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Mara P. Squicciarini,Johan Swinnen

Sustainable Business Management Dietmar Ernst,Ulrich Sailer,Robert Gabriel,2023-03-27 This comprehensive textbook gives an insight into all relevant aspects of business administration, as they are all subject to fundamental changes due to the transformation to a more sustainable economy. It starts with the background on sustainability and the scientific classification of sustainable business administration. Next, it sheds light on the boundary conditions regarding environmental economics and social responsibility. The next section deals with management functions, from strategy and international management to change management, legal implications and HR management. The last part focuses on value creation. Here, the authors shed light on the influence of sustainability in all areas of the corporate value chain, from procurement on to production and ending with marketing and sales. Also addressed are expert functions such as environmental management or sustainable product design, which are essential in driving sustainable innovation in a dynamically changing environment.

Wolfgang Breuer. Milka, Ritter, Sport Valérie Knoll,2021-09-29

The Economics of Chocolate Mara P. Squicciarini,Johan Swinnen,2016-01-21 This book, written by global experts, provides a comprehensive and topical analysis on the economics of chocolate. While the main approach is economic analysis, there are important contributions from other disciplines, including psychology, history, government, nutrition, and geography. The chapters are organized around several themes, including the history of cocoa and chocolate — from cocoa drinks in the Maya empire to the growing sales of Belgian chocolates in China; how governments have used cocoa and chocolate as a source of tax revenue and have regulated chocolate (and defined it by law) to protect consumers' health from fraud and industries from competition; how the poor cocoa producers in developing countries are linked through trade and multinational companies with rich consumers in industrialized countries; and how the rise of consumption in emerging markets (China, India, and Africa) is causing a major boom in global demand and prices, and a potential shortage of the world's chocolate.

Doing Business in Europe Gabriele Suder,Johan Lindeque,2018-09-24 The new third edition provides readers with the fundamental theories and concepts for understanding how business is done in Europe, linking it to the current European business environment through a range of up-to-date case studies and examples. Revised and updated to include recent changes in the economic and political climate of Europe, and thematic perspectives on key contemporary European challenges, the authors also bring into consideration non-EU Business in the EU as well as the way Brexit is likely to affect businesses. Also new to this edition: Examples and cases from a wider range of European member states, including Tesla, Airbnb, Ryanair, Belgian AB InBev's acquisition of British SABMiller, and the expansion of Alibaba Group in Europe. Enhanced material on business in EFTA and CEFTA areas. Analysis of the effects digitalisation, business analytics and Artificial Intelligence have on business in Europe. Coverage of the challenges and opportunities stemming from migration and the refugee crisis. A specific focus on the gig and shared economy. An investigation into how sustainability and climate change agreements impact on business. The book is supported by online resources for lecturers and students, including an instructor's manual, PowerPoint Slides, multiple choice questions, class-based role play instruction guides, chapter summaries, and links to relevant videos and podcasts. Suitable reading for students on European business modules at both undergraduate and postgraduate level.

100 Pioneers in Efficient Resource Management Mario Schmidt,Hannes Spieth,Christian Haubach,Christian Kühne,2018-12-04 The book presents about 100 current examples of how energy and materials can be saved in manufacturing companies. They serve to show which measures can be used in modern companies to exploit the potential for resource efficiency. The book is aimed at practitioners in companies and consulting firms, but is also suitable for the university sector as a practical introduction to the topic of resource efficiency. The materials used account for almost 43 percent of the costs of an average industrial company in Germany. Personnel costs, on the other hand, are only 22 percent, while energy costs are as low as 2 percent. If a company wants to save costs, above all it must consider the use of materials and produce in a resource-efficient manner. This simultaneously relieves the environment and reduces dependence on scarce raw materials. The implementation of resource efficiency is not easy. There are indeed numerous starting points in production, often in process innovations or in product development. However, only a few companies publish their measures and savings potentials. In practice, this means that there are often no learning examples in practice, but some of them are explicitly listed in this work. As you can see, resource efficiency in production and products can also be seen as a success factor for many companies. In the project 100 Pioneers in Efficient Resource Management, committed companies from Baden-Wuerttemberg are showing their solutions. The project was carried out by a competent team from the Pforzheim University and the State Agency for Environmental Technology. Leading trade associations in Baden-Württemberg have supported it.

Absatzsteigerung durch Design. Marktforschung und Marketingcontrolling am Beispiel Ritter Sport Patrick Köck,2015-03-19

Studienarbeit aus dem Jahr 2014 im Fachbereich BWL - Marktforschung, Note: 1,7, Ostbayerische Technische Hochschule Regensburg (Fakultät Betriebswirtschaft), Veranstaltung: Marktforschung und Marketingcontrolling, Sprache: Deutsch, Abstract: Die Schokoladenmarke Ritter Sport setzt kontinuierlich auf Neuerungen. Nur so gelang es der Schokoladenmarke immer mehr den Absatz und den Bekanntheitsgrad zu steigern. Pünktlich zur FIFA Fußball Weltmeisterschaft 2014 in Brasilien sollte das Produktdesign der quadratförmigen Schokolade dementsprechend kreativ gestaltet werden. Das Unternehmen vertreibt in ganz Deutschland die Ritter Sport Schokolade und sah die Großsportveranstaltung als eine echte Chance, den Absatz durch ein verbessertes Design zu stärken. Damit das Unternehmen das Ziel bestmöglich erreicht, hat Ritter Sport die Kommunikationskampagne „Der 4. Stern für UNS“ entwickelt. Diese Studienarbeit soll daher das Thema Marktforschung und Marketingcontrolling am Fallbeispiel Ritter Sport darstellen und geht darauf ein, wie deren Absatz durch ein verbessertes Design gestärkt werden kann.

Chocolate Ross F. Collins,2022-06-01 Chocolate is nearly always with us—when celebrating or mourning, in love or alone, healthy or sick, happy or sad. This book offers a comprehensive look at how an exotic food grew to play such a central role in our lives. No food in the world can offer as storied a history as chocolate. *Chocolate: A Cultural Encyclopedia* focuses on cocoa's history from ancient Mesoamerican beginnings as a symbol of ritual, life, and death, to its omnipresence in Europe, North America, and the rest of the world. In 10 thematic chapters covering chocolate in society and culture, 80 shorter entries, recipes, and a comprehensive timeline, this new book takes a closer look at how chocolate has served as a medicine, an indulgence, a symbol of decadence, a door to romance, a tempting taboo, a means of survival, and a snack for children and adults alike. Why did popes and kings so fear their chocolate? Who invented milk chocolate, and why was its formula kept secret? Why did soldiers in World War II despise their chocolate rations? Who makes the most chocolate today? Find out the answers to these questions and more as this book tells you everything you wanted to know—and a lot you didn't even know existed—about the seed from the world's favorite fruit tree.

Multiple Co-Branding Inca Beckmann,Kristina Willas,2005-01-31 Inhaltsangabe:Abstract: The exchangeability of products has led to the producers need to differentiate themselves from other offers. Due to the flood of advertising on TV, on the radio, in magazines or on hoardings, people usually do not perceive all these stimuli anymore. A well-known brand can help a company to attract new customers and to keep customers loyal. Since there are already many well-established brands for most product categories, some producers have tried to improve their market position by using co-branding. Puma uses Gore Tex material. Ferrari and Fila have developed a sports shoe together and even Coca Cola, one of the world's most well-known brands, has launched a new co-branded product with the beer producer Diebels called Dimix. Already in 1998 co-branding was said to have a 40% annual growth rate in the US. This paper focuses on a new trend among co-branding companies: multiple co-branding. Co-branding one's product not only once, but with several well-known brands one after another or simultaneously in independent agreements is a relatively recent marketing strategy. It has to be said that even for co-branding in general there are only very few empirical studies giving evidence of co-branding's effects on the consumer, but so far it seems that multiple co-branding has been ignored completely. We could not find any sources, giving special attention on this new, growing phenomenon. Therefore, we decided to do some research of our own in this field. To analyse if multiple co-branding helps companies to strengthen their brands and to defend their market position against competitors, we will examine how consumers evaluate this strategy. The central questions that we try to answer are the following: Q1: Do consumers perceive multiple co-branding? Q2: How does multiple co-branding influence the consumer's attitude towards the brand that uses this multiple co-branding strategy? A consumer survey via e-mail was conducted in order to gain insight into consumers' view of brands using multiple co-branding. The coloured chocolate lenses Smarties and the ice

cream Langnese Cremissimo served as examples in our questionnaire since they have created new products together with many other brands. The findings shall give some useful advice to companies concerning aspects, which have to be taken into account when opting for a multiple co-branding strategy. Disposition The introduction will be followed by the theoretical part, which is [...]

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Identity-Based Brand Management Christoph Burmann, Nicola-Maria Riley, Tilo Halaszovich, Michael Schade, Kristina Klein, Rico Piehler,2023-03-13 This textbook provides a comprehensive overview of identity-based brand management based on current research. The authors focus on the design of the brand identity, which covers the internal perspective of brand management, and the resulting external brand image perceived by consumers and other audiences. The book covers topics such as brand positioning, the design of the brand architecture and brand elements, the management of brand touchpoints and the customer journey, as well as multi-sensory brand management and brand management in a digital environment. Further topics covered are international brand management, brand management in the retail sector, in social media and on digital brand platforms (electronic marketplaces). Numerous practical examples illustrate the applicability of the concept of identity-based brand management. The authors show that the concept of identity-based brand management is a valuable management model to make brands successful. In the 2nd edition, all chapters were fundamentally revised and up-to-date practical examples as well as latest research findings were added. Additional material is available via an app: Download the Springer Nature Flashcards App and use exclusive content to test your knowledge.

Chocolate in Health and Nutrition Ronald Ross Watson, Victor R. Preedy, Sherma Zibadi,2012-08-04 Chocolate in Health and Nutrition represents the first comprehensive compilation of the newest data on the actions of the flavonoids and microorganisms associated with the beneficial effects of chocolate. This unique text provides practical, data-driven resources based upon the totality of the evidence to help the reader understand the basics, treatments and preventive strategies that are involved in the understanding of the role chocolate may play in healthy individuals as well as those with cardiovascular disease, diabetes or neurocognitive declines. Of equal importance, critical issues that involve patient concerns, such as dental caries and food preferences in children, potential effects on weight gain, addiction and withdrawal are included in well-referenced, informative chapters. The latest research on the role of chocolate in normal health areas including mood, pain and weight management, cardiovascular disease and related conditions are presented. Chocolate in Health and Nutrition provides health professionals in many areas of research and practice with the most up-to-date, well referenced and comprehensive volume on the current state of the science and medical uses of chocolate.

Deutschland ,2010

Big and Little Poison Clifton Blue Parker,2015-10-02 The Waner brothers, Paul and Lloyd--also known as Big Poison and Little Poison--played together for fourteen seasons in the same Pittsburgh outfield in the 1920s and 1930s. More than half a century after retiring, they still rank as the best-hitting brothers in major league history with a combined 5,611 hits--517 more than the three Alou brothers, 758 more than the three DiMaggio brothers, and 1,400 more than the five Delahanty brothers. And both Waners are in the Hall of Fame, the only playing brothers so honored. This work tells the story of the Waner brothers from their early lives in Oklahoma through their playing days, which included a World Series against the legendary 1927 New York Yankees. It is also the story of two American eras: the Roaring Twenties and the Depression years. Both put up impressive numbers individually: Paul amassed 3,152 hits, and his .333 lifetime average ranks among the highest ever in the game. Lloyd, a lifetime .316 hitter, collected 2,459 hits, and had it not been for health problems, he might have cleared the 3,000 hit milestone as well. Together, they were baseball heroes.

[Lonely Planet Pocket Berlin](#) Andrea Schulte-Peevers,2022-07 Lonely Planet Pocket Berlin is your guide to the city's best experiences and local life - neighbourhood by neighbourhood. Get up close to the Brandenburger Tor, explore Potsdamer Platz, and visit the Berlin Wall; all with your trusted travel companion. Uncover the best of Berlin and make the most of your trip! Inside Lonely Planet Pocket Berlin: Up-to-date information - all businesses were rechecked before publication to ensure they are still open after 2020's COVID-19 outbreak Full-colour maps and travel photography throughout Highlights and itineraries help you tailor a trip to your personal needs and interests Insider tips to save time and money and get around like a local, avoiding crowds and trouble spots Essential info at your fingertips - hours of operation, phone numbers, websites, transit tips, prices Honest reviews for all budgets - eating, sight-seeing, going out, shopping, hidden gems that most guidebooks miss Convenient pull-out Berlin map (included in print version), plus over 25 colour neighborhood maps User-friendly layout with helpful icons, and organized by neighbourhood to help you pick the best spots to spend your time Covers Reichstag & Unter den Linden, Museumsinsel & Alexanderplatz, Potsdamer Platz, Scheunenviertel, Ku'damm & City West, Kreuzberg & Neukölln, Friedrichshain, Prenzlauer Berg and more The Perfect Choice: Lonely Planet Pocket Berlin, an easy-to-use guide filled with top experiences - neighbourhood by neighbourhood - that literally fits in your pocket. Make the most of a quick trip to Berlin

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The Rough Guide to Berlin (Travel Guide eBook) Rough Guides,2017-03-01 Thoroughly researched and updated, the eleventh edition of The Rough Guide to Berlin is the ultimate travel guide to one of Europe's most dynamic, restless and ever-changing cities. Blending stunning photography with full-colour maps and more listings and information than ever before, The Rough Guide to Berlin offers practical advice on all the best things to see and do in Berlin - from iconic sights such as the Reichstag, Brandenburg Gate and the world-class museums of Museum Island to expanded coverage of the latest places to go in up-and-coming neighbourhoods like Neukölln and Wedding. With comprehensive, reliable reviews of all the best hotels, bars, clubs, shops, galleries and restaurants for all budgets, plus itineraries and Top 5s and a wealth of background information, The Rough Guide to Berlin is all you need - whether planning or on the ground - to make the most of your trip.

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