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10th Edition, 2018
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Media and Entertainment Industry Management Sunghan Ryu, 2024-04-19 The media and entertainment industry MEI differs significantly from traditional industries in many respects Accordingly the management of strategy marketing and other business practices in the MEI necessitates a unique approach Sunghan Ryu offers students focused and relevant insights into critical topics illustrated by vivid examples from the MEI Unlike typical introductory textbooks on business and management this book does not overemphasize complicated layers of theory Instead it presents essential concepts and frameworks in a digestible manner and supplements them with opportunities to apply this knowledge to real world cases The textbook demonstrates how knowledge can be constructively implemented in business and management scenarios It is structured into 12 chapters divided into five core modules 1 Overview of the MEI 2 The Fundamentals of Management 3 Marketing Management 4 Digital Business and Management and 5 New Business Models and Entrepreneurship Students will gain the ability to explain key concepts and frameworks across core business and management domains and develop analytical skills through diverse real world cases in the MEI Based on this knowledge they will be equipped to identify management related

issues in the MEI and arrive at practical and effective solutions This book is an essential guide for students who wish to understand business and management in the dynamic world of the MEI

Integrating Business Management Processes Titus De Silva, 2020-08-18 Integrating Business Management Processes Volume 2 Support and Assurance Processes 978 0 367 48548 1 Shelving Guide Business Management The backbone of any organisation is its management system It must reflect the needs of the organisation and the requirements of its customers Compliance with legal requirements and ethical environmental practices contributes towards the sustainability of the management system Whatever the state of maturity of the management this book one of three provides useful guidance to design implement maintain and improve its effectiveness This volume provides a comprehensive coverage of the key support and assurance processes Topics include document control communication marketing information systems and technology human resource management training and development customer relations management financial management and measurement and analysis to name a few This book with its series of examples and procedures shows how organisations can benefit from satisfying customer requirement and the requirements of ISO standards to gain entry into lucrative markets Titus De Silva is a consultant in management skills development pharmacy practice quality management and food safety and an advisor to the newly established National Medicines Regulatory Authority NMRA in Sri Lanka

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Project Quality Management Sui Pheng Low, Joy Ong, 2014-04-29 The book presents the development of the Construction Quality Assessment System CONQUAS Singapore s de facto quality performance measurement system explains the application of the Quality Management System QMS to manage CONQUAS and identifies 33 critical success factors CSFs for achieving high CONQUAS scores Through CONQUAS the reader benefits from understanding how the Singapore government developed and implemented the first objective system for measuring what many building professionals have perceived to be elusive quality standards in the construction industry The book presents both the theoretical concepts as well as the practical aspects to achieving strategic Project Quality Management that is anchored on the CSFs to building best practices To realistically reflect the practical aspects and challenging issues faced by stakeholders in the construction industry questionnaire surveys were conducted with building professionals to distinguish the importance level and extent of adoption of the 33 CSFs identified from a comprehensive review of the extant literature in influencing and affecting the achievement of high CONQUAS scores These were further anchored by in depth interviews with quality experts in the Singapore construction industry to provide a better understanding of issues relating to strategic Project Quality Management

Collectively the empirical findings collated from the building professionals suggest that while the CSFs identified are known tenets of quality these were still not being followed in their totality A further case study was conducted through a formal set of in depth interviews with the quality assurance team of a construction company who has direct involvement before during and after their tremendous improvements in the CONQUAS scores attained The strength of this book therefore represents a true account and reflections of real life practices and experiences in the construction industry for contractors quality managers and policy makers to learn from Although the context of this book relates to the Singapore experience the lessons and recommendations are equally relevant and applicable to the global construction industry in both the developing and developed countries whose stakeholders in both the public and private sectors wish to understand how CONQUAS works and how the CSFs identified can likewise be implemented for strategic Project Quality Management to building best practices The book is therefore of interests to researchers academia and practitioners in the construction industry as well as in other sectors of the economy in Singapore and other countries where learning points may be used for enhancing project quality management for buildings

Technology Trends Miguel Botto-Tobar,Guillermo Pizarro,Miguel Zúñiga-Prieto,Mayra D'Armas,Miguel Zúñiga Sánchez,2018-12-29 This book constitutes the refereed proceedings of the 4th International Conference on Technology Trends CITT 2018 held in Babahoyo Ecuador in August 2018 The 53 revised full papers presented were carefully reviewed and selected from 204 submissions The papers are organized in topical sections on communications security and privacy computer and software engineering computational intelligence e government and e participation

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