Case Study Google Inc

FOSAD has been one of the foremost educational events established with the goal of disseminating knowledge in the critical area of security in computer systems and networks. Over the years, both the summer school and the book series have represented a reference point for graduate students and young researchers from academia and industry, interested to approach the field, investigate open problems, and follow priority lines of research. This book presents thoroughly revised versions of four tutorial lectures given by leading researchers during three International Schools on Foundations of Security Analysis and Design, FOSAD, held in Bertinoro, Italy, in September 2014, 2015 and 2016. The topics covered in this book include zero-knowledge proof systems, JavaScript sandboxing, assessment of privacy, and distributed authorization.

This timely and engaging text introduces the key topics in White Collar Crime, while providing an overview of both organizational and criminological theory. Throughout the text, Law in the Real World examples and in-depth Case Studies offer the opportunity to apply the theoretical to actual situations. Throughout the text, experienced author Laura Pinto Hansen discusses the cultural and structural reasons for why white collar crime happens, even in the most regulated of industries, including financial markets and medicine. White Collar and Corporate Crime: A Case Study Approach provides the perfect introduction to the world of white collar crime. Professors and students will benefit from: Law in the Real World feature explores both well-known and lesser known examples of white collar crime, providing exposure to a wide variety of crimes in an understandable context. Discussion questions encourage students to analyze these examples in more depth. Case Studies provide an opportunity to dive deeper into a single white collar crime case related to the specific chapter. Broad coverage of a wide range of topics in a readable and engaging style. Chapters include chapter objectives, a glossary of key terms, and chapter summaries to help students understand new concepts. An introductory chapter that familiarizes students with how organizations are supposed to work, in theory, if they plan on functioning within legal boundaries. Coverage of the role of social networks in white collar crime, including its theory and terminology and use in criminal investigations in Chapter 3 Examination of the intersection of cybercrime and white collar crime in Chapter 7 Timely coverage, including the recent impeachment proceedings and effects of COVID-19

This book constitutes the thoroughly refereed proceedings of the 14th International Conference on Metadata and Semantic Research, MTSR 2020, held in Madrid, Spain, in December 2020. Due to the COVID-19 pandemic the conference was held online. The 24 full and 13 short papers presented were carefully reviewed and selected from 82 submissions. The papers are organized in the following tracks: metadata, linked data, semantics and ontologies; metadata and semantics for digital libraries, information retrieval, big, linked, social and open data; metadata and semantics for agriculture, food, and environment, AgroSEM 2020; metadata and semantics for open repositories, research information systems and data infrastructures; digital humanities and digital curation, DHC 2020; metadata and semantics for cultural collections and applications; european and national projects; knowledge IT artifacts (KITA) in professional communities and aggregations, KITA 2020.

The Case Study method of teaching and learning, adopted by business schools and management centres globally, provides an important function in management education, but employing it effectively can often be a challenge. This book provides practical insights, tools and approaches for both case teaching and writing, drawing on perspectives from expert practitioners around the world. This book aims to critically examine different approaches to using case studies in group-based, participant-centred learning environments, exploring good practices for case teaching and learning. It provides guidance for case writers on various approaches to structuring case data, presentational formats, and the use of technology in the construction of different types of cases. It also demonstrates the use of the case method as a tool for assessment, supporting students' own development of cases to showcase good practice in organisations. The final section of this book showcases some of the resources available, providing links and reviews of additional material that can support future case teaching and writing practice, including publication. The Case Study Companion is designed for lecturers using cases within their teaching across all management disciplines, as well as those training for Professional Development and Management Education qualifications. It will also be useful for postgraduate, MBA and Executive Education students wanting to make the most of case studies in their learning and assessments.

Case Studies in Knowledge Management provides rich, case-based lessons learned from several examples of actual applications of knowledge management in a variety of organizational and global settings. A variety of KM issues are explored, including issues associated with building a KMS, organizational culture and its effect on knowledge capture, sharing, re-use, strategy, and implementation of KM initiatives and a KMS. The benefit of focusing on case and action research is that this research provides an extensive and in-depth background and analysis on the subjects, providing readers with greater insight into the issues discussed. THE #1 PROJECT MANAGEMENT CASE STUDIES BOOK NOW FEATURING NEW CASES FROM DISNEY, THE OLYMPICS, AIRBUS, BOEING, AND MORE After on-the-job experience, case studies are the most important part of every project manager's training. This Fifth Edition of Project Management Case Studies features more than one hundred case studies that detail projects at high-profile companies around the world. These cases offer you a unique opportunity to experience, first-hand, project management in action within a variety of contexts and up against some of the most challenging conditions any project manager will likely face. New to this edition are case studies focusing on agile and scrum methodologies. Contains 100-plus case studies from companies that illustrate both successful and not-so-successful project management Represents an array of industries, including medical and pharmaceutical, aerospace, entertainment, sports, manufacturing, finance, telecommunications, and more Features 18 new case studies, including high-profile cases from Disney, the Olympics, Boeing 787 Dreamliner, and Airbus 380 Follows and supports preparation for the Project Management Professional (PMP)® Certification Exam Experienced PMs, project managers in training, and students alike will find this book to be an indispensable resource whether used as a standalone or combined with the bestselling Project Management: A Systems Approach to Planning, Scheduling, and Controlling, 12th Edition. PMI, CAPM, PMBOK, PMP and Project Management Professional are registered marks of the Project Management Institute, Inc. A comprehensive case study of Google Inc. This book provides an in depth review of Google's past 3 years business and financial

accomplishments as well as a relative comparison to key competitors. Specific recommendations are made concerning the competitive environment and strategic directions Google should focus on to capitalize of emerging opportunities.
"This book is designed to be a platform for the most significant educational achievements by teachers, school administrators, and local associations that have worked together in public institutions that range from primary school to the university level"--Provided by publisher.
A powerful argument for new laws and policies regarding cyber-security, from the former US Secretary of Homeland Security. The most dangerous threat we-individually and as a society-face today is no longer military, but rather the increasingly pervasive exposure of our personal information; nothing undermines our freedom more than losing control of information about ourselves. And yet, as daily events underscore, we are ever more vulnerable to cyber-attack. In this bracing book, Michael Chertoff makes clear that our laws and policies surrounding the protection of personal information, written for an earlier time, need to be completely overhauled in the Internet era. On the one hand, the collection of data-more widespread by business than by government, and impossible to stop-should be facilitated as an ultimate protection for society. On the other, standards under which information can be inspected, analysed or used must be significantly tightened. In offering his compelling call for action, Chertoff argues that what is at stake is not only the simple loss of privacy, which is almost impossible to protect, but also that of individual autonomy-the ability to make personal choices free of manipulation or coercion. Offering colourful stories over many decades that illuminate the three periods of data gathering we have experienced, Chertoff explains the complex legalities surrounding issues of data collection and dissemination today and charts a forceful new strategy that balances the needs of government, business and individuals alike.
Corporations are spying on you more than government spies ever could. Just follow the money to find out how and why. Corporations can often predict what you will do next, detect subtle changes in your mood, and essentially know what you're thinking about. Development of behavioral biometrics accelerated after 9/11. Some of the research and development was funded by the government to identify potential terrorists and protect the public. However, these technologies are now used by corporations to trample your privacy, practically read your mind, and manipulate you to enhance their profits. Verify the facts yourself. This book contains over two hundred references, including court documents, patents, official government documents, and many other sources. You can do many things to protect yourself. With your help, this book can do for Internet privacy what Ralph Nader's Unsafe at Any Speed did for automobile safety.
This proceedings volume highlights cutting-edge approaches for contemporary issues evolved in strategic marketing and the integration of theory and practice. It focuses on strategic research and innovative activities in marketing that can be used in everyday operations. The contributions have been divided into eight sections, grouping emerging marketing technologies together in a close examination of practices, problems and trends. The first section examines management challenges which influence societies, cultures, networks, organizations, teams, and individuals. It emphasizes ways business processes foster innovation and facilitate management transitions from dominant structures to more evolutionary, developmental paradigms. The second section discusses the benefits and guidelines to implementation of green marketing strategies. The following section pursues new perspectives of the role of location in marketing and its impact on consumer well-being. The next section explores the impacts of user generated content (UGC) on marketing theories and practice, which is followed by a section identifying how market-based assets can contribute to a sustainable competitive advantage. The sixth section covers understanding consumer perception to make marketing decisions. The final sections promote the use of business informatics and modeling in marketing and

also the development of integrating information management in ways that change how people use information to engage in knowledge focused activities. The papers from the proceedings of the 6th International Conference on Strategic Innovative Marketing (IC-SIM 2017) have been written by scientists, researchers, practitioners and students that demonstrate a special orientation in strategic marketing, all of whom aspire to be ahead of the curve based on the pillars of innovation. This proceedings volume shares their recent contributions to the field and showcases their exchange of insights on strategic issues in the science of innovation marketing.

Seminar paper from the year 2016 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, EBC University Dusseldorf, language: English, abstract: Forming new businesses, entering new markets, and increasing organizational effectiveness, occurs through the innovation and transformation processes. Corporations must be able to adapt and evolve, if they wish to survive. The ability to innovate is a source of sustainable competitive advantage. However, how is it possible for a company to breed innovation into the very bones of an organization, so that it becomes an ongoing, managed phenomenon? Is innovative thinking independent of external circumstances? Or, is there any method to its creativity? And what would an innovation model look like? The importance of innovation in regards to a businesses value is, without a doubt, the most meaningful and perhaps most essential aspect of a company. Innovation pays dividends for shareholders it drives growth and differentiation, motivates employees, opens new markets and captures customers' attention, all while using much lower advertising budgets. One company that has clearly done something right in the past is Google. This company is a symbol for integrative IT-infrastructures and restructuring business architecture through: experimentation, improvisation, analytical decision making, participative product development, and other noteworthy modes of innovation. It uses an evaluation of ideas with an admittedly chaotic ideation process and a set of accurate, data-driven methods. Google's culture fascinates even the brightest technical expertise. It has developed or acquired an array of new offerings to augment the core search product. Its expansion, profitability, and shareholder equity, are at unmatched levels. It has been the designer, or a leading exponent of new paths to business and management innovation. These are the main reasons why Google is a great allegory of innovation and a prof"

Over the past decade financial service innovations have contributed to a completely new way in which customers can bank, threatening the status quo of traditional retail banks, and redefining a banking model which has been in place for generations. These new technological advancements have facilitated the rapid emergence of digital banking firms and FinTech companies, leading to established banks being forced to swiftly increase their pace of digital adoption to stay relevant and stop mass client attrition to these agile financial start-ups. These threats come at an inopportune time for banks due to mature markets currently experiencing stagnant growth. This coupled with decreasing profit margins due to the competitive pricing of new entrants, and financial customer loyalty becoming ever increasingly more tenuous. [Knowledge, Organizational Evolution, and Market Creation] presents an integrative framework for understanding organizational change in emerging economies. . . the book distills a tremendous amount of research relevant for understanding the culture of business in India. . . This book is important for its contribution to the literature on the rise of Indian business and economy. It has a wide reaching theoretical scope and makes significant linkages with cognitive, behavioral and cultural theories. . . Ms. Surie s research on Indian firms thus presents a rare glimpse into the organizational and economic forces that are globalizing Indian industry from steel to software. Dinesh Sharma, Far Eastern Economic Review An astute study that especially focuses on the invaluable qualities of entrepreneurship and distributive innovation. . . . Exhaustively researched, and featuring appendices packed with additional tables and statistics of hard data, Knowledge, Organizational Evolution, and Market Creation is especially recommended for college library business and economic studies shelves. Midwest Book Review

The Economics Shelf India has become a global economic powerhouse and Sud de Surie offers in this book the first systematic analysis of the global spread of Indian businesses. She skillfully maps the foreign expansion of Indian firms in five different industries, from steel, automotive components and machinery to software and biotechnology, showing that economic, political and cultural factors need to be present in order for companies to internationalize successfully. This book sets a new standard for research on international business. It is essential reading for those interested in the increasing role of emerging companies in global competition. Mauro F. Guillén, University of Pennsylvania, US Where do new multinationals come from? How do firms in developing economies become global players? Gita Sud de Surie provides new perspectives on internationalization and the multinational corporation by focusing on firms in emerging markets rather than established multinationals in industrialized economies. She shows that firms in developing countries are not passive recipients of technology; rather, the attempt to absorb new technologies builds capabilities and generates new aspirations propelling them from being adopters of technology to innovators and participants in the global knowledge economy. Knowledge, Organizational Evolution, and Market Creation documents the emergence of the Indian multinational by looking at data from firms in the old economy, such as those in manufacturing, steel-making, automotive components and heavy machinery and the new economy such as software and biotechnology. The author provides insights on knowledge transfer, innovation and capability building processes through in-depth case studies in these industries and suggests that both entrepreneurship and distributed innovation are critical for the growth of firms globally. This book will be valuable for scholars in international management, business policy and strategy, organization and management theory, economic sociology and history and technology and innovation management. Analysts, consultants and executives will find many useful insights in this book as well.
The code of conduct for a leading tech company famously says "Don't Be Evil." But what exactly is evil? Is it just badness by another name--the shadow side of good? Or is it something more substantive--a malevolent force or power at work in the universe? These are some of the ontological questions that philosophers have grappled with for centuries. But evil also raises perplexing epistemic and psychological questions. Can we really know evil? Does a victim know evil differently than a perpetrator or witness? What motivates evil-doers? Satan's rebellion, Iago's machinations, and Stalin's genocides may be hard to understand in terms of ordinary reasons, intentions, beliefs, and desires. But what about the more "banal" evils performed by technocrats in a collective: how do we make sense of Adolf Eichmann's self-conception as just an effective bureaucrat deserving of a promotion? Evil: A History collects thirteen essays that tell the story of evil in western thought, starting with its origins in ancient Hebrew wisdom literature and classical Greek drama all the way to Darwinism and Holocaust theory. Thirteen interspersed reflections contextualize philosophical developments by looking at evil through the eyes of animals, poets, mystics, witches, librettists, film directors, and even a tech product manager. Evil: A History will enlighten readers about one of the most alluring and difficult topics in philosophy and intellectual life, and will challenge their assumptions about the very nature of evil.
This book will help readers comprehend technical and policy elements of telecommunication particularly in the context of 5G. It first presents an overview of the current research and standardization practices and lays down the global frequency spectrum allocation process. It further lists solutions to accommodate 5G spectrum requirements. The readers will find a considerable amount of information on 4G (LTE-Advanced), LTE-Advance Pro, 5G NR (New Radio); transport network technologies, 5G NGC (Next Generation Core), OSS (Operations Support Systems), network deployment and end-to-end 5G network architecture. Some details on multiple network elements (end products) such as 5G base station/small cells and the role of semiconductors in telecommunication are also provided. Keeping trends in mind, service delivery mechanisms along with state-of-the-art services such as MFS (mobile financial services), mHealth (mobile health) and IoT (Internet-

of-Things) are covered at length. At the end, telecom sector's burning challenges and best practices are explained which may be looked into for today's and tomorrow's networks. The book concludes with certain high level suggestions for the growth of telecommunication, particularly on the importance of basic research, departure from ten-year evolution cycle and having a 20–30 year plan. Explains the conceivable six phases of mobile telecommunication's ecosystem that includes R&D, standardization, product/network/device & application development, and burning challenges and best practices Provides an overview of research and standardization on 5G Discusses solutions to address 5G spectrum requirements while describing the global frequency spectrum allocation process Presents various case studies and policies Provides details on multiple network elements and the role of semiconductors in telecommunication Presents service delivery mechanisms with special focus on IoT

Linkage between Google Inc. human resource management and its organisational objectives is studied in this case study. With detailed sections on google's hiring practices, employee performance measurement, flexible working culture, employee well-being and backed by extensive referenced research, this case study provides a well-balanced view on google's Human Resource Management and its linkage with its organisational strategy. The co-relation between strategy and Human Resource Management, certainly a winning factor for Google, is studied from newer perspectives. Read the case to find out the success factors.

This book is a case study, analyzing Google, Inc. in 2010, for Lewis University. The authors look at the Code of Conduct, Board of Directors, Industry Analysis, Key Financial Ratios, SWOT analysis, TOWS matrix, Key Financial Ratios, Boston Consulting Matrix, Risk Factors, Alternatives, and Implementation.

Recognized as one of the most cited methodology books in the social sciences, the Sixth Edition of Robert K. Yin's bestselling text provides a complete portal to the world of case study research. With the integration of 11 applications in this edition, the book gives readers access to exemplary case studies drawn from a wide variety of academic and applied fields. Ultimately, Case Study Research and Applications will guide students in the successful design and use of the case study research method. New to this Edition Includes 11 in-depth applications that show how researchers have implemented case study methods successfully. Increases reference to relativist and constructivist approaches to case study research, as well as how case studies can be part of mixed methods projects. Places greater emphasis on using plausible rival explanations to bolster case study quality. Discusses synthesizing findings across case studies in a multiple-case study in more detail Adds an expanded list of 15 fields that have text or texts devoted to case study research. Sharpens discussion of distinguishing research from non-research case studies. The author brings to light at least three remaining gaps to be filled in the future: how rival explanations can become more routinely integrated into all case study research; the difference between case-based and variable-based approaches to designing and analyzing case studies; and the relationship between case study research and qualitative research.

The Routledge Handbook of Developments in Digital Journalism Studies offers a unique and authoritative collection of essays that report on and address the significant issues and focal debates shaping the innovative field of digital journalism studies. In the short time this field has grown, aspects of journalism have moved from the digital niche to the digital mainstay, and digital innovations have been 'normalized' into everyday journalistic practice. These cycles of disruption and normalization support this book's central claim that we are witnessing the emergence of digital journalism studies as a discrete academic field. Essays bring together the research and reflections of internationally distinguished academics, journalists, teachers, and researchers to help make sense of a reconceptualized journalism and its effects on journalism's products, processes, resources, and the relationship between journalists and their audiences. The handbook also discusses the

complexities and challenges in studying digital journalism and shines light on previously unexplored areas of inquiry such as aspects of digital resistance, protest, and minority voices. The Routledge Handbook of Developments in Digital Journalism Studies is a carefully curated overview of the range of diverse but interrelated original research that is helping to define this emerging discipline. It will be of particular interest to undergraduate and postgraduate students studying digital, online, computational, and multimedia journalism.

Students in the sciences, economics, social sciences, and medicine take an introductory statistics course. And yet statistics can be notoriously difficult for instructors to teach and for students to learn. To help overcome these challenges, Gelman and Nolan have put together this fascinating and thought-provoking book. Based on years of teaching experience the book provides a wealth of demonstrations, activities, examples, and projects that involve active student participation. Part I of the book presents a large selection of activities for introductory statistics courses and has chapters such as 'First week of class'-- with exercises to break the ice and get students talking; then descriptive statistics, graphics, linear regression, data collection (sampling and experimentation), probability, inference, and statistical communication. Part II gives tips on what works and what doesn't, how to set up effective demonstrations, how to encourage students to participate in class and to work effectively in group projects. Course plans for introductory statistics, statistics for social scientists, and communication and graphics are provided. Part III presents material for more advanced courses on topics such as decision theory, Bayesian statistics, sampling, and data science.

This paper examines the role of intellectual property and other innovation incentives in the development of one field of breakthrough innovation: nanotechnology. Because nanotechnology is an enabling technology across a wide range of fields, the nanotechnology innovation ecosystem appears to be a microcosm of the global innovation ecosystem. Part I describes the nature of nanotechnology and its economic contribution, Part II explores the nanotechnology innovation ecosystem, and Part III focuses on the role of IP systems in the development of nanotechnology.

The dual goal of the "Handbook in Information Systems" is to provide a reference for the diversity of research in the field by scholars from many disciplines, as well as to stimulate new research. This volume, focusing on Information Assurance, Security and Privacy Services, consists of six sections. In the first part contributors discuss Program Security, Data Security and Authentication, while the second section covers Internet Scourges and Web Security. Parts two and three concentrate on Usable Security and Human-Centric Aspects, along with Security, Privacy and Access Control whereas the final sections of the book examine Economic Aspects of Security, and Threat Modeling, Intrusion and Response.

Problems in Contract Law: Cases and Materials, offers a balance of traditional and contemporary cases that reflect the development and complexity of contract law. Explanatory notes and text place classic and contemporary cases in their larger legal context. Questions and problem exercises bridge theory and practice. Adaptable for instructors with different teaching techniques, this successful book includes various perspectives and contractual settings and offers a highly intelligent, contemporary treatment of contract law. It can easily be used in teaching by traditional case analysis, through problem-based instruction, or using theoretical inquiry.

The relationship between economy, finance and society has become opaque. Quantum leaps in complexity and scale have turned this deeply interdependent web of relations into an area of incomprehensible abstraction. And while the economization of life has come under widespread critique, inquiry into the political potential of representational praxis is more crucial than ever. This volume explores ethical, aesthetic and ideological dimensions of economic representation, redressing essential questions: What are the roles of mass and new

media? How do the arts contribute to critical discourse on the global techno-economic complex? Collectively, the contributions bring theoretical debate and artistic intervention into a rich exchange that includes but also exceeds the conventions of academic scholarship.
Scholarly Research paper from the year 2007 in the subject Business economics - General, grade: 1,3, Heilbronn Business School, 16 entries in the bibliography, language: English, comment: Theorien Organizational Behaviour in der Anwendung bei Unternehmen. Einbezug von Leadership Theorien und Gruppentheorien., abstract: Google is a high tech company with amazing growth rates. Inherent with its growth Google has to face challenges. In the following essay the personality of the founders of Google and the company is highlighted. Consequently the required personality of the candidates for employment at Google is explored. Furthermore the present selection process so far is in focus. This research results in the answer of a best case selection process. Besides these themes the future development of Googles Corporate Culture and Structure affected by the enormous growth of the company is brought forward. The essay ends with a comparison of Google with the German High Tech company SAP which had a similar development 20 years earlier. Thereby the structure of the work is divided into a theoretical part, in which the up to date theories are applied onto Google. In the practical part a forecast of the Google development for the future is made.
Situating privacy within the context of political philosophy, this book highlights the way in which struggles concerning the meaning of privacy have always been political. Different conceptions of privacy are here shown to involve diverse assumptions about ontology: our conceptions of self, culture, society and communication. Privacy theory's debt to Locke, Kant or Mill, and what is at stake in their conceptual frameworks, is examined. The extent to which the term "privacy" has been used to the detriment of - and to create - weaker parties in marriage, in the workplace and now as citizens (or non-citizens) and consumers, as well as employees, is also demonstrated. In contrast, Janice Richardson pursues the relevance of Floridi's philosophy of information, before turning to her application of Spinoza, the philosopher of communication, in order to outline a more useful framework through which to think about privacy today. The book will be of interest to those working in political philosophy, feminist philosophy, law, the philosophy of information, sociology, media, and cultural studies.
Case study - Lewis University
Designing case studies - Conducting case studies : preparing for data collection - Conducting case studies : collecting the evidence - Analyzing case study evidence - Reporting case studies.
Grounded in financial statements, Financial Accounting allows accountants to see not only the impact of financial transactions in financial statements, but also the impact of transactions on overall business decisions. The eighth edition offers new elements designed to sharpen Pratt's economic decision-making foundation with a more timely, real-world focus. Up-to-date, expanded, and detailed IFRS coverage is now included. The SEC 2014 roadmap is explored in all chapters. Comprehensive coverage of real-world financial crisis issues is presented. Accountants will also find more discussions on the increasing role of management's assessment of internal controls over financial reporting.
Linking HRM and Organizational Objectives: Google Inc. Case Study
Dieses Werk befasst sich mit der Bearbeitung von Case Studies, wie sie für die betriebswirtschaftliche Aus- und Weitebildung an internationalen Business Schools, beispielsweise der weithin bekannten Harvard Business School, typisch sind. An "klassischen" deutschen Universitäten und Fachhochschulen finden solche Case Studies vom "Harvard-Typ" nur zögerlich Einsatz. Insbesondere fehlt es im deutschsprachigen Raum an einschlägigen Fach- und Lehrbüchern, die sich mit der Bearbeitung solcher Case Studies in wirtschaftswissenschaftlichen Lehrveranstaltungen intensiv befassen. Das hier vorgelegte Werk zielt darauf ab, diese Lücke zu schließen. In

erster Linie wendet sich dieses Werk an die Zielgruppe von Studierenden der Betriebswirtschaftslehre und "benachbarter" wirtschaftswissenschaftlicher Studiengänge, wie etwa Wirtschaftsinformatik, Volkswirtschaftslehre, Medizinmanagement und Lehramt mit wirtschaftswissenschaftlicher Ausrichtung. Als zweite Zielgruppe sollen sich auch Hochschulabsolventen angesprochen fühlen, die sich anlässlich ihres Übergangs in das Berufsleben auf Assessment Center vorbereiten möchten, in denen heutzutage immer öfter die Bearbeitung und Präsentation "kleiner" Case Studies verlangt wird. Eine dritte Zielgruppe bilden "Profis" aus der betrieblichen Praxis, die sich - beispielsweise in Unternehmensberatungen - auch in ihrer täglichen Arbeit mit komplexen Case Studies auseinandersetzen.

Useful for undergraduate and graduate students of international business, this work features coverage of the Asian financial crisis and the European Union. Its treatment of such topics as foreign exchange, international trade policy, and economic development introduces students to techniques for analyzing national economies.

While Excel remains ubiquitous in the business world, recent Microsoft feedback forums are full of requests to include Python as an Excel scripting language. In fact, it's the top feature requested. What makes this combination so compelling? In this hands-on guide, Felix Zumstein--creator of xlwings, a popular open source package for automating Excel with Python--shows experienced Excel users how to integrate these two worlds efficiently. Excel has added quite a few new capabilities over the past couple of years, but its automation language, VBA, stopped evolving a long time ago. Many Excel power users have already adopted Python for daily automation tasks. This guide gets you started. Use Python without extensive programming knowledge Get started with modern tools, including Jupyter notebooks and Visual Studio code Use pandas to acquire, clean, and analyze data and replace typical Excel calculations Automate tedious tasks like consolidation of Excel workbooks and production of Excel reports Use xlwings to build interactive Excel tools that use Python as a calculation engine Connect Excel to databases and CSV files and fetch data from the internet using Python code Use Python as a single tool to replace VBA, Power Query, and Power Pivot

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