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**KEY=MEDIUM - EWING FIELDS**

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## Small and Medium-Sized Enterprises in International Economic Law

Oxford University Press International economic law, with its traditional focus on large multinational enterprises, is only slowly waking up to the new reality of small and medium-sized enterprises (SMEs), entering the global marketplace. In the wake of the digital revolution, smaller companies now play an important role in the global economic landscape. In 2015 the UN expressly called for SMEs to have greater access to international trade and investment, and it is increasingly recognized that the integration of SMEs provides one of the keys to creating a more sustainable and inclusive global economy. As SMEs increasingly permeate transnational supply chains, so interactions between these companies and international economic law and policy proliferate. Small and Medium-sized Enterprises in International Economic Law offers the first comprehensive analysis of the interaction between SMEs and international economic law. This book presents a broad international perspective,

gathering together contributions by leading experts from academia, legal practice, and international organizations. It opens up a field of enquiry into this so far unexplored dynamic and provide a touchstone for future debate. The analysis covers a broad spectrum of international trade and investment law focusing on issues of particular interest to SMEs, such as trade in services, government procurement, and trade facilitation. Diverse perspectives illuminate regional developments (in particular within the EU) and the implications of mega-regional free trade agreements. The essays also examine questions of legitimacy of global economic governance; in particular, concerns surrounding the threat posed to the interests of domestic SMEs by the growing liberalization of international trade and investment. These essays constitute essential reading for practitioners and academics seeking to navigate a previously neglected trend in international economic law.

## Financing Small and Medium-Sized Enterprises in Asia and the Pacific Credit Guarantee Schemes

Asian Development Bank Small and medium-sized enterprises (SMEs) are widely regarded as the backbone of economies and make a unique contribution to gross domestic product, exports, and employment. Yet, SMEs face multiple challenges in gaining access to finance that can fuel their growth. This publication scrutinizes the multiple factors affecting SMEs' access to finance and the impact of credit guarantee schemes (CGSs), examines country case studies from across the globe, and highlights the financial and economic additionality of CGSs when they are rigorously setup. To support Asia and Pacific economies, the publication suggests operational policy recommendations for the key priority areas of CGSs, focusing on legal and regulatory setup, corporate governance, services offered, risk management, and monitoring.

## The Routledge Companion to International Entrepreneurship

Routledge The domain of international entrepreneurship has continued to gain momentum in an era that sees entrepreneurship and globalization as critical issues in the world of business. Given the flourish of new research in this area, there is a need to provide an up-to-date perspective on the field and its future. This volume draws together a team of experts purposely selected from both the entrepreneurship and international business fields to present a comprehensive resource on the cutting-edge conversations within international entrepreneurship. This prestigious reference book will offer students and researchers an introduction to leading scholarship in international entrepreneurship and also serve as a catapult for future research.

# Accounting and Auditing Practices in Africa

AFRICAN SUN MeDIA This book comprises nine chapters drawn from the papers presented at the fourth annual conference of the African Accounting and Finance Association which took place in Somerset West, South Africa in 2014. The chapters address a number of aspects of accounting, ranging from the adoption of IFRS for SMEs in Africa, the compliance by SMEs with IFRS for SMEs in Ghana, the provision of finance to small businesses, drivers of corporate failures, financial regulations, the audit of casinos, the auditors' report and investment decisions, the role of government audit committees, and audit fees and audit quality.

# An Alternative Philosophy of Development

## From Economism to Human Well-being

Taylor & Francis While development has been the foremost agenda before successive governments in India, it has been viewed narrowly - from the perspective of economic development and particularly in terms of gross domestic product (GDP). This book questions such an approach. It breaks from the conventional wisdom of GDP growth as being a definitive measure of the success of a country's policies and offers an alternative development philosophy. The author contends that people's economic and social welfare, life satisfaction, self-fulfilment and happiness should be treated as indicators of real development. The book underlines that in a successful model of development, the country's economic policies will have to synergize with its cultural ethos and that the objective of development should be gross national happiness and well-being of the people. This book will be useful to scholars and researchers of development studies, economics, public policy and administration, governance, political science and sociology, as well as to policymakers.

# World Youth Report

## Youth and the 2030 Agenda for

# Sustainable Development

United Nations This biennial flagship report examines and provides insights into the role of young people in sustainable development in the context of the implementation of the 2030 Agenda and related frameworks, including the World Programme of Action for Youth (WPAY). It delves into the role the 2030 Agenda can play in enhancing youth development efforts, including how evidence-based youth policies can help accelerate youth-related objectives. The Report includes an annex with data concerning young people at the global and regional levels for Sustainable Development Goals indicators as well as WPAY indicators.

## Edge of Chaos

# Why Democracy Is Failing to Deliver Economic Growth-and How to Fix It

Basic Books From an internationally acclaimed economist, a provocative call to jump-start economic growth by aggressively overhauling liberal democracy Around the world, people who are angry at stagnant wages and growing inequality have rebelled against established governments and turned to political extremes. Liberal democracy, history's greatest engine of growth, now struggles to overcome unprecedented economic headwinds--from aging populations to scarce resources to unsustainable debt burdens. Hobbled by short-term thinking and ideological dogma, democracies risk falling prey to nationalism and protectionism that will deliver declining living standards. In *Edge of Chaos*, Dambisa Moyo shows why economic growth is essential to global stability, and why liberal democracies are failing to produce it today. Rather than turning away from democracy, she argues, we must fundamentally reform it. *Edge of Chaos* presents a radical blueprint for change in order to galvanize growth and ensure the survival of democracy in the twenty-first century.

# Advances in Creativity, Innovation, Entrepreneurship and Communication of Design

## Proceedings of the AHFE 2021

# Virtual Conferences on Creativity, Innovation and Entrepreneurship, and Human Factors in Communication of Design, July 25-29, 2021, USA

Springer Nature This book brings together experts from different areas to show how creativity drives design and innovation in different kind of businesses. It presents theories and best practices demonstrating how creativity generates technological invention, and how this, combined with entrepreneurship, leads to business innovation. It also discusses strategies to teach entrepreneurial competencies and support business developments, including aspects such as corporate social responsibility and sustainability. Moreover, the book discusses the role of human factors in understanding, communicating with and engaging users, reporting on innovative approaches for product design, development, and branding. It also discusses applications in education and well-being. Based on the AHFE 2021 Conferences on Creativity, Innovation and Entrepreneurship, and Human Factors in Communication of Design, held virtually on July 25-29 July, 2021, from USA, the book addresses a broad audience of business innovators, entrepreneurs, designers, and marketing and communication experts alike.

## Visual Ethics

Emerald Group Publishing This volume includes six varied contributions to the study of visual ethics in organizations. The implications of our visual world for organizational life and personal behaviour have received scant research attention. This volume sets out to address that lack of research.

## Introduction to Globalization and Business

## Relationships and Responsibilities

SAGE What is globalization? How have the world economies changed in recent years? What impact do these changes have on business and management practice? Through creative use of examples, case studies and exercises from organizations worldwide, this book demonstrates the many levels at which globalization impacts on contemporary businesses, society and organizations and elucidates the ways in

which different globalization trends and factors interrelate. Focusing on an integrated approach to understanding the effects of global trends such as new technologies, new markets, and cultural and political changes, the book enables students to understand the wider implications of globalization and apply this to their study and comprehension of contemporary business and management. Each chapter: - opens with a short and current case which introduces the key concepts covered in that chapter - provides an overview of chapter objectives to allow the student to navigate easily - illustrates the chapter concepts with useful boxed examples - concludes with a review of the key chapter concepts learnt - provides a series of review and discussion questions - offers 'Global Enterprise Project' assignments for applying course concepts to the same company - gives up-to-date references from many sources to direct student's further reading. Students can access the companion website which includes additional material in support of each chapter of the book by clicking on the 'companion website' logo above.

## Data Mining Applications for Empowering Knowledge Societies

IGI Global Presents an overview of the main issues of data mining, including its classification, regression, clustering, and ethical issues. Provides readers with knowledge enhancing processes as well as a wide spectrum of data mining applications.

## Encyclopedia of Decision Making and Decision Support Technologies

IGI Global As effective organizational decision making is a major factor in a company's success, a comprehensive account of current available research on the core concepts of the decision support agenda is in high demand by academicians and professionals. Through 110 authoritative contributions by over 160 of the world's leading experts the Encyclopedia of Decision Making and Decision Support Technologies presents a critical mass of research on the most up-to-date research on human and computer support of managerial decision making, including discussion on support of operational, tactical, and strategic decisions, human vs. computer system support structure, individual and group decision making, and multi-criteria decision making.

## Organization Design

# Simplifying complex systems

Routledge A well-designed organization is an effective organization. Decisions about organization design determine the shape and form of the organization - not only the reporting structure and authority relations, but also the number and size of sub-units and the interfaces between the sub-units. Indirectly, such decisions affect individual productivity as well as the organization's ability to attain strategic goals.

Organization Design equips the reader with advanced tools and frameworks, based on both research and practical experience, for understanding and re-designing organizations. Particular emphasis is placed on how one can improve effectiveness by simplifying complex roles, processes, and structures. Readers will find thorough conceptual explanations combined with examples from different industries. This updated second edition includes a new chapter about traditional organizational forms, and is complemented by a companion website. This textbook will be essential reading for students, scholars, and practitioners.

# Sustainability Accounting and Reporting

Springer Science & Business Media This is the fourth in a series publishing the best contributions on environmental management accounting (EMA) from around the world. This volume brings together international examples of leading thinking and practice in this rapidly developing area. This is the most comprehensive volume to date covering theory, practice and case studies on sustainability accounting and reporting. It covers tools, frameworks, concepts as well as case studies and empirical analysis.

# Implementing Climate Change Adaptation in Cities and Communities

# Integrating Strategies and Educational Approaches

Springer This book analyzes how climate change adaptation can be implemented at the community, regional and national level. Featuring a variety of case studies, it illustrates strategies, initiatives and projects currently being implemented across the world. In addition to the challenges faced by communities, cities and regions seeking to cope with climate change phenomena like floods, droughts and other extreme

events, the respective chapters cover topics such as the adaptive capacities of water management organizations, biodiversity conservation, and indigenous and climate change adaptation strategies. The book will appeal to a broad readership, from scholars to policymakers, interested in developing strategies for effectively addressing the impacts of climate change.

## International Business

### Themes and Issues in the Modern Global Economy

Routledge This new edition of International Business examines the impact of globalization on key aspects of the business environment. It offers a comprehensive overview of this phenomenon that is altering corporate strategy fundamentally, critiquing the complexities of globalization and its impact on international business. International Business offers a holistic examination of the processes that influence the evolution of strategy in the modern global economy. It is divided into three sections: impact of globalization: how globalization has driven the processes of regional integration and the emergence of transnational governance structures environmental drivers: how international strategy is shaped and the emergence of internationalized businesses resource issues: how resources can determine success in the global economy or impede firm evolution. Featuring a wealth of new case studies, updated pedagogy and a fresh new design, this new textbook will prove essential reading for all those studying international business. A companion website provides additional material for lecturers and students alike: [www.routledge.com/textbooks/9780415437646](http://www.routledge.com/textbooks/9780415437646).

### Development in Eastern Europe and the South Caucasus Armenia, Azerbaijan, Georgia, Republic of Moldova and Ukraine

### Armenia, Azerbaijan, Georgia, Republic of Moldova and Ukraine

OECD Publishing The studies contained in this volume demonstrate that despite the economic crisis, there still is much potential in this region and that the measures that need to be taken to realise that potential are feasible and affordable.

# Service Innovation Management

Emerald Group Publishing

## Muslim Democratic Parties in the Middle East

## Economy and Politics of Islamist Moderation

Indiana University Press A.Kadir Yildirim and other scholars have used the term "Muslim Democrat" to describe moderate Islamist political parties, suggesting a parallel with Christian Democratic parties in Europe. These parties (MDPs) are marked by their adherence to a secular political regime, normative commitment to the rules of a democratic political system, and the democratic political representation of a religious identity. In this book, Yildirim draws on extensive field research in Turkey, Egypt, and Morocco to examine this phenomenon and assess the interaction of economic and political factors in the development of MDPs. Distinguishing between "competitive [economic] liberalization" and "crony liberalization," he argues that MDPs are more likely to emerge and succeed in the context of the former. He summarizes that the broader implication is that the economic liberalization models adopted by governments in the region in the wake of the Arab Spring have significant implications for the future direction of party systems and democratic reform.

## Sustaining Growth and Performance in East Asia

## The Role of Small and Medium Sized Enterprises

Edward Elgar Publishing This third book in the series focuses on how small and medium sized enterprises (SMEs) contribute to achieving and sustaining growth and performance in their economies, as well as the ways in which governments can assist and enhance that contribution. This is of particular concern given the trauma suffered by East Asian economies in the wake of the financial and economic crisis of 1997-98. Faced with the need to restructure and reform their economies and thereby achieve a firm foundation for future sustainable growth, many East Asian countries

actively pursued SME growth, focusing on the encouragement of entrepreneurialism in the private sector. Drawing on the insights of a wide range of SME experts, the book provides a broad coverage of important aspects of SMEs, including: the contribution of micro-enterprises to economic recovery and poverty alleviation measurement and evaluation issues managing knowledge development ethical values in SMEs the internationalisation process entry mode decisions in export markets technological sourcing and use of the Internet. Presenting a contemporary analysis of SME developments in East Asia, both academics and policymakers will find Sustaining Growth and Performance in East Asia of great interest.

## Handbook of Research on Social and Organizational Dynamics in the Digital Era

IGI Global Technology in the world today impacts every aspect of society and has infiltrated every industry, affecting communication, management, security, etc. With the emergence of such technologies as IoT, big data, cloud computing, AI, and virtual reality, organizations have had to adjust the way they conduct business to account for changing consumer behaviors and increasing data protection awareness. The Handbook of Research on Social and Organizational Dynamics in the Digital Era provides relevant theoretical frameworks and the latest empirical research findings on all aspects of social issues impacted by information technology in organizations and inter-organizational structures and presents the conceptualization of specific social issues and their associated constructs. Featuring coverage on a broad range of topics such as business management, knowledge management, and consumer behavior, this publication seeks to advance the practice and understanding of technology and the impacts of technology on social behaviors and norms in the workplace and society. It is intended for business professionals, executives, IT practitioners, policymakers, students, and researchers.

## New Frontiers in Hospitality and Tourism Management in Africa

Springer Nature This book provides a management perspective on the full historical, contemporary, and geographic landscape of hospitality and tourism (H&T) in Africa. In so doing, it critically assesses and challenges the applicability of Western theories within the African context and draws attention to the insights offered by African management concepts. A variety of key topics are examined, including, for example, H&T management practices and management innovation in Africa, the drivers of and variation in uptake of Western management practices, policies and strategies to promote the development of H&T organizations, the influence of management practices on the competitiveness of African countries as tourism destinations, and

areas for improvement of H&T organizations in Africa in the digital age. The approach is multidisciplinary. Both local and global perspectives are presented by authors from Africa, Europe, North America, and Asia, with inclusion of intra- and inter-country comparisons. This book will be essential reading for scholars, students, businesses, and policy makers with an interest in H&T in Africa.

## Management and Information Technology in the Digital Era Challenges and Perspectives

Emerald Group Publishing Management and Information Technology in the Digital Era: Challenges and Perspectives explores the management and practical implications of digital information management to provide theoretical insight for managers and researchers to co-create their technology values and better understand its prospects and challenges.

## Promoting Entrepreneurship and Innovative SMEs in a Global Economy

OECD Publishing

## Responsible Innovation Business Opportunities and Strategies for Implementation

Springer Nature This Open Access book, Responsible innovation provides benefits for society, for instance more sustainable products, more engagement with consumers and less anxiety about emerging technologies. As a governance tool it is mostly driven by research funders, including the European Commission, under the term “responsible research and innovation” (RRI). To achieve uptake in private industry is a challenge. This book provides successful case studies for the implementation of responsible innovation in businesses. The importance of social innovations is emphasized as a link between benefits for society and profits for businesses, especially SMEs. For corporate industry it is shown how responsible innovation can offer a competitive advantage to adopters. The book is based on the latest insights from theory and practice and combines conceptual work with first-hand experience.

It is of interest to innovation managers, entrepreneurs and academics. For academics, the book will provide a combination of analysis and discussion, and present recent learnings from first-hand interaction with entrepreneurs. For innovation managers and entrepreneurs, it will provide inspiration and better ideas about what responsible innovation can look like in practice, why others have “done it” and what the potential benefits might be. The book will thus serve the purposes of spreading the word about the responsible innovation concept among different audiences whilst making it more accessible to innovation managers and entrepreneurs.

## Organizational Innovation and IT Governance in Emerging Economies

IGI Global As technology grows as the largest source of modern economic growth, the emergence of new models is currently challenging the standard western model of organizational management. Companies from all over the world have succeeded in creating emerging economies with these new models and are now competing with established multinational corporations. Organizational Innovation and IT Governance in Emerging Economies develops a methodological framework that supports new approaches of technological innovation by companies. This reference book provides contributions from experts in emerging economies, highlighting specific case studies of home grown companies from these emerging markets, offering lessons on how traditional multinationals can compete with these new companies for policymakers, government officers, academics, researchers, students, and practitioners.

## Handbook of Hospitality Strategic Management

Routledge Handbook of Hospitality Strategic Management provides a critical review of mainstream hospitality strategic management research topics. Internationally recognized leading researchers provide thorough reviews and discussions, reviewing strategic management research by topic, as well as illustrating how theories and concepts can be applied in the hospitality industry. This book covers all aspects of strategic management in hospitality. The depth and coverage of each topic is unprecedented. A must-read for hospitality researchers and educators, students and industry practitioners.

## European Access

# Wrecking Ball

## Why permanent technological unemployment, a predictable pandemic and other wicked problems will end

African Books Collective Wrecking Ball explores, in an unprecedented manner, a decalogue of wicked problems that confronts humanity: Nuclear proliferation, climate change, pandemics, permanent technological unemployment, Orwellian public and private surveillance, social media that distorts reality, cyberwarfare, the fragmentation of democracies, the inability of nations to cabin private power, the failure of multinational institutions to promote collaboration and the deepening of autocratic rule in countries that have never known anything but extractive institutions. Collectively, or even severally, these wicked problems constitute crises that could end civilisation. Does this list frighten you, or do you blithely assume that tomorrow will be just like yesterday? Wrecking Ball shows that without an inclusive system of global governance, the collective action required to solve those wicked problems falls beyond the remit of the world's 20 inclusive democracies, 50 flawed democracies and 130 extractive, elitist autocracies. Flawed democracies and autocracies that already struggle to produce goods necessary for their own citizens to flourish, are simply incapable of committing to international arrangements that address the existential threats posed by the decalogue of wicked problems. This then is our children's inheritance: Dystopias far, far worse than the polities that we ourselves have known. What, if anything, can mitigate the harms that are our legacy? Wrecking Ball offers, as an answer, a ground-breaking analysis of South Africa's political economy. It demonstrates that this country's elitist and extractive political and economic institutions not only make resolution of ongoing domestic crises unattainable, likewise, they make meaningful responses to wicked problems impossible. Smart people think they have all the answers. Without laboring under any such illusions, Martin Luther King Jr eloquently opined: 'The arc of the moral universe is long, but it bends towards justice.' But what will happen, King would acidly ask, if we continue to dawdle, and simply run out of time? Wrecking Ball similalry operates under no such 'smart' pretenses, and undeterred and unmatched ventures into terrains traversed by truly great political economists: Smith, Ricardo, Marx and Keynes. By knitting together what we all know to be the facts, with cutting edge theory in economics, sociology, history and political science, the book paints an unflinching portrait of where we are, and where we are headed. Are we ready to be honest with ourselves about the likely future of this overheated, overpopulated planet?

# A New Development Agenda

## Trade, Development, and Procurement

Rowman & Littlefield The link between economic development and state security has been well documented. As policymakers consider that link, the model for international development in the twenty-first century must include both governments and the private sector.

## Global Trends 2040

### A More Contested World

Cosimo Reports "The ongoing COVID-19 pandemic marks the most significant, singular global disruption since World War II, with health, economic, political, and security implications that will ripple for years to come." -Global Trends 2040 (2021) Global Trends 2040-A More Contested World (2021), released by the US National Intelligence Council, is the latest report in its series of reports starting in 1997 about megatrends and the world's future. This report, strongly influenced by the COVID-19 pandemic, paints a bleak picture of the future and describes a contested, fragmented and turbulent world. It specifically discusses the four main trends that will shape tomorrow's world: - Demographics-by 2040, 1.4 billion people will be added mostly in Africa and South Asia. - Economics-increased government debt and concentrated economic power will escalate problems for the poor and middleclass. - Climate-a hotter world will increase water, food, and health insecurity. - Technology-the emergence of new technologies could both solve and cause problems for human life. Students of trends, policymakers, entrepreneurs, academics, journalists and anyone eager for a glimpse into the next decades, will find this report, with colored graphs, essential reading.

## Non-governmental organizations and the sustainability of small and medium-sized enterprises in Peru

### An analysis of networks and

# discourses

Wageningen Academic Publishers This book provides a better understanding of the changing roles of non-governmental organizations (NGOs) in promoting sustainability of small and medium-sized enterprises (SMEs) in Peru. The book focuses on the domains of organic production, business social responsibility and sustainable production. The innovative study uses a combination of network and discourse analyses to identify the main patterns and shifts in the roles of NGOs in order to deal with sustainability and the market. Two major contemporary sociological theories - ecological modernization theory and network society theory - are applied to frame the analysis. The in-depth analysis of international networks of NGOs operating in Peru provide valuable inputs in terms of changes in network and discourse patterns, and consequently, changing roles for NGOs. Remarkably, social movement, liberal market and sustainability viewpoints are generating new networks and new discourses, with a prominent position of national and international NGOs vis-à-vis SMEs, and in absence of the national state. Next to the usual 'watchdog' roles, NGOs are developing roles of 'helper' in order to answer to the market needs of SMEs. The analyses challenges Castells scheme of space of flows versus space of place and suggests considering in ecological modernization theory both ecological rationality and social rationality in order to advance environmental governance of SMEs in developing countries, particularly in Latin America.

## Small and Medium Sized Enterprises and Decent and Productive Employment Creation Global Innovation Index 2020 Who Will Finance Innovation?

WIPO The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges - including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis.

# Planung eines Webauftritts: Ein Leitfaden für kleine und mittelständische Unternehmen

diplom.de "The future belongs to those who prepare for it today." Malcolm X (1925–1965) Auch wenn Malcolm X zu seiner Lebenszeit noch keine Vorstellung haben konnte, welche Möglichkeiten das Internet für die Interaktion und Kommunikation in der heutigen Zeit bieten würde, ist sein Zitat doch richtungweisend. Professionelle und funktionelle Webauftritte werden in Zukunft noch mehr an Bedeutung gewinnen und im hohen Maße zum wirtschaftlichen Erfolg von Unternehmen beitragen. Dieses Buch dient kleinen und mittelständischen Unternehmen als Hilfestellung bei der Planung eines professionellen Webauftritts. Es wird auf die große wirtschaftliche Bedeutung und Besonderheiten dieser Unternehmensgruppe eingegangen. Weiterhin werden zahlreiche Aspekte aufgezeigt, die bei der Planung berücksichtigt werden müssen. Dazu gehören u.a. die individuellen Ziele, die ein Unternehmen mit dem Webauftritt verfolgen kann, sowie der Informationsbedarf und die Erwartungen der Kunden. Aus den verschiedenen Anforderungen an den Internetauftritt geht hervor, welche Inhalte und Funktionalitäten die Website bereitstellen sollte und welche technischen Voraussetzungen für das Betreiben eines Webauftritts gegeben sein müssen. Zudem wird ausführlich auf mögliche Kosten eingegangen, die durch den Einsatz eines Webauftritts für Unternehmen entstehen können. Darüber hinaus wird auf Eigenschaften und Funktionsweisen von Content Management Systemen eingegangen, mit deren Hilfe Unternehmen selbstständig Inhalte ihrer Website pflegen können. Die theoretisch dargestellten Aspekte werden anhand eines Beispielunternehmens veranschaulicht.

## Leitfaden für den Webauftritt kleiner und mittelständischer Unternehmen im Bereich Herstellung und Vertrieb

diplom.de Inhaltsangabe: Einleitung: Das Internet wird als Plattform verwendet, auf der Unternehmen unabhängig von Raum und Zeit präsent sein können. Diese Möglichkeit eröffnet neue Sphären: ein neuer Markt entsteht, potentielle Kunden werden auf ein Unternehmen durch die Verwendung von Suchmaschinen aufmerksam und können jederzeit unabhängig von Geschäftszeiten mit Informationen versorgt werden. Jedoch wird der Wettbewerb durch mehr Konkurrenz

im Internet zunehmend größer und der Bedarf für professionelle Online-Auftritte wächst ständig, da Kunden eine zunehmend anspruchsvolle Erwartungshaltung an Websites von Unternehmen entwickeln. Dies gilt auch für Webauftritte von kleinen und mittelständischen Unternehmen. Gerade kleinere Unternehmen haben jedoch häufig noch keinen professionellen Webauftritt, da ihnen oftmals die Bedeutung und Möglichkeiten einer Website nicht bekannt sind, unklar ist, wie man bei der Erstellung einer Website vorgehen muss oder Kapazitäten nicht vorhanden sind, um einen geeigneten Online-Auftritt zu entwickeln. Diese Diplomarbeit soll eine Hilfestellung für kleine und mittelständische Unternehmen im Bereich Herstellung und Vertrieb darstellen. Dabei wird aufgezeigt, welche Aspekte bei der Planung eines Webauftritts beachtet werden müssen (Kapitel 3) und durch welche technischen Systeme die Erstellung von Webseiten und die Pflege von Website-Inhalten unterstützt werden können (Kapitel 4). Im zweiten Kapitel wird vorerst der Begriff der kleinen und mittelständischen Unternehmen näher beleuchtet und auf Unterschiede zu Großunternehmen eingegangen, um eine Kenntnisgrundlage für die darauffolgende Darstellung der Bedeutung dieser Unternehmensgruppe für die Wirtschaft zu schaffen. In diesem Kapitel wird ein fiktives Beispielunternehmen aus dem Bereich Herstellung und Vertrieb eingeführt, anhand dessen im weiteren Verlauf der Diplomarbeit die theoretischen Aspekte veranschaulicht werden. Die Absicht dieser Diplomarbeit ist die Beantwortung folgender Fragestellungen: Was sind klein- und mittelständische Unternehmen und welche Bedeutung hat ein Webauftritt für sie? Was muss bei der Planung eines Webauftritts berücksichtigt werden? Wie lassen sich diese Anforderungen technisch umsetzen? An dieser Stelle sollen einige in dieser Arbeit verwendeten Begrifflichkeiten definiert und kurz erläutert werden. Die Begriffe Website und Webseite finden unterschiedliche Verwendung. Dabei ist eine Website der Webauftritt als Ganzes und beinhaltet somit die [...]

## Global Trends 2030

### Alternative Worlds

Createspace Independent Publishing Platform This publication covers global megatrends for the next 20 years and how they will affect the United States. This is the fifth installment in the National Intelligence Council's series aimed at providing a framework for thinking about possible futures and their implications. The report is intended to stimulate strategic thinking about the rapid and vast geopolitical changes characterizing the world today and possible global trajectories during the next 15-20 years by identifying critical trends and potential discontinuities. The authors distinguish between megatrends, those factors that will likely occur under any scenario, and game-changers, critical variables whose trajectories are far less certain. NIC 2012-001. Several innovations are included in Global Trends 2030, including: a review of the four previous Global Trends reports, input from academic and other experts around the world, coverage of disruptive technologies, and a chapter on the potential trajectories for the US role in the international system and the possible the impact on future international relations. Table of Contents:

Introduction 1 Megatrends 6 Individual Empowerment 8 Poverty Reduction 8 An Expanding Global Middle Class 8 Education and the Gender Gap 10 Role of Communications Technologies 11 Improving Health 11 A MORE CONFLICTED IDEOLOGICAL LANDSCAPE 12 Diffusion of Power 15 THE RISE AND FALL OF COUNTRIES: NOT THE SAME OLD STORY 17 THE LIMITS OF HARD POWER IN THE WORLD OF 2030 18 Demographic Patterns 20 Widespread Aging 20 Shrinking Number of Youthful Countries 22 A New Age of Migration 23 The World as Urban 26 Growing Food, Water, and Energy Nexus 30 Food, Water, and Climate 30 A Brighter Energy Outlook 34 Game-Changers 38 The Crisis-Prone Global Economy 40 The Plight of the West 40 Crunch Time Too for the Emerging Powers 43 A Multipolar Global Economy: Inherently More Fragile? 46 The Governance Gap 48 Governance Starts at Home: Risks and Opportunities 48 INCREASED FOCUS ON EQUALITY AND OPENNESS 53 NEW GOVERNMENTAL FORMS 54 A New Regional Order? 55 Global Multilateral Cooperation 55 The Potential for Increased Conflict 59 INTRASTATE CONFLICT: CONTINUED DECLINE 59 Interstate Conflict: Chances Rising 61 Wider Scope of Regional Instability 70 The Middle East: At a Tipping Point 70 South Asia: Shocks on the Horizon 75 East Asia: Multiple Strategic Futures 76 Europe: Transforming Itself 78 Sub-Saharan Africa: Turning a Corner by 2030? 79 Latin America: More Prosperous but Inherently Fragile 81 The Impact of New Technologies 83 Information Technologies 83 AUTOMATION AND MANUFACTURING TECHNOLOGIES 87 Resource Technologies 90 Health Technologies 95 The Role of the United States 98 Steady US Role 98 Multiple Potential Scenarios for the United States' Global Role 101 Alternative Worlds 107 Stalled Engines 110 FUSION 116 Gini-out-of-the-Bottle 122 Nonstate World 128 Acknowledgements 134 GT2030 Blog References 137 Audience: Appropriate for anyone, from businesses to banks, government agencies to start-ups, the technology sector to the teaching sector, and more. This publication helps anticipate where the world will be: socially, politically, technologically, and culturally over the next few decades. Keywords: Global Trends 2030 Alternative Worlds, global trends 2030, Global Trends series, National Intelligence Council, global trajectories, global megatrends, geopolitics, geopolitical changes

## Liderazgo emprendedor, formación para el éxito

Editorial Digital del Tecnológico de Monterrey La escritura de este eBook representa el reto de poder transmitir al lector, el entusiasmo y el espíritu que debe poseer todo emprendedor, proporcionarle herramientas que le ayuden a conocerse, así como brindarle la oportunidad de que use los instrumentos con los que cuenta el país para ayudar a un emprendedor a llevar a cabo el arranque de su negocio, y que conozca el nuevo modelo empresarial basado en la innovación.

# The Fourth Industrial Revolution

Currency Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement

## Guiding Principles on Business and Human Rights

### Implementing the United Nations "Protect, Respect and Remedy" Framework

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