Fmcg The Power Of Fast Moving Consumer Goods

Seminar paper from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3 (A), Anglia Ruskin University (Ashcroft International Business School), language: English, abstract: This work identifies, analyses and evaluates major differences along the supply chain between business-to-business (B2B) marketing and consumer marketing (B2C) in terms of companies involved in the production and trade of fast moving consumer goods (FMCG). This work focuses on the marketing-mix concept, external aspects of marketing and examines aspects concerning the competitive environment. This work mainly focuses on marketing activities along the supply chain of the brand SCHWARTAU. SCHWARTAU is a brand of food products (marmalade) by the company SCHWARTAUER WERKE GmbH. The company is located in Bad Schwartau, Germany and sells its products all over Europe with focus on Germany and mainly other Western European countries.

This book interweaves the theory of strategic management with the special requirements of Indian business environment. This fourth edition of the popular text in strategic management brings the current and updated content in the discipline in a lucid and reader-friendly manner. The content for this edition is thoroughly revised, rewritten, and updated with 36 cases (comprehensive and mini) of Indian organisations and companies. Salient Features: - New chapters dealing with sustainability in the context of strategic management, and methods of pursuing strategies. - Enhanced framework of strategy implementation in India - Learning objectives based content with new examples, illustrations and cases.
The country has played a leading role in African affairs for decades, having been one of the first states to gain independence on the continent and serving as one of the key centres of pan-Africanism in the post-independence era. That role has continued in recent years, with Ghana playing a central part in regional organisations like ECOWAS and the African Union. Reliance on raw material exports, combined with an income-sensitive population and stubborn poverty levels in the northern regions of the country, have created complications, but Ghana has made significant progress in recent years and has begun to build the necessary foundations for long-term growth.

"A highly readable and yet comprehensive book on network businesses that have become governable with the advent of cloud and big data computing. Vivek Kale is a master of simplifying the complex world of network theory and its relevance to business." —Jagdish N. Sheth, Charles H. Kellstadt Professor of Marketing, Emory University Agile Network Businesses: Collaboration, Coordination, and Competitive Advantage reflects the shift from traditional networks to virtual and agile networks that enable businesses to operate dynamically, thereby representing markets more closely. This book enables IT managers and business decision-makers to understand clearly what network businesses and enterprises are, what they can do for them, and how to realize them. Customers in geographically dispersed markets are demanding higher quality products in a greater variety, at lower cost, and in a shorter time. Thus, enterprises have moved from a few centralized and vertically integrated facilities to geographically dispersed networks of capabilities, competencies and resources, which are the core of network businesses. Enterprises are now constructing more fluid network businesses in which each member facility focuses on differentiation and relies increasingly on
its partners, suppliers, and customers to provide the rest. Network businesses have emerged as an organizational paradigm for collaboration and coordination across loosely connected individual organizations. This pragmatic book: Introduces network solutions and distributed systems that are a first step towards enabling a network enterprise. It also gives a detailed description of networks and agent system that have paved the road to network enterprises. Describes the basics of service-oriented architecture (SOA), cloud computing, and big data that are essential to network enterprises. Details the distinguishing aspects of network enterprises, which include virtual enterprises, management of network enterprises, and collaborative network enterprises. Covers such major application areas as supply, manufacturing, e-business, platform, social and wireless sensor networks. Introduces decision networks in the context of supply chain networks This book reinterprets the traditional supply chain in terms of the flow of decisions, information, and materials, which leads to reconfiguring the traditional supply chain network into mutually separate decision networks (e.g., fourth-party logistics or 4PL), information networks (e.g., wireless sensor networks), and logistics networks (e.g., third-party logistics or 3PL).

Principles and Practices of Management introduces students to the fundamentals of management through a balanced blend of theory and practice. Highlighting the management practices of successful Indian and foreign companies, the opening vignettes and cases in the chapters depict real-world situations and problems managers face in their professional life. In addition to the concepts, the book also delves into the various academic perspectives that have evolved over time to provide the readers an integrated view of different approaches to management. Each chapter consists of various pedagogical features like Managerial Insights,
Management Insights—A Revisit, Exhibits, Case Studies and relevant content on management theory.

**KEY FEATURES**

• Managerial Insight: Every chapter starts with the feature Managerial Insight focusing on a real-life situations and managerial issues involved in various Indian companies.

• Managerial Insight: A Revisit: Management Insight: A Revisit marks the closing of the same case discussed in the Managerial Insight and is presented at the end of main text. There are a set of questions related to the key aspects of the case.

• Exhibits: There are over a 50 exhibits illustrating cases of various Indian enterprises with a focus on the areas including entrepreneurial/managerial challenges, global business Implications, ethical and social considerations.

• Exercises and Questions: Each chapter has various questions, which provide a fairly comprehensive coverage of the major points and topics contained in the text.

• Case Studies: Each chapter closes with an exercise in the form of a Case Study with relevant questions.

In de afgelopen tien jaar heeft het internet de wereld van uitgeverij, media en communicatie gedemocratiseerd. Dit heeft geleid tot een enorme participatiedrift in de wereld van de bits. Een zelfde trend komt nu tot bloei in de wereld van de dingen. Chris Anderson onthult in Makers hoe ondernemers het web gebruiken om bedrijfjes op te zetten met de hele wereld als afzetgebied en hoe zij significant minder financiële middelen, tooling en infrastructuur nodig hebben dan traditionele productie. Andersons unieke visie is dat productie op kleine schaal een belangrijke bron voor toekomstige groei zal zijn; dat het succes van de gigantische bedrijven op zijn retour is; dat in deze eeuw van open source, op maat gemaakte producten, en doe-het-zelf-product design, het collectieve potentieel van een miljoen hobbyknutselaars losgelaten zal worden op de wereldmarkt. De volgende industriële revolutie komt eraan. Over
There have been substantial changes within the retail industry, including continuing retail concentration toward only a few, large retail chains and the emergence of private labels (PLs) competing with national brands (NBs). These changes have led to a shift in power toward those chains at the expense of manufacturers of fast moving consumer goods (FMCGs), and reduced levels of cooperation between channel members. New approaches, such as Category Management (CM) and other aspects of Efficient Consumer Response (ECR), have been introduced to favor both manufacturers and retailers. However, such strategies frequently fail because retailers and manufacturers often do not cooperate closely.

Financial management practices are likely to have a marked effect on the financial
performance of a corporate enterprise. Therefore, sound financial decisions/practices can contribute towards meeting the desired objective of having profitable operations. This subject assumes paramount significance in view of the present dynamic and turbulent business environment, which has produced more intense competition and smaller profit margins across the world. In this context, the financial management practices of the corporates in India, a country with a vast potential for economic growth, can offer valuable insights. The present study explores whether there has been a major change in the financial performance (measured in terms of profitability) and financial policies/decisions of the sample companies over a fixed period (2000-2001 to 2010-2011), with a special focus on pre and post-recession analysis. It delves deeper into current research areas such as zero working capital, real options in capital budgeting, pecking order in capital structures, and clause 49 as reflected in the financial management decisions of sample companies, and provides a broader perspective by identifying trends (if any) in certain aspects of financial decision-making over the past two decades. A comprehensive study, covering all the major aspects of financial management practices, also contains an inter-sectoral study (among the sample companies) and develops an index of professionalism in financial management based on the practices of the sample companies. The book is primarily targeted at teachers/students of finance, management, commerce, accounting and related professional disciplines/fields. Practitioners/professionals will find it an invaluable text that helps guide them to better decision-making.
ultieme geval, aanwijzingen te vinden voor een miljoenenproduct. Lindstrom voert je mee in een wereldomvattend verhaal dat ondernemende marketeers en iedereen die geïnteresseerd is in de eindeloze rijkheid van menselijk gedrag zal boeien en verbazen. Hoe een afgetrapte sneaker van een 11-jarige Duitse jongen leidde tot de ongelooflijke wederopstanding van LEGO. Hoe een magneet op een koelkast in Siberië een Amerikaanse supermarktrevolutie veroorzaakte. Hoe een knuffelbeer in de slaapkamer van een meisje een kledingretailer hielp met de optimalisatie van 1.000 winkels in 20 landen. Hoe een doodgewone armband de klantenloyaliteit met 159 procent verbeterde in minder dan een jaar. Hoe de ergonomische lay-out van het dashboard van een auto aanleiding gaf voor het redesign van de Roomba-stofzuiger.

This book is a history of the some of the world's most famous brands, from humble beginnings to current exalted status, from smudged, kitchen-table pamphlets to $ multi-million ad campaigns, from backyard experiments to global research. It examines the most recent developments in these glittering trajectories and reveals the very DNA of the brands themselves. Is it mastery of absorbency, the virtuoso integration of acquisitions, developing incomparable consumer trust, the ability to think in decades? All is revealed. If you work in Retail, FMCG, Marketing or Consumer Goods, this is a must-read book. Greg Thain Business. Over 40 years' experience of developing businesses, multiple fund raising and public flotations. Experience in marketing, market research, internet/tech, real estate, investment property funds, publishing and consultancy with a focus for the last 22 years on the emerging markets. Real Estate. Russian real estate involvement over the past 22 years. Introduced the first significant international bank loan of $500M to a Russian developer in 1995. Took the founder
of Raven Russia to Moscow, helping raise the initial $300m/purchase initial industrial site/project for $74m. In 2007/8 organised a property investment fund of $180m. Lecturing and Public Speaking. Frequent speaker throughout Europe and Asia on markets, retail, internet and other developments across these sectors. Keynote speaker at the first HP conference for 5 years in Asia (Macau, autumn 2013). Presented Key Trends in Internet and Retail Worldwide to the leading 450 retailers in Asia/Greater China. Books. Storewars. The Battle for Mindspace and Shelfspace, written and published in 2012. The Power of Fast-moving Consumer Goods, a history of the world's 18 leading consumer-facing companies, written and published in May 2014. E-Retail. Zero Friction in the Digital Universe, due to launch in July 2014. Magazine Publishing. Developed a number of original products in the 1980s and 90s: What Mortgage magazine, the original mortgage advice magazine, What Investment, What Finance, What Video, and Popular Video at the forefront of the video revolution. In excess of 20 newspapers, magazines and journals including The British Investors Database, the original compilation of all investors in the UK. Launched the original Local Radio Awards, first awards to the UK local radio industry. Political involvement. UK conservative party candidate for the European parliament from November 1991, previously a consultant on modern electioneering techniques to conservative central office. Chairman of Conservatives Abroad, Moscow 1993 -1997. Involved in various charities and funding events, including deputy chairman of Sense, the UK charity for deaf-blind children. John Bradley John Bradley held international marketing positions in Cadbury for 24 years before becoming a consultant and writer. John has authored two business histories, Cadbury's Purple Reign, and Fry's Chocolate Dream, and co-authored along with Greg Thain an update of the book Store Wars. John now lives and works in
The Arab world’s second-largest economy, and its largest population, Egypt has endured more than three years of political and economic turbulence which have slowed its performance, but its long-term fundamentals remain strong. Egypt has been through a turbulent time, but still manages to churn out headline growth higher than the Eurozone. Still, an economy that was growing at a rate of 7% has given way to a more modest GDP expansion of 2.2% in the 2011/12 fiscal year, following the ousting of Mubarak, while foreign direct investment fell by two-thirds over the same period. The figures are likely to remain subdued in the near term but there have been some improvements in cyclical performance, particularly with the country’s capital markets, as 2012 saw Egypt’s exchange grow by 51% year-on-year. More importantly, the country still benefits from significant competitive advantages, including a strong trade profile, a large private sector, a sizable manufacturing base and favourable demographics.

Studieboek op hbo-niveau.

This is a practical and accessible, yet sophisticated introduction to interpretive methods for doing qualitative research projects and dissertations. Bringing together concepts of qualitative research from ethnography, phenomenology, critical discourse analysis, semiotics, literary analysis, postmodernism and poststructuralism this textbook offers an accessible and comprehensive introduction to the subject. Utilising a uniquely pragmatic approach, it bridges
the gap between advanced, specialised books on research traditions with more general introductory business research books. This new edition has been fully updated to include new examples, explorations of the field, and an improved pedagogy with better exposition of key issues and concepts, as well as more schematics and diagrams to aid understanding. The first half of the book considers the practicalities of research and writing a research project, including the craft of academic writing, the critical literature review, the role of the independent research project as part of university courses, suggested projected structures, standards of academic scholarship, and the main techniques for gathering qualitative data. The book’s second half deals with abstract concepts and advanced theory by looking at key theoretical traditions that guide the interpretation of qualitative data. It is perfect for advanced undergraduate and postgraduate students of marketing, management, consumer behaviour and research methods. It will also be useful as a primer for practitioners in qualitative research.

With the application of the right policies, Indonesia could return to growth above 6%, and perhaps eventually reach the 7% target set by the new president. The government intends to double expenditure in the key areas of public works, transport and agriculture, and new plans include the construction of 2600 km of roads, 15 airports, 24 ports, 3258 km of railway and the addition of around 35,000 MW to the state electricity company’s current capacity. The investments to be made in infrastructure have the potential to boost the economy in both the short and long term. A shift to more investment and less consumption would help lead to more sustainable growth and insulate the country from external shocks. Already the numbers are starting to head in the right direction.

Im Zeitalter des Internet of Things (IoT) erzeugen Edge-Geräte in jedem

"This book provides the latest research studies, market analysis, and best practices utilized in emerging markets to gain competitive advantage and market leadership"—Provided by publisher.

The organizations of today are longing for sustainable growth, and this book discusses the suitable strategies to attain it. This book will help the readers to better understand the environment, to plan suitable programmes to enhance creativity in the members of the organization, to go for total quality and finally to attain sustainable growth. The book discusses these concepts in three parts, creativity management, quality management, and strategic management with relevant case studies and exhibits.

Geroemd door iedereen van Steve Jobs en Jeff Bezos tot Malcolm Gladwell, is dit boek een bijbel voor iedereen die begrijpt dat je ontwrichtende veranderingen een stap voor moet zijn. Deze bestseller presenteerde als eerste de baanbrekende gedachte dat fantastische bedrijven ten onder kunnen gaan, juist omdat ze alles goed doen – voor hun bestaande klanten. Ze worden links en rechts ingehaald door nieuwkomers die, met aanpassingen aan de technologie of
FMCG companies today face immense distribution related challenges owing to the complex supply chain structures and intense competition. Surviving is impossible without continuous distribution channel innovation. Companies with exceptional quality distribution systems are able to outperform their competitors, being able to provide higher customer satisfaction, while the rest perish. Some of the topics covered in this book include effective distribution channel strategy and its importance, distribution channel issues and challenges, real-life case studies relating to management and solution of distribution channel challenges, and much more.

Seminar paper from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of Cambridge, language: English, abstract: Unilever is a London-based fast-moving consumer goods company that sells its products in
nearly 200 countries. However, it is neither the largest packaged consumer goods or food company as it has fiercely competitive rivals. In recent years, new corporate leadership has instituted changes, including a new mission and a new vision. These have resulted in a more positive relationship with consumers, a better public image, and an increasing presence in developing countries. Still, our strategic analysis of the company shows impending threats that can damage Unilever’s margin of profit and global stake in the fast-moving consumer goods industry. New brands, mounting competition, and an increase in taxation and regulations are mounting obstacles to Unilever’s continued success. In order to overcome these and other future vulnerabilities, Unilever needs to continue its product and information technologies developments, introspection, campaigns, and external monitoring. Company Profile Unilever is an Anglo-Dutch company that consists of over 400 brands “focused on health and wellbeing” (Unilever, 2013a). Unilever sells its products to more than 190 countries and belongs to the fast-moving consumer goods (FMCG) industry. Specifically, it is the second largest packaged consumer goods firm after Proctor & Gamble (P&G), and it is the third largest food company after Nestle and Kraft Foods. While Unilever is based in London, England, it sells food, home, and personal care products over all major continents. Unilever was formed when the Dutch margarine company
Margarine Unie merged with the British soapmaker Lever Brothers in 1930. The two companies decide to combine since they were often competing for the same raw materials, oils and fats, to make their products. Today, Unilever has adopted a new mission to

Persoonlijk succes wordt niet alleen bepaald door opleiding en werkervaring, maar vooral door het momentum. Hoe grijp je dat? Ondernemer en journalist Shane Snow onderzoekt in dit boek de carrières van mensen en bedrijven die ongeloofelijke dingen in onwaarschijnlijk korte tijd doen. Hoe gaan sommige start-ups in no time van niks naar miljoenenomzetten? Hoe konden Alexander de Grote, YouTube-sensatie Michelle Phan en Tonight Show-presentator Jimmy Fallon naar de top klimmen in minder tijd dan het de meesten van ons kost om promotie te maken? Wat hebben snelgroeiende bedrijven en mensen die out of the blue succesvol zijn gemeen? Hun geheim: ze opereren als computerhackers. Ze bezitten het vermogen om gebaande paden om te denken en nieuwe regels te introduceren. Smartcuts is een verhalend avontuur dat laat zien hoe nieuwe iconen en innovators het onmogelijke mogelijk maken door slimmer te werken. Finance is key to every business organization as well as outside. This book makes sense of the finance world from a non-finance perspective. It introduces, explains and demystifies essential ideas of business finance to those who do not have financial
background or training. Lucid, accessible yet comprehensive, the book delineates the financial workings of businesses and offers an overview of corporate finance in the global context. The volume: Contains effective tools for financial communication, monitoring, analysis and resource allocation Provides important learning aids such as figures, tables, illustrations and case studies Highlights fundamental concepts and applications of finance Surveys global corporate practices, recent trends and current data A guide to building financial acumen, this book will be a useful resource for executive and management development programmes (EDPs & MDPs) oriented towards business managers, including executive MBA programmes. It will benefit business executives, corporate heads, entrepreneurs, government officials, teachers, researchers and students of management and business besides those who deal with finance or financial matters in their daily lives.

This book captures the dynamic relationship between COVID-19 pandemic, crude oil prices and major stock indices as well as the crude oil prices and stock market volatility that have been caused due to outbreak of this pandemic. The pandemic has changed the world melodramatically and major world markets collapsed in the beginning, affecting major industries in an unprecedented way. The book will be useful to the researcher in the field of finance and economics, and policy makers both at government and private level, keeping in view the present state of economy throughout the world.

An important addition to the literature of management as a discipline, this pioneering
book gives importance to the social dynamics of business organizations. An outcome of the author’s practical experience of over three decades in the global market, this book ably demonstrates the importance of paying attention to human culture, lifestyle and trends, while conducting business. Marked by original thought, concepts, processes and graphics, it demonstrates that business organizations of today must be sensitive to the nuances of global social culture so as to bring about quantum growth. In particular, it establishes that there is no barrier between industry and society.

As the single most populous nation in Africa, Nigeria recently overtook South Africa as the largest economy on the continent. Natural resources, oil and gas in particular, comprise the country’s single largest revenue-earner but the 170m person economy also has seen significant activity in recent years into the industrial, financial, telecoms and – as of 2013 – power sectors. Hydrocarbons reserves have traditionally attracted the vast majority of domestic and foreign investment in Nigeria. Oil production capacity has remained at roughly 2.5m barrels per day (bpd) since the start of 2000, although output fell to 2.2m bpd on average in 2012. Still, the country has long operated below its true potential and government efforts in recent years have sought to increase local value addition, by boosting refining capacity and minimising theft and bunkering. The country’s banking sector has been through a significant shake-up as well, resulting in a far healthier and more robust financial industry, while reforms in the telecoms and agricultural sectors have strengthened medium-term prospects.
This book is a history of the some of the world's most famous brands, from humble beginnings to current exalted status, from smudged, kitchen-table pamphlets to $ multi-million ad campaigns, from backyard experiments to global research. It examines the most recent developments in these glittering trajectories and reveals the very DNA of the brands themselves. Is it mastery of absorbency, the virtuoso integration of acquisitions, developing incomparable consumer trust, the ability to think in decades? All is revealed. If you work in Retail, FMCG, Marketing or Consumer Goods, this is a must–read book. Keywords: FMCG , History, Manufactures, Brands, Innovation, Global, Consumer, Retail, Market, Emerging Markets, Coke, Colgate-Palmolive, Danone, Dean Foods, Estée Lauder, General Mills, Heinz, Henkel, Kellog, Kimberly-Clark, Kraft, L'Oréal, Mars, Nestlé, Procter & Gamble, Pepsi, Reckitt Benckiser, Unilever

While the presidential and parliamentary elections in 2015 instigated a wait-and-see approach within Sri Lanka’s private sector, the outcome is expected to be positive in the longer term, bringing improved stability and a more encouraging environment for foreign investment. Under what has been described as a more liberal, open and business-oriented government, Sri Lanka is entering a period in which it stands to grow rapidly. In 2016 the country should begin to see the benefits of the recent reform agenda, as the new leadership introduces policies that will help bring about strong and sustainable growth.

This fourth edition of the book provides readers with a detailed explanation of PLM,
enabling them to gain a full understanding and the know-how to implement PLM within their own business environment. This new and expanded edition has been fully updated to reflect the numerous technological and management advances made in PLM since the release of the third edition in 2014, including chapters on both the Internet of Things and Industry 4.0. The book describes the environment in which products are ideated, developed, manufactured, supported and retired before addressing the main components of PLM and PLM Initiatives. These include product-related business processes, product data, product data management (PDM) systems, other PLM applications, best practices, company objectives and organisation. Key activities in PLM Initiatives include Organisational Change Management (OCM) and Project Management. Lastly, it addresses the PLM Initiative, showing the typical steps and activities of a PLM project or initiative. Enhancing readers’ understanding of PLM, the book enables them to develop the skills needed to implement PLM successfully and achieve world-class product performance across the lifecycle. This book consists of peer-reviewed papers, presented at the International Conference on Sustainable Design and Manufacturing (SDM 2020). Leading-edge research into sustainable design and manufacturing aims to enable the manufacturing industry to grow by adopting more advanced technologies and at the same time improve its sustainability by reducing its environmental impact. Relevant themes and topics include sustainable design, innovation and services; sustainable manufacturing processes and
technology; sustainable manufacturing systems and enterprises; and decision support for sustainability. Application areas are wide and varied. The book provides an excellent overview of the latest developments in the sustainable design and manufacturing areas. New Product Development-FMCG Perspective is the first of its kind in the Indian context. It helps students, academicians and corporate personnel alike in developing and launching new products in the marketplace. The following aspects are covered: • How does one develop new products? • What are the methods to measure the success of new products? • How is developing new products in an entrepreneurial company different? • What are the key factors that contribute to the success of new products in the marketplace? The author’s fifteen years of experience in the FMCG industry have contributed to the content for this book.

Diffusion, or the widespread adoption of innovations, is a critical yet under-researched topic. There is a wide gap between development and successful adoption of an innovation. Therefore, a better understanding of why and how an innovation is adopted can help develop realistic management and business plans. Most books on this topic use a single-discipline approach to explain the diffusion of innovations. This book adopts a multi-disciplinary and managerial process approach to understanding and promoting the adoption of innovations, based on the latest research and practice. It will be of interest to graduates and researchers in marketing, product development and innovation courses. Contents: Generic Factors Influencing the Diffusion of
Innovations: From Models to the Management of Diffusion (J Tidd)
Understanding the Pre-diffusion Phases (J R Ortt)
Achieving Adoption Network and Early Adopters Acceptance for Technological Innovations (F Frattini)
Launch Strategies for New Product Success (S Hart & N Tzokas)
Co-constructing the Brand and the Product (J K Christiansen et al.)
Understanding Consumer Responses to Innovations (Q Wang)
Developing Technical and Market Standards for Innovations (D Chiaroni & V Chiesa)
Sector-Specific Dynamics of Diffusion: Diffusion of Pharmaceutical Innovations in Health Systems (R A Atun et al.)
Diffusion of Telecommunications Technologies: A Study of Mobile Telephony (W-L Chu et al.)
Diffusion of Environmental Products and Services — Towards an Institutions-Theoretic Framework: Comparing Solar Photovoltaic (PV) Diffusion Patterns in Japan and the US (K L Shum & C Watanabe)
Prediction of Future Patterns of Diffusion: Forecasting Technology Diffusion (T Daim et al.)
Modeling and Forecasting Diffusion (N Meade & T Islam)

Readership: Graduates and researchers; students of marketing, product development and innovation courses.

Keywords: Innovation; Diffusion; Product Development; Product Marketing

Features: Adopts a multi-disciplinary and managerial process approach, rather than theoretical or empirical approaches, to explain diffusion of innovations
Explains diffusion of innovations based on the latest international research

FMCG: The Power of Fast-Moving Consumer Goods


The sales function is the front-line of any business. Keeping up with the latest sales
techniques is essential, as well as ensuring you have a motivated, incentivised and focused sales team well-versed in the basics of selling, from identifying new prospects and getting repeat business to closing the deal. This module gives essential insight into all the key sales drivers such as account management, handling complex sales, selling services, FMCG selling, customer relationships and self-development for sales people. This study is an exploration of the Indian stock market, focusing on the possible presence of momentum trading. One thing, however, should be noted. While it is true that momentum trading, which tends to generate speculative bubbles, may result in a financial market crash, its nature in contrast might depend on the nature of the economy itself. The study, while exploring the presence and nature of momentum trading on the Indian stock market in recent years, seeks to relate it to significant structural breaks in the Indian or global economy. To be precise, it outlines a potential correlation between the instability in the stock market and the speculative trading on the market, exploring the question of whether it is human psychology that drives financial markets. In the process, the choice of a significant structural break has been obvious: the global financial meltdown of 2007-2008 – a crisis that has often been referred to as the worst ever since the crash of 1929. While analyzing the nature of momentum trading on the Indian stock market with regard to the financial crisis of 2007-08, the study takes into account two major representatives of the market, the BSE (Bombay Stock Index) and NSE (National Stock Index), for the period 2005 to 2012. This study
seeks to answer a few important questions. First of all, it tries to unveil the underlying structure of the market. In doing so, it examines the following issues: (i) What was the latent structure of the Indian stock market leading up to the crisis of 2007-08? Does the structure offer insights into designing profitable trading strategies? (ii) Is it possible to construct a profitable portfolio on the Indian stock market? (iii) Is there any profitable trading strategy on the Indian stock market? While exploring these issues, the study delves deeper, breaking the whole period down into two sub-periods, before the crisis of 2008 and after the crisis. The purpose of this division is to determine whether there has been any discernible change in the market structure since the shock.

This book covers important issues related to managing supply chain risks from various perspectives. Supply chains today are vulnerable to disruptions with a significant impact on firms’ business and performance. The aim of supply chain risk management is to identify the potential sources of risks and implement appropriate actions in order to mitigate supply chain disruptions. This book presents a set of models, frameworks, strategies, and analyses that are essential for managing supply chain risks. As a comprehensive collection of the latest research and most recent cutting-edge developments on supply chain risk and its management, the book is structured into three main parts: 1) Supply Chain Risk Management; 2) Supply Chain Vulnerability and Disruptions Management; and 3) Toward a Resilient Supply Chain. Leading academic researchers as well as practitioners have contributed chapters, combining theoretical...
findings and research results with a practical and contemporary view on how companies can manage the supply chain risks and disruptions, as well as how to create a resilient supply chain. This book can serve as an essential source for students and scholars who are interested in pursuing research or teaching courses in the rapidly growing area of supply chain risk management. It can also provide an interesting and informative read for managers and practitioners who need to deepen their knowledge of effective supply chain risk management.

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