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Strategic market planning in technology-intensive businesses is more complex and is less manageable than in most other organizations. The technology-driven business environment is intensely competitive, complex, and dynamic, and planning needs to be done quickly and often. Winning Market Leadership offers a refreshing new approach to strategic market planning in these very demanding technology-intensive markets. It provides a systematic and highly integrated process for evaluating market opportunities and for developing strategies to lead in chosen markets. Its proven, highly practical approach to strategic market planning has allowed leading companies worldwide to: plan faster, focus on cash-flow and profitability, create "living plans" that reflect changing market conditions and competitive dynamics, involve cross-functional teams effectively, and drive to "yes/no" decisions. The book resulted from project-based executive programs developed by the authors for corporate clients such as IBM, Nortel Networks, National Semiconductor, and General Electric. This strategic market planning process has been refined and tested with over a thousand managers and executives in North America, Europe, and Asia. Winning Market Leadership: Is targeted at managers in technology-intensive businesses such as computers, telecommunications, software, biotechnology, semiconductors, instruments, pharmaceuticals, and advanced materials. Focuses on the key issues and tough choices faced by executives in very demanding technology-intensive markets. Outlines a clear 10-step process for building winning market plans, including: identifying opportunities, understanding the competition, managing critical relationships, understanding the profit dynamic, and more. Features examples from high-tech companies

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such as Intel, Compaq, Hewlett-Packard, Glaxo Wellcome, and General Electric. Includes "Key Questions for Executives and Managers" at the end of each chapter that help eliminate "blind spots" in the planning process. Winning Market Leadership is relevant to all executives and managers who play a significant role in developing cross-functional strategic market plans for their business: general managers; marketing managers; strategic planners; managers in business development, engineering, and R&D; and project team leaders.

Real strategies, tactics & solutions for succeeding in emerging markets now Attract non-consumers and upscale current customers Reflect local culture, tradition, and preferences across your business Make your products easier to find, buy, and use Strengthen your brand and deliver on your brand promises Engage and serve all your stakeholders Build a sustainable, profitable business How big is your emerging market opportunity? Potential annual consumption will hit \$30 trillion by 2025, with \$10 trillion in India and China alone. Emerging economies are transforming markets worldwide—attracting multinationals, strengthening domestic firms, and launching local brands onto the global stage. Best of all, there are now proven best practices for succeeding in these markets. They've been developed the hard way: through the experiences of pioneers who've learned from mistakes and listened to their customers. This book's brand stories reflects these winning strategies. You'll learn from high-profile leaders like Gillette, Levi's, Starbucks, Alibaba, GlaxoSmith-Kline, and WeChat—and from great companies you'll discover for the first time. Linking theory to practice, the authors offer expert guidance on attracting non-users, adapting products, aligning with local culture, optimizing channels, building brands, upscaling, strengthening relationships, and much more. You've never had an opportunity this enormous. Nobody has. Get it right—with the

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right advice, right from the trenches. Emerging markets offer the biggest growth opportunity in the history of capitalism. This practical guide offers a comprehensive, strategic marketing perspective tailored to these new markets. Leading experts demonstrate how companies can succeed both today and tomorrow, no matter what happens in the global economy. Breakout Strategies for Emerging Markets integrates insights drawn from the authors' extensive primary research worldwide, their pioneering academic research and case development, practical consulting and management experience, and their conversations with industry leaders on several continents. You will learn about the experiences and actions of both local and global enterprises in industries ranging from consumer goods to entertainment, apparel to finance. The authors share new insights for attracting non-users by developing products, aligning with local traditions, upscaling, selecting channels, financing, brand messaging, using e-commerce, building relationships, and more. Discover how to... Convert non-users: Optimize acceptability, affordability, accessibility, and awareness Create "functional Fusion": Adapt products to blend western and local elements Design "cultural fusion": Embed local tradition, history, language, and taste Democratize the offer: Make products more affordable, financially and psychologically Upscale the offer: Upgrade choices and experiences across the income spectrum Manage reach: Get your channels and supply chains right Reinvent reach: Leverage revolutionary channels and payment methods Build brand identity: Align your brand essence with your customer's experience Engage stakeholders: Serve the needs of every entity you touch

Nutrition and Drug Interrelations examines and presents the different relations of nutrition, metabolism, and effects of drugs, including drugs' positive effects in the field of animal

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husbandry and human and veterinary medicine. This book also highlights the importance of the interrelations between nutrition and drugs. The introductory chapter gives an overview of the variable role of food in humans on a historical and sociological context and perspective. The first section of this book deals with the impacts of drugs on the nutrition process. These impacts can either be harmless or harmful depending on the adequacy of nutrition. The second section of this book describes some of the many influences of nutritional condition on biochemical competence to cope with xenobiotics, including drugs. The third section highlights the various uses of pharmacological agents in food production. This section also discusses some concerns about the effect in the food chain of pharmacological agents. The last section in this book demonstrates the overlap in boundary between dietetic and pharmacological treatments. Given focus is the use of vitamin D derivatives and megavitamin treatments with doubtful benefits. This book will benefit most students and professionals in the field of food and nutrition, human and veterinary medicine, and animal husbandry. The subject area in this book will also yield interest from people involved in metabolism, nutrition, and pharmacology.

Corporate sustainability needs a rethink. We have entered the human-influenced Anthropocene age, and we are witnessing accelerating changes in earth system processes. Businesses' current initiatives, such as product innovation and pollution reduction, are not enough to combat the intensifying social-ecological challenges that face us. Corporate Sustainability in the 21st Century is an innovative new textbook which provides a fresh conceptual framework for understanding and engaging with sustainability, now and in the future – "Business In Nature." This book critically discusses key concepts and topics related to corporate sustainability, with a focus on corporate sustainability strategies and corporate value

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chains. Setting itself apart from existing books, it introduces ideas from global ecology and the natural sciences to provide readers with a new language for discussing business and sustainability. This book maintains an international perspective throughout, with a wealth of examples, case studies and discussion questions. It will be a valuable text for students of corporate sustainability; business, nature and society; and environmental studies, and will also be useful for managers seeking a new perspective on how being "green" can fit with business goals.

If you're enrolled in an executive education or MBA program, you've probably encountered a powerful learning tool: the business case. But if you're like many people, you may find interpreting and writing about cases mystifying, challenging, or downright frustrating. That's not surprising: cases are not expository writing and good ones are often nonlinear and even misleading in their presentation and organization. Apply the conventional approach to understanding business cases, and you may waste time (at best) and arrive at faulty understandings (at worst). In *The Case Study Handbook*, William Ellet presents a potent new approach for analyzing, discussing, and writing about cases. Early chapters show how to classify cases according to the analytical task they require (solving a problem, making a decision, or forming an evaluation) and quickly establish a base of knowledge about a case. Strategies and templates, in addition to several sample Harvard Business School cases, help you apply the author's framework. Later in the book, Ellet shows how to write persuasive case-analytical essays based on the process laid out earlier. Extensive examples of effective and ineffective writing further reinforce your learning. The book also includes a chapter on how to talk about cases more effectively in class. *The Case Study Handbook* will be an indispensable

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learning aid for any current or prospective MBA or executive education student.-- Solving complex problems and selling their solutions is critical for personal and organizational success. For most of us, however, it doesn't come naturally and we haven't been taught how to do it well. Research shows a host of pitfalls trips us up when we try: We're quick to believe we understand a situation and jump to a flawed solution. We seek to confirm our hypotheses and ignore conflicting evidence. We view challenges incompletely through the frameworks we know instead of with a fresh pair of eyes. And when we communicate our recommendations, we forget our reasoning isn't obvious to our audience. How can we do it better? In *Cracked It!*, seasoned strategy professors and consultants Bernard Garrette, Corey Phelps and Olivier Sibony present a rigorous and practical four-step approach to overcome these pitfalls. Building on tried-and-tested (but rarely revealed) methods of top strategy consultants, research in cognitive psychology, and the latest advances in design thinking, they provide a step-by-step process and toolkit that will help readers tackle any challenging business problem. Using compelling stories and detailed case examples, the authors guide readers through each step in the process: from how to state, structure and then solve problems to how to sell the solutions. Written in an engaging style by a trio of experts with decades of experience researching, teaching and consulting on complex business problems, this book will be an indispensable manual for anyone interested in creating value by helping their organizations crack the problems that matter most.

With the unrelenting spread of globalization, the English language has been firmly established as the Lingua Franca. Now more than ever, the importance of learning English is paramount within nearly all professional and educational sectors. English for Specific Purposes (ESP) has

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long been accepted as an effective method for teaching English as a foreign language. In recent years, it has experienced an increasing presence in secondary and tertiary education across the globe. This is predominantly due to its learner-centered approach that focuses on developing linguistic competence in the student's specific discipline, may that be academics, business or tourism, for example. Positioning English for Specific Purposes in an English Language Teaching Context attempts to present and define the relevance and scope of ESP within English Language teaching. From mobile phones as educational tools to the language needs of medical students, the contributors to this volume examine and propose different epistemological and methodological aspects of ESP teaching. Its unique approach to ESP marks this volume out as an important and necessary contribution to existing ESP literature, and one that will be of use to both researchers and practitioners of ESP.

Foundations of Strategy, Second Edition is a concise text aimed at both undergraduate and Masters students. Written in an accessible style with the needs of these students in mind, the latest edition has a clear, comprehensive approach, underlined by sound theoretical depth. The content has been fully revised and updated to reflect recent developments in the business environment and strategy research. Features of the text include: 10 chapters covering all the topics in a typical one-semester course. Concise and integrated treatment of strategy implementation focusing on strategy in practice. Integration of the not-for-profit sector. Opening and closing chapter case studies covering a range of real-world, global examples. Featured Example and Case Insight boxes throughout chapters to give an additional dimension to the subject matter. An extensive range of learning and teaching materials accompany this text including instructor manual, case teaching notes, test bank and PowerPoint slides, for

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instructors. Resources for students include self-test quizzes and glossary flashcards to check understanding. Access the full resources online at www.foundationsofstrategy.com.

This two-part volume represents the proceedings of the Fifth International Congress of Chinese Mathematicians, held at Tsinghua University, Beijing, in December 2010. The Congress brought together eminent Chinese and overseas mathematicians to discuss the latest developments in pure and applied mathematics. Included are 60 papers based on lectures given at the conference. Your Supervised Practicum and Internship is a complete, up-to-date guide to everything a graduate student in the helping professions needs for a successful practicum, internship, or field experience. This helpful resource takes students through the necessary fundamentals of field experience, helping them understand the supervision process and their place in it. The authors fully prepare students for more advanced or challenging scenarios they are likely to face as helping professionals. The new edition also interweaves both CACREP and NASW standards, incorporates changes brought by the DSM-5, and places special focus on brain-based treatments and neurocounseling. Your Supervised Practicum and Internship takes the practical and holistic approach that students need to understand what really goes on in agencies and schools, providing evidence-based advice and solutions for the many challenges the field

experience presents.

Canada was one of the first Western countries to sign an agreement to provide development aid to China in 1983, and the Canadian International Development Agency invited universities to cooperate in ways that would facilitate "the multiplication of contacts at the thinking level." In *Canadian Universities in China's Transformation*, leading scholars from Canadian and Chinese universities elaborate on the historical experience of collaboration in areas as different as environmental science, marine science, engineering, management, law, agriculture, medicine, education, minority cultures, and women's studies. Contributors use theoretical frames such as dependency theory, human capital, the knowledge economy, and Habermas's theory of communicative action, to facilitate a striking dialogue between Canadian and Chinese perspectives on common questions. They provide insights into factors that ensured the long-term success of some partnerships, as well as barriers that hindered others, and vivid lessons for current collaboration. Case studies include a project that began with the training of Chinese judges developing into reciprocal programs in legal education in China, Canada, and Latin America, and an examination of how joint environmental research has had policy impacts at national and international levels. Presenting the story of universities working together in the era after the

Cultural Revolution, Canadian Universities in China's Transformation is a unique account of partnerships in knowledge production and application and their resulting impacts.

Featuring case studies from varied settings with strong grounding in real-world decisions, this text illustrates basic concepts while expanding students' understanding of economic, political and cultural concerns that must be interwoven into such key areas as process design, quality and supply chain management.

The field of classroom management is not a neatly organized line of inquiry, but rather consists of many disparate topics and orientations that draw from multiple disciplines. Given the complex nature of the field, this comprehensive second edition of the Handbook of Classroom Management is an invaluable resource for those interested in understanding it. This volume provides up-to-date summaries of research on the essential topics from the first edition, as well as fresh perspectives and chapters on new topics. It is the perfect tool for both graduate students and practitioners interested in a field that is fascinating but not immediately accessible without the proper guidance.

Using a combination of thorough research and practical examples, Strategy and Competitiveness in Latin American Markets explains how the concept of the

sustainability frontier that the book develops resolves the long-running debate on whether sustainability requires trade-offs or not.

Healthcare Management Strategy, Communication, and Development Challenges and Solutions in Developing Countries describes the ways in which health services, public health administration, and healthcare policies are managed in developing countries, and how intercultural, intergroup, and mass communication practices weaken development efforts in those countries. The book is suitable for undergraduate students, libraries, and companies involved with government issues, foreign services, public health, third world development, and international business.

This book offers an extensive array of theories that includes all the mainstream theories as well as such contemporary approaches as narrative, feminist, and post-modern. It offers students an integrative framework with which to assess the various theories with respect to possible clinical application. This is not a book that simply lists and describes theories; rather it will compare and contrast them, showing strengths and weaknesses, in a way to help students to apply them flexibly. The book also presents self-reflection exercises throughout to reinforce student understanding of theories and to help them understand their own cognitive and affective relationship to them. In other words, students will be

challenged to understand what it is about their own personalities that will lead them to accept or reject various theoretical perspectives. Finally the book constantly shows the relationship between theory building and diversity. Peter DeJong and Insoo Kim Berg's INTERVIEWING FOR SOLUTIONS features a proven, solutions-oriented approach to basic interviewing that views clients as competent, helps them to visualize the changes they want, and builds on what they are already doing that works. Throughout the book, the authors present models for solution-focused work, illustrated by examples and supported by research. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Thoroughly revised and updated, this fourth edition of Lasserre's popular textbook is a user-friendly introduction to planning and making decisions for businesses on a global scale. It features numerous case studies and examples of established international companies and of SMEs looking to grow their international presence. Global Strategic Management blends academic rigour and a practical approach to provide a comprehensive guide to understanding strategic management in a global environment. Written by a world-renowned professor of strategy and international business from one of the world's leading business schools, this new edition confirms Global Strategic Management as one of the most accessible, engaging texts on the market, one which students find easy to learn from and actually enjoy reading. This fully-updated fourth

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edition includes:

- New and expanded coverage of BRICs, 'born global' firms, Corporate Social Responsibility and the underground economy
- More on e-business and the role of the internet in global business
- A brand new video feature with business leaders explaining the practical implications and implementation of issues covered in the text
- Genuinely global in scope and approach: over 40 mini-cases and examples cover emerging economies in Africa, Latin America and the Far East as well as established firms worldwide
- Perfect balance between theory and the real world of business: numerous up-to-date examples that illustrate principles and support learning throughout

The strong pedagogical framework from the previous edition remains, including:

- Learning objectives
- Mini cases, with questions, and shorter examples
- Summary and key points
- Learning assignments
- Key words – with an end-of-book glossary
- Web resources – providing links to useful websites
- References and further reading

Please visit the companion website at : www.palgravehighered.com/lasserre-gsm-4e for online resources including self-assessment questions, mini-case questions, PowerPoint presentations, and useful weblinks, as well as new video interviews with leading business people across the world. Philippe Lasserre is Emeritus Professor of Strategy at INSEAD, Fontainebleau, France. He is an established authority in the field of international business and strategy, with over forty years' experience in teaching, research and consulting in strategic management and international business. He has authored many books in these areas, and has held visiting professorships in Singapore,

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China, the US and Australia.

A detailed look at how to apply clinical theories to social work practice. Thinking through real-life cases to make connections between theory and practice is a crucial element of social work education. Now in its Second Edition, *Case Studies in Child, Adolescent, and Family Treatment* contains a wide range of cases described in rich detail by practitioners, scholars, and researchers. Chapters represent contexts and approaches across the social work spectrum, so students will get to glimpse into the clinical experience of a full range of professionals. With chapter overviews, case sketches, study questions, and references for further study, this book makes an invaluable reference for social work students. Learning by example is the best way to develop the skill of clinical reasoning. Editors Craig W. LeCroy and Elizabeth K. Anthony—two distinguished scholars in the field of social work—have brought together an impressive roster of contributors who add their unique voices and clinical perspectives into their insightful case descriptions. Organized into five thematic sections, *Case Studies in Child, Adolescent, and Family Treatment, Second Edition* covers the most important areas in social work practice, including: Child welfare and adoption Individual and group treatment School and community settings Family treatment and parent training With the updates in the Second Edition, students will learn the most current lessons in social work practice from a diverse range of scholars, researchers, and practitioners in the field. In contexts ranging from child welfare to homelessness,

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this book provides the critical thinking skills students need to understand how social work theory applies in clinical environments.

The Mechanics of Inhaled Pharmaceutical Aerosols: An Introduction, Second Edition provides a concise, but thorough exposition of fundamental concepts in the field of pharmaceutical aerosols. This revised edition will allow researchers in the field to gain a thorough understanding of the field from first principles, allowing them to understand, design, develop and improve inhaled pharmaceutical aerosol devices and therapies. Chapters consider mechanics and deposition, specifically in the respiratory tract, while others discuss the mechanics associated with the three existing types of pharmaceutical inhalation devices. This text will be very useful for academics and for courses taught at both undergraduate and graduate levels. Because of the interdisciplinary nature of this book, it will also serve a wide audience that includes engineers and scientists involved with inhaled aerosol therapies. Provides a concise, but thorough exposition of fundamental concepts in the field of pharmaceutical aerosols. Allows researchers in the field to gain an up-to-date, thorough understanding of the field from first principles. Introduces the pharmaceutical aerosols field to the many engineers and scientists entering the area.

Central Asian countries play a geostrategic role in world economy and politics. As a result, efforts are being made to establish an effective channel of communication between academic and research institutions, policymakers, government agencies, and

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individuals concerned with the complexities of Asian business, information technologies, sustainable development, and globalization. *Technological Solutions for Sustainable Business Practice in Asia* provides an in-depth analysis on Asian economy, business, and management with a clear international and interdisciplinary approach. This comprehensive resource is beneficial for academics, PhD students, policymakers, and government officials.

This book makes available original case studies on how institutions developed in Singapore. Up until now, these case studies have been used exclusively in Singapore to teach public governance, and have been well-received in the Singapore Civil Service College's milestone programmes. With this publication, more will be able to access this material. Students, researchers and policy-makers can now use these case studies for pedagogy or to derive insights on Singapore's approach on governance. Designed around the theme of "building institutions", the case studies also present facets of how institutions developed which are universal to management studies. These case studies highlight a core aspect in the development of institutions, namely, how people and organisations change the culture of institutions, how leaders influence their organisations, and how policies define the systems that build institutions. The book contains 5 case studies, each profiling a unique sector and key institution in Singapore. They present how public agencies and leaders helped to build Singapore institutions over the last forty years. Although there are more cases studies on management and

strategy than public policy and administration, there is growing interest in Asian case studies, and more specifically, case studies on Singapore public governance. This collection of case studies on Singapore institutions provides the perspective from Singaporean case writers themselves, on the role of government in Singapore's development.

Proceedings of: CSCL 2002 meeting in Boulder, Colorado, January 7-11, 2002.

Based on neuroscience research, this book presents and demonstrates a 'Ten Enablers' model as a framework to help change leaders successfully lead and manage change. It focuses on the execution of change processes within volatile and challenging emerging markets with high growth potential. The book first presents the organizational development and change research on which the model is based, and discusses the basic neuroscience principles. It then introduces a systematic model of the ten enablers, taking readers through the process of change, from considering the ethos prior to embarking on it, including engagement of stakeholders, up to the final phase, where change leaders exit the process or the organization. It highlights this circular process through several step-by-step illustrations, supported by examples from emerging markets. Further, it includes neuroscience research and principles to help leaders understand and manage change in themselves and others. This well-researched and practical book is a valuable resource for students and professionals alike.

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Case method teaching immerses students in realistic business situations?which include incomplete information, time constraints, and conflicting goals. The class discussion inherent in case teaching is well known for stimulating the development of students' critical thinking skills, yet instructors often need guidance on managing that class discussion to maximize learning. Teaching with Cases focuses on practical advice for instructors that can be easily implemented. It covers how to plan a course, how to teach it, and how to evaluate it. The book is organized by the three elements required for a great case-based course: 1) advance planning by the instructor, including implementation of a student contract; 2) how to make leading a vibrant case discussion easier and more systematic; and 3) planning for student evaluation after the course is complete. Teaching with Cases is ideal for anyone interested in case teaching, whether basing an entire course on cases, using cases as a supplement, or simply using discussion facilitation techniques. To learn more about the book, and to see resources available, visit teachingwithcases.hbsp.harvard.edu.

SCOTT (copy 1): From the John Holmes Library collection.

Provides an approach for analyzing, discussing, and writing about cases. This book shows how to classify cases according to analytical task they require (solving a problem, making a decision, or forming an evaluation) and establish a

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base of knowledge about a case. It shows how to talk about cases in class. Globalization, sustainable development, and technological applications all affect the current state of the business sector in Asia. This complex industry plays a vital part in the overall economic, social, and political aspects of this region, as well as on a larger international scale. *Managerial Strategies and Solutions for Business Success in Asia* is an authoritative reference source for the latest collection of research perspectives on the development and optimization of various business sectors across the Asian region and examines their role in the globalized economy. Highlighting pertinent topics across an interdisciplinary scale, such as e-commerce, small and medium enterprises, and tourism management, this book is ideally designed for academics, professionals, graduate students, policy makers, and practitioners interested in emerging business and management practices in Asia.

The most current trends in solution-focused counseling are explored in the latest edition of this updated and expanded text. Dr. Guterman provides a comprehensive and straightforward discussion of solution-focused theory and describes how the model can be used throughout the therapeutic process. Clinical techniques and detailed case studies illustrate counseling with clients experiencing a range of problems, including depression, substance abuse, grief,

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morbid jealousy, and trichotillomania. New chapters and sections in this edition address anxiety, eating disorders, migraine headache, psychosis, spiritual and religious problems, self-injurious behavior, and suicide. Additional features include excerpts of dialogue from actual counseling sessions, sample forms and supplementary materials, and troubleshooting tips for getting unstuck in difficult cases. *Requests for digital versions from ACA can be found on www.wiley.com. *To purchase print copies, please visit the ACA website *Reproduction requests for material from books published by ACA should be directed to permissions@counseling.org.

Non-profit Organizations (NPOs) are the fastest growing organizations in modern society. They exist in a liminal realm between public and private organizations, and because of this, new jurisdictions are created for NPOs. The existence of NPOs is contingent upon their adequacy, and management is a key determining factor as to whether an organization survives. The Handbook of Research on Managerial Solutions in Non-Profit Organizations provides relevant theoretical frameworks and the latest empirical research findings related to the successful management of nonprofits. Providing insights into the best practices and valuable comparisons between strategies in different contexts, this book gives invaluable support for nonprofit managers, policy makers, students, and researchers.

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Particularly in developing economies, there is a need for business alignment with innovation strategy and execution of strategies. The authors demonstrate through real-world examples and case studies how a firm can use innovation at all levels (strategic, functional and operational) to provide benefits to the entire value chain.

Renewable Energy Enterprises in Emerging Markets Strategic and Operational Challenges Routledge

This book highlights the challenges faced by renewable energy enterprises (REEs) in emerging markets, by reflecting on the enterprises' own stories and experiences. Research into REEs has focused largely on successful businesses and business models, and developed markets. With significant opportunities for renewable energy enterprise in emerging markets, this book presents a unique business-level perspective. It highlights the key barriers and outlines the strategic and operational solutions for success articulated by the entrepreneurs themselves. The research draws on interviews with entrepreneurs in twenty-eight emerging markets, including Barbados, Cambodia, Chile, Ghana, Indonesia, India, Kenya, South Africa and Uganda. The book concludes by summarising the key solutions for success and illustrating how successful REEs put them into practice. This book will be of great interest to students and scholars of renewable

energy, sustainable business and the sustainability agenda in emerging markets. Includes bibliographical references and index.

Most studies of doing business at the "bottom of the economic pyramid" focus on viewing the poor as consumers, as micro-entrepreneurs, or as potential employees of local companies. Almost no analysis focuses on the poor as primary producers of agricultural commodities a striking omission given that primary producers are by far the largest segment of the working-age population in developing economies. Making Markets More Inclusive bridges the management literature with original research on agricultural value chains in developing and emerging economies. This exciting work is the first to delve into the skills, capabilities, strategies and approaches needed for inclusive value chain development. McKague shows how NGOs and companies can connect poor producers in developing economies with the right markets to better create social and economic impact. He also analyzes one of the leading agricultural value chain initiatives in the world, which is being replicated by the Bill and Melinda Gates Foundation in several different value chains in Malawi, Tanzania, Ghana, India, and Mali. Want more? Check out these compelling videos, which provide a glimpse into the stories and examples used throughout the book. Video Trailer for Making Markets More Inclusive. Farmer Training. Kallani Rani

increased the productivity of her cows, become a cattle feed seller in her village (Chapter 6), and opened a fresh milk canteen in her local market (Chapter 7). She now trains other women farmers and works to improve opportunities for women in her community (Chapter 5). **Animal Health Care Services.** Asma Husna trained to be an animal health worker with CARE to provide important animal health services and education to local farmers on a fee-for-service basis (Chapter 6). **Cattle Feed Shops.** Fulera Akter started a business as a cattle feed seller after demand for nutritional animal feed grew due to farmers' improved knowledge of nutrition (Chapter 6). **Savings Groups.** Coauthor Muhammad Siddiquee, the Coordinator of Agriculture and Value Chain Programs at CARE Bangladesh, discusses the value of farmer savings groups (Chapter 6). **Milk Collection.** Sarothi Rani became a milk collector to earn an improved income for her family and provide an important service to other dairy farmers in her community (Chapter 7). **Digital Fat Testing.** Introducing digital fat testing machines into the dairy value chain helped reward farmers for making investments in producing higher quality milk, as well as ensuring transparent and timely payments (Chapter 7). **Microfranchising.** Supporting agricultural input shop owners with training, relationships to suppliers, common branding, and standardized customer services improves the productivity of smallholder farmers

and the profitability of shops (Chapter 12). Bangladesh Dairy Value Chain Learning. Reflections from some of the 40 CARE staff from 17 countries who came to Bangladesh to learn from the experience of the dairy value chain project (Chapter 15).

This book develops a spectral theory for the integrable system of 2-dimensional, simply periodic, complex-valued solutions u of the sinh-Gordon equation. Such solutions (if real-valued) correspond to certain constant mean curvature surfaces in Euclidean 3-space. Spectral data for such solutions are defined (following ideas of Hitchin and Bobenko) and the space of spectral data is described by an asymptotic characterization. Using methods of asymptotic estimates, the inverse problem for the spectral data is solved along a line, i.e. the solution u is reconstructed on a line from the spectral data. Finally, a Jacobi variety and Abel map for the spectral curve are constructed and used to describe the change of the spectral data under translation of the solution u . The book's primary audience will be research mathematicians interested in the theory of infinite-dimensional integrable systems, or in the geometry of constant mean curvature surfaces.

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