

Maersk Container Tracking

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containerschiffe haben innerhalb weniger Jahrzehnte die gesamten Transport und Logistikabläufe weltweit nicht nur beeinflusst sondern auch verändert in immer kürzeren Abständen wurden immer größere Schiffe gebaut 1950 fuhren die ersten containerschiffe der USA auf den Weltmeeren umher dieser Typenkompass von Horst W. Laumanns selbst Fachjournalist, Lektor und Historiker zeichnet die Entwicklung der Schiffsklasse nach und stellt ausgewählte und besondere containerschiffe in bewährter Typenkompass-Manier vor hier finden die Leser zahlreiche Daten und Fakten zu den einzelnen Typen

A comprehensive introduction to international business from authors at the forefront of research in international and strategic management taking a regional approach this text challenges some of the underlying assumptions behind globalization and focuses on both the dominant economies the EU the US and Japan as well as emerging markets in world trade such as Brazil, India and China the book also integrates analysis of the competitive environment and the internal resources of the firm to provide a strategic view of international business the book is written for students on undergraduate and postgraduate degree programmes in business or business related disciplines

Albaum, Duerr, and Strandkov offer a unique focus on export management. The comprehensive coverage provides a wealth of examples and cases with a good spread of academic and non-academic sources. The balance between theory and practice is just right. I highly recommend this text. Geraldine Cohen, Lecturer, School of Business and Marketing, Brunel University. Looking to learn about marketing decisions and management processes needed to develop export operations either in a small to medium size business or in a global corporation with changing opportunities and challenges in the global environment, International Marketing and Export Management, 5th edition provides the most comprehensive and up to date coverage on the topic. In my opinion, Albaum, Duerr, and Strandkov have written an excellent text book on the subject of international marketing and students will find it both readable and extremely informative. David Demick, Senior Lecturer, School of Marketing, Entrepreneurship and Strategy, University of Ulster. Geared to both undergraduate and postgraduate courses on international marketing or export marketing, International Trade, this book can also be used as a supplementary text on international business courses and as a useful source of reference to even the most

experienced of practitioners new to this edition in response to recent global developments the authors have increased emphasis on the following the impact of the internet world wide and e commerce the increasing use of specialized software to assist in managing marketing functions increasing efficiency in logistics and coordinating and controlling enterprises the impact of technological advances on international marketing the changes resulting from china s rapid export led growth and from its entry into the world trade organization the growing concerns with respect to social responsibility and the costs of failure to meet societal expectations visit booksites net albaum to access valuable teaching tools including an instructor s manual and power point slides gerald albaum is research professor at the robert o anderson schools of management university of new mexico and professor emeritus of marketing at the university of oregon usa he is also senior research fellow at the ic2 institute university of texas austin usa he has been a visiting professor and scholar at universities in canada denmark new zealand australia turkey france finland and hong kong edwin duerr is a professor emeritus of international business at san francisco state university usa he has been a visiting professor at universities in japan brazil germany denmark sweden and the netherlands and has extensive consulting business around the globe duerr is also senior editor of the journal of international business and economy jesper strandskov is a professor of international business at aarhus school of business denmark he has been visiting professor at universities in the usa and australia he also acts as an international business consultant to several business companies and public institutions

environmental sustainability creates both tremendous business opportunities and formidable threats to established companies across virtually all industry sectors yet many companies tackle the issue in a superficial or passive way rather than considering fundamental changes to their existing business models by ignoring the opportunities of green business model transformations companies exclude themselves from a large variety of potential means to create economic value in addition to ordinary product and process innovations they can change the rules of the game within an industry towards environmental sustainability green business model transformations however are challenging ventures new green business models with all their uncertainties and inherent complex systemic characteristics are difficult to design assess and implement successfully particularly in the context of established companies that often entail complex structures and considerable inertia as a result there is a great need for guidance in management practice this publication addresses this need with a general approach to managing green business model transformations that is based on a broad theoretical foundation illustrated by many real world examples from various industry sectors

this textbook discusses supply chain management and provides a comprehensive overview of all the key activities and issues of supply chain and logistics functions as an integrated discipline taking a comprehensive approach it reviews end to end supply chain management from procurement to production to warehousing distribution and customer service it explores how each interface can be managed with the ultimate objective of providing superior customer experience to ensure satisfaction at the least cost while delivering incremental value in a competitive environment this volume guides on designing effective development and management of the supply chain network which is an invaluable source of sustainable competitive advantage in today s turbulent global marketplace examines the complexities and challenges of catering to the flexible and fluctuating customer demand warehousing channel distribution and transportation global logistics value chain management and performance management discusses short practical cases to explain the decision making process with respect to manufacturing decisions and inventory for efficient working capital management both of which are critical for supply chain performance explores performance management matrix maturity models and so on this book will be useful to students researchers and faculty from the fields of business management supply chain and logistics management and mechanical and civil engineering it will also be an invaluable companion to consultants and business executives working in the field of supply chain and logistics

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