about all business functions that touch customers and other stakeholders. You'll learn the tools, winning plays, and proven tactics for listening so that you can: Understand what customers are thinking, feeling, and doing in their lives that affect demand and interest in your products or services Identify threats to your reputation See how customers position competing brands in their minds, not as advertisers position them Sense market shifts that threaten existing business or present new opportunities Develop new products or refine your current lineup by bringing customer voices into R&D, innovation, and concept testing Make your messages more relevant and sharpen targeting by directing messages to people according to their conversational interests Keep sales humming, even when business conditions might be unfavorable—or better predict short-term sales based on the volume and specifics of conversational activity Determine competitors' strengths and weaknesses Plan and buy advertising based on where conversations are happening Organize your company to maximize listening's value across all its departments Listen First! gives you evidence, research, and expert viewpoints that will enable you to take advantage of listening and build your business over the short term and for the long haul. If you want your company to have a sustainable business advantage in an uncertain world, it is time to start—and act on—listening.

Built on Values Ann Rhoades 2011-01-18 Most leaders know that a winning, engaged culture is the key to attracting top talent—and customers. Yet, it remains elusive how exactly to create this ideal workplace —one where everyone from the front lines to the board room knows the company's values and feels comfortable and empowered to act on them. Based on Ann Rhoades' years of experience with JetBlue, Southwest, and other companies known for their trailblazing corporate cultures, Built on Values reveals exactly how leaders can create winning environments that allow their employees and their companies to thrive. Companies that create or improve values-based cultures can become higher performers, both in customer and employee satisfaction and financial return, as proven by Rhoades' work with JetBlue, Southwest Airlines, Disney, Loma Linda University Hospitals, Doubletree Hotels, Juniper Networks, and P.F. Chang's China Bistros. Built on Values provides a clear blueprint for how to accomplish culture change, showing: How to exceed the expectations of employees and customers How to develop a Values

Blueprint tailored to your organization's goals and put it into action Why it's essential to hire, fire, and reward people based on values alone, and How to establish a discipline for sustaining a values-centric culture Built on Values helps companies get on the pathway to greatness by showing the exact steps for either curing an ailing company culture or creating a new one from scratch.

Designing and Executing Strategy in Aviation Management Triant G. Flouris 2016-04-08 Designing and Executing Strategy in Aviation Management is designed to provide an intensely practical guide to this critically important topic. Comprehensive in coverage and easy-to-read in style, it allows both professionals and students to understand the principles and practicalities of crafting and executing business strategies with an aviation context. The result is a comprehensive and multifaceted teaching/learning package, which includes applied case studies on a wide range of airlines and aviation businesses, setting out how these organizations deal with strategy formulation and implementation in critical areas. Topics covered include: corporate strategy, generic strategy, competitive strategy, internal and external environment assessment, mergers, alliances, safety and security. Written directly for both aviation professionals and student courses in aviation strategy, aviation management and aviation operations, it will also be of great interest to aviation professionals in a variety of different fields, including airlines, corporate aviation, consultancy, etc., as well as academics within the field of aviation and those within the field of strategy and management science.

F & S Index United States Annual 2007

Fundamentals of Organizational Behavior Andrew J. DuBrin 2005 This brief and applied text blends description, insight, self-assessment, skill development, and prescription. Andrew DuBrin has a strong managerial focus and emphasizes the human relations aspects of organizational interactions. This text is for the instructor who is looking to supplement his instruction with a digestible text. This text is ideal for short courses, executive education programs, and unique courses that canvass organizational behavior issues or combine them with those of organizational theory, strategy, marketing, human resources, and management.

Managing and Using Information Systems Keri E. Pearlson 2019-12-05 Managing & Using Information Systems: A Strategic Approach provides a solid knowledgebase of basic concepts to help readers become informed, competent participants in Information Systems (IS) decisions. Written for MBA students and general business managers alike, the text explains the fundamental principles and practices required to use and manage information, and illustrates how information systems can create, or obstruct, opportunities within various organizations. This revised and updated seventh edition discusses the business and design processes relevant to IS, and presents a basic framework to connect business strategy, IS strategy, and organizational strategy. Readers are guided through each essential aspect of information Systems, including information architecture and infrastructure, IT security, the business of Information Technology, IS sourcing, project management, business analytics, and relevant IS governance and ethical issues. Detailed chapters contain mini cases, full-length case studies, discussion topics, review questions, supplemental reading links, and a set of managerial concerns related to the topic.

Principles of Knowledge Management Geisler This text provides a comprehensive introduction to the new field of knowledge management. It approaches the subject from a management rather than a highly technical point of view, and provides students with a state-of-the-art survey of KM and its implementation in diverse organizations. The text covers the nature of knowledge (tacit and explicit), the origins and units of organizational knowledge, and the evolution of knowledge management in contemporary society.

It explores the implementation and utilization of knowledge management systems, and how to measure their impact, outputs, and benefits. The book includes a variety of original case studies that illustrate specific situations in which the absence or existence of knowledge management systems has been crucial to the organization's actions. Charts and figures throughout help clarify more complex phenomena and classifications, and each chapter includes review questions and a comprehensive index.

Information Technology for Management Efraim Turban 2018-01-31 Information technology is ever-changing, and that means that those who are working, or planning to work, in the field of IT management must always be learning. In the new edition of the acclaimed Information Technology for Management, the latest developments in the real world of IT management are covered in detail thanks to the input of IT managers and practitioners from top companies and organizations from around the world. Focusing on both the underlying technological developments in the field and the important business drivers performance, growth and sustainability—the text will help students explore and understand the vital importance of IT's role vis-a-vis the three components of business performance improvement: people, processes, and technology. The book also features a blended learning approach that employs content that is presented visually, textually, and interactively to enable students with different learning styles to easily understand and retain information. Coverage of next technologies is up to date, including cutting-edged technologies, and case studies help to reinforce material in a way that few texts can.

From Jet Who to JetBlue Jorge Gayle 2020-12-07 The culture of a company not only impacts profitability, but can also change the lives of consumers, leaders and employees. From JetWho to JetBlue offers an inside, behind-the-scenes look at the early days of JetBlue and the formation of its amazing culture - a culture that has made it one of the most successful airlines in the industry. This book shares key principles that are core to the airline's success and demonstrates how you can apply these principles to achieve similar results within any organization. You will discover the awesome culture built at JetBlue how another airline adopted the same principles and reaped the same results the key principles of hiring the right people how to avoid hiring mistakes, that can cost you your culture what makes committed employees how to have others share a vision and relentlessly help the management team achieve success From JetWho to JetBlue speaks to leaders across any organization, new crewmembers of JetBlue, and anyone who has ever wondered about JetBlue's secret sauce or how to develop a similar culture that causes others to notice. Are you ready? Buckle your seat belt and get ready for takeoff!

Information Technology for Managers George Reynolds 2009-05-04 Today's managers are increasingly expected to successfully oversee and understand information systems -- even when it is an area in which they have had little formal training or expertise. INFORMATION TECHNOLOGY FOR MANAGERS is targeted at these future managers who are expected to understand the business implications of information technology. Real world examples show future managers how information technology can be applied to improve their organization. INFORMATION TECHNOLOGY FOR MANAGERS provides a framework for managers to understand their important role vis-a-vis information technology and it emphasizes the importance of working effectively with all members of the organization to achieve results. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Aviation Information Management Barbara G. Kanki 2017-03-02 Operational information management is at a crossroads as it sheds the remaining vestiges of its paper-based processes and moves through the uncharted domain of electronic data processes. The final outcome is not yet in full focus, but real progress has been made in the transition to electronic documents providing the aviation industry with a clear direction. This book looks at a combination of industry initiatives and airline successes that point to

the next steps that operators can take as they transition to fully integrated information management systems. Although the route has not been fully identified, it is evident that a key to successful long-term efficient information management is industry-wide cooperation. The chapters are authored by a range of experts in operational information management, and collectively, they outline ways that operators can improve efficiency across flight, ground and maintenance operations. Considerations and recommendations are identified and presented addressing the following priorities: Safety-critical information and procedures Human factors Information security Operational information standardization. The readership includes: Airline flight operations managers and standards personnel, Airline operating documents and publication specialists, Airline information managers, Commercial pilots, Airline maintenance managers and personnel, Manufacturers and vendors of aviation products, Aviation regulators and policy makers, Aviation researchers and developers of information technologies, and Military technical publications specialists.

A New Framework for IT Investment Decisions Antony Barnes 2010 Making Better IT Investment Decisions A New Framework for IT Investment Decisions is an essential guide to getting more out of IT for business. Fully illustrated and explained with reference to numerous examples from across industries and the world, this is a groundbreaking book for advancing businesses beyond some of the unhelpful investment frameworks of the past, and attaining more accurate, comprehensive and profitable knowledge of how to approach IT projects and systems. An urgently needed new framework There is always enormous pressure on businesses to control their spending and maximise the benefits of all investment projects. This applies particularly to IT spending, where the business case for a typical IT project can often be unclear to managers and investors. Any decision on IT investment involves an assessment of the potential costs and benefits. But the benefits are hard or impossible to calculate using traditional measures such as return on investment (ROI). A new framework is needed in order to make better IT investment decisions and this book provides it. The framework is based on simple ideas about the way in which IT systems interact with a business. Building on these simple ideas, some radical conclusions can be drawn about the nature of IT investment and how it affects a business. These conclusions are very different to the commonly accepted approach to IT investment. Key to the new framework is the concept that most IT spending is geared towards building future capabilities that will not generate an immediate return. These ideas are brought together into a simple decision table that managers will find invaluable in making better decisions about IT projects. A guide for all business managers This book is for business executives who need to make investment decisions about IT projects, or who need to understand the thinking behind such decisions. This includes almost all business managers, not just those who are directly concerned with IT. It also includes those in the public and not-for-profit sectors.