

ENVS2042: Management 1: Stefano Miraglia

[View Online](#)

[1]

Bartlett, C.A. et al. 2008. Chapter 1: Expanding abroad: motivations, means and mentalities. Transnational management: text, cases, and readings in cross-border management. McGraw-Hill. 1–13.

[2]

Bartlett, C.A. et al. 2008. Chapter 3: Developing transnational strategies: Building layers of competitive advantage. Transnational management: text, cases, and readings in cross-border management. McGraw-Hill. 209–197.

[3]

Bartlett, C.A. et al. 2008. Chapter 4: Developing a transnational organization: Managing integration, responsiveness and flexibility. Transnational management: text, cases, and readings in cross-border management. McGraw-Hill. 349–333.

[4]

Beinhocker, E. et al. 2009. The 10 trends you have to watch. Harvard Business Review. 87, 7 (2009), 55–60.

[5]

Bell, K. 2010. Will the internet destroy us? Harvard Business Review. 88, 12 (2010), 138–139.

[6]

Brady, T. 2004. Building project capabilities: from exploratory to exploitative learning. *Organization Studies*. 25, 9 (Nov. 2004), 1601–1621.
DOI:<https://doi.org/10.1177/0170840604048002>.

[7]

Bryde, D.J. 2003. Project management concepts, methods and application. *International Journal of Operations & Production Management*. 23, 7 (Jul. 2003), 775–793.
DOI:<https://doi.org/10.1108/01443570310481559>.

[8]

Chase, R.B. and Apte, U.M. 2007. A history of research in service operations: What's the big idea? *Journal of Operations Management*. 25, 2 (Mar. 2007), 375–386.
DOI:<https://doi.org/10.1016/j.jom.2006.11.002>.

[9]

Christensen, C.M. et al. 2005. Marketing malpractice: the cause and the cure. *Harvard Business Review*. 83, 12 (2005), 74–83.

[10]

Christopher, M. et al. 2002. *Relationship marketing: creating stakeholder value*. Elsevier Butterworth-Heinemann.

[11]

Cova, B. and Salle, R. 2007. Introduction to the IMM special issue on 'Project marketing and the marketing of solutions' A comprehensive approach to project marketing and the marketing of solutions. *Industrial Marketing Management*. 36, 2 (Feb. 2007), 138–146.
DOI:<https://doi.org/10.1016/j.indmarman.2006.04.008>.

[12]

Daft, R. et al. 2010. Chapter 5: Managing ethics and social responsibility. *Management*. South-Western/Cengage Learning. 161–197.

[13]

Daft, R.L. and Marcic, D. 2013. Human resource management & diversity. Management: the new workplace. South-Western Cengage Learning.

[14]

Daft, R.L. and Marcic, D. 2013. Managerial ethics and corporate social responsibility. Management: the new workplace. South-Western Cengage Learning.

[15]

Davies, A. et al. 2009. Innovation in megaprojects: systems integration at London Heathrow Terminal 5. California Management Review. 51, 2 (2009), 101–125.

[16]

Davies, A. and Brady, T. 2000. Organisational capabilities and learning in complex product systems: towards repeatable solutions. Research Policy. 29, 7–8 (Aug. 2000), 931–953. DOI:[https://doi.org/10.1016/S0048-7333\(00\)00113-X](https://doi.org/10.1016/S0048-7333(00)00113-X).

[17]

Devinney, T.M. 2009. Is the socially responsible corporation a myth? The good, the bad, and the ugly of corporate social responsibility. Academy of Management Perspectives. 23, 2 (2009), 44–56. DOI:<https://doi.org/10.5465/AMP.2009.39985540>.

[18]

van Donk, D.P. and Molloy, E. 2008. From organising as projects to projects as organisations. International Journal of Project Management. 26, 2 (Feb. 2008), 129–137. DOI:<https://doi.org/10.1016/j.ijproman.2007.05.006>.

[19]

Dunn, D. and Yamashita, K. 2003. Microcapitalism and the megacorporation. Harvard Business Review. 81, 8 (2003), 46–54.

[20]

Dutta, S. 2010. What's your personal social media strategy? Harvard Business Review. 88, 11 (2010), 127–130.

[21]

Dwyer, F.R. et al. 1987. Developing buyer-seller relationships. Journal of Marketing. 51, 2 (Apr. 1987). DOI:<https://doi.org/10.2307/1251126>.

[22]

Financial Times: <http://www.ft.com/home/europe>.

[23]

Fournier, S. et al. 1998. Preventing the premature death of relationship marketing. Harvard Business Review. 76, 1 (1998), 42–51.

[24]

Gareis, R. 1991. Management by projects: the management strategy of the 'new' project-oriented company. International Journal of Project Management. 9, 2 (May 1991), 71–76. DOI:[https://doi.org/10.1016/0263-7863\(91\)90062-Z](https://doi.org/10.1016/0263-7863(91)90062-Z).

[25]

Global Corruption Barometer -- 2013: 2013. <https://www.transparency.org/gcb2013/>.

[26]

Goldratt, E.M. et al. 2004. The goal: a process of ongoing improvement. Gower.

[27]

Gummesson, E. 2008. Total relationship marketing. Butterworth-Heinemann.

[28]

Hammer, M. and Stanton, S. How process enterprises really work. *Harvard Business Review*. 77, 6, 108–118.

[29]

Hill, C.W.L. and Hernández-Requejo, W. 2011. Chapter 1: Globalization. *Global business today*. McGraw-Hill Irwin. 2–39.

[30]

Hill, C.W.L. and Hernández-Requejo, W. 2011. Chapter 12: Entering foreign markets. *Global business today*. McGraw-Hill Irwin. 432–411.

[31]

Johnston, R. and Clark, G. 2005. *Services operations management improving services delivery*. Pearson/Prentice Hall.

[32]

Koskela, L. and Ballard, G. 2012. Is production outside management? *Building Research & Information*. 40, 6 (Dec. 2012), 724–737.
DOI:<https://doi.org/10.1080/09613218.2012.709373>.

[33]

Kotler, P. 2013. *Principles of marketing*. Pearson.

[34]

Lane, H.W. et al. eds. 2004. *The Blackwell handbook of global management: a guide to managing complexity*. Blackwell Publishing.

[35]

Levitt, T. 1960. Marketing myopia. *Harvard Business Review*. Jul/Aug. 38, 4 (1960), 45–56.

[36]

Maylor, H. 2010. Project management. Financial Times Prentice Hall.

[37]

Narayandas, D. 2005. Building loyalty in business markets. Harvard Business Review. 83, 9 (2005), 131–139.

[38]

Ofek, E. and Wathieu, L. 2010. Are you ignoring trends that could shake up your business? Harvard Business Review. 88, 7 (2010), 124–131.

[39]

Pine, B.J. 1993. Mass customization: the new frontier in business competition. Harvard Business School Press.

[40]

Porter, M.E. and Kramer, M.R. 2011. Creating shared value. Harvard Business Review. 89, 1 (2011), 62–77.

[41]

Pryke, S. and Smyth, H. 2006. The management of complex projects: a relationship approach. Blackwell Publishing.

[42]

Rugman, A. The myths of globalization. Ivey Business Journal. 66, 1, 64–68.

[43]

Schneider, S.C. and Barsoux, J.-L. 2003. Chapter 7: The international manager. Managing across cultures. Financial Times Prentice Hall. 157–180.

[44]

Skitmore, M. and Smyth, H. 2007. Pricing construction work: a marketing viewpoint. Construction Management and Economics. 25, 6 (Jun. 2007), 619–630.
DOI:<https://doi.org/10.1080/01446190701280710>.

[45]

Slack, N. et al. 2010. Chapter 1. Operations management. Financial Times Prentice Hall.

[46]

Slack, N. et al. 2010. Chapter 2. Operations management. Financial Times Prentice Hall.

[47]

Slack, N. et al. 2010. Chapter 3. Operations management. Financial Times Prentice Hall.

[48]

Slack, N. et al. 2010. Chapter 4. Operations management. Financial Times Prentice Hall.

[49]

Slack, N. et al. 2010. Chapter 16. Operations management. Financial Times Prentice Hall.

[50]

Smyth, H. 2000. Marketing and selling construction services. Blackwell Science.

[51]

Smyth, H. and Edkins, A. 2007. Relationship management in the management of PFI/PPP projects in the UK. *International Journal of Project Management*. 25, 3 (Apr. 2007), 232–240. DOI:<https://doi.org/10.1016/j.ijproman.2006.08.003>.

[52]

Smyth, H. and Fitch, T. 2009. Application of relationship marketing and management: a large contractor case study. *Construction Management and Economics*. 27, 4 (Apr. 2009), 399–410. DOI:<https://doi.org/10.1080/01446190902777365>.

[53]

Söderlund, J. 2004. On the broadening scope of the research on projects: a review and a model for analysis. *International Journal of Project Management*. 22, 8 (Nov. 2004), 655–667. DOI:<https://doi.org/10.1016/j.ijproman.2004.05.011>.

[54]

Stead, W.E. et al. 1990. An integrative model for understanding and managing ethical behavior in business organizations. *Journal of Business Ethics*. 9, 3 (Mar. 1990), 233–242. DOI:<https://doi.org/10.1007/BF00382649>.

[55]

Stearns, P.N. 2011. Chapter 2 : A World history skeleton. *World history: the basics*. Routledge. 17–45.

[56]

Stiglitz, J.E. and et al. 2011. The HBR AGENDA 2011. *Harvard Business Review*. 89, 1 (2011), 47–59.

[57]

The Economist:
<http://search.proquest.com/publication/41716?OpenUrlRefId=info:xri/sid:primo>.

[58]

The Guardian:

<http://search.proquest.com/publication/35249?OpenUrlRefId=info:xri/sid:primo>.

[59]

The Independent:

<http://search.proquest.com/publication/46190?OpenUrlRefId=info:xri/sid:primo>.

[60]

The Times: <http://search.proquest.com/publication/33565?OpenUrlRefId=info:xri/sid:primo>.

[61]

Time:

<http://web.a.ebscohost.com/ehost/command/detail?sid=a328a1ef-eeda-4c92-8033-aff1331c6dc6%40sessionmgr4004&crlhashurl=Login.aspx%253fdirect%253dtrue%2526authtype%253dcookie%252cip%252curl%252cuid%2526db%253dbsu%2526jn%253dTIM%2526scope%253dsite&hid=4112&vid=0&bdata=JkF1dGhUeXBIPWlwLHNoaWlmc2l0ZT1laG9zdC1saXZlJnNjb3BIPXNpdGU%3d#db=bsu&jid=TIM>.

[62]

Turner, J.R. and Müller, R. 2003. On the nature of the project as a temporary organization. *International Journal of Project Management*. 21, 1 (Jan. 2003), 1–8.

DOI:[https://doi.org/10.1016/S0263-7863\(02\)00020-0](https://doi.org/10.1016/S0263-7863(02)00020-0).

[63]

Vargo, S.L. and Lusch, R.F. 2004. Evolving to a new dominant logic for marketing. *Journal of Marketing*. 68, 1 (2004), 1–17.

[64]

Wilson, M. and Lombardi, R. 2001. Globalization and its discontents. *Ivey Business Journal*.

66, 1 (2001).

[65]

Winch, G. 2003. Models of manufacturing and the construction process: the genesis of re-engineering construction. *Building Research & Information*. 31, 2 (Jan. 2003), 107–118. DOI:<https://doi.org/10.1080/09613210301995>.

[66]

Womack, J.P. et al. 2007. *The machine that changed the world: the story of lean production -- Toyota's secret weapon in the global car wars that is revolutionizing world industry*. Simon & Schuster.

[67]

Zadek, S. 2004. The path to corporate responsibility. *Harvard Business Review*. 82, 12 (2004), 125–132.

[68]

2010. Chapter 12: Managing human resources. *Management*. South-Western/Cengage Learning.

[69]

2010. Chapter 13: Managing diversity. *Management*. South-Western/Cengage Learning.

[70]

The American Marketing Association releases new definition for marketing. *US Fed News Service, Including US State News*.