

# The Airasia Story

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in today's world change is the only constant factor in the last few decades there has been a radical change in how organizations function to survive in this highly volatile environment companies need a long term strategic vision and thinking in light of this strategic management has become a significant topic and is taught as the core subject in mba pgdm programmes in indian universities and business schools this is a book written in the context of the indian business environment but with a global orientation it is comprehensive and contemporary in its approach

what is strategic hrm and how do you apply it in business what makes good hr strategy and how do you develop it what are the key issues that need to be considered when creating developing and embedding a strategic approach to managing people these are the fundamental questions asked by hr professionals and tackled in this innovative and comprehensive textbook drawing on the latest academic research the well respected author team take a reliably thematic approach to shrm broken into four distinct parts the book addresses the context theories themes and future of managing people strategically case studies and examples include tata motors samsung pizza express and deliveroo ensuring that theoretical discussion is always linked to practical application new strategic hrm in action boxes take this one step further by presenting students with a scenario in which they themselves can make strategic decisions and reflect on their own evaluation of real life business practices critical thinking is essential in shrm so frequent critical reflection boxes review questions and questions accompany every case study ensure students are challenged to engage with the subject critically and reflectively global case studies and an opening chapter dedicated to the global context of shrm challenge the dominant western perspective and provide a rounded and adaptable view of shrm a user friendly structure and wide range of learning features including learning objectives key concept boxes and summaries ensure the text remains accessible even for those completely new to shrm online resources for students glossary links for instructors additional case studies powerpoint slides seminar activities suggested case study answers figures from the book

despite the fact that experts acknowledge the importance of the emerging markets there is a dearth of real case studies specially focussed on marketing issues this case study book addresses that need it is also important and timely in providing a framework for instructors and researchers both academic and industry to understand the dynamics occurring in emerging markets this book is composed of long and short real cases with varying complexity in different sectors including airlines hotel fashion etc these will cover issues which are unique to the emerging markets including the bric countries to understand the dynamics occurring in these countries with its case studies collection of questions and real life marketing examples this book offers unique benefits to marketing

students and educators across the world a must have for every marketing course module

what a life tony fernandes has accomplished amazing things and who s to say what he can go on to achieve sir richard branson the inspiring story of business hero and apprentice asia star tony fernandes as a boy tony fernandes wanted to be a pilot a footballer or a racing driver by 2011 he d gone one better founding his own airline and his own formula one team and becoming chairman of queens park rangers helping them reach the premier league again after a 15 year absence from the top flight flying high is the memoir of an exceptional business leader the man who created asia s first budget airline democratizing air travel in asia and building airasia into a multi billion dollar company in the process published as tony returns as the face of the second series of apprentice asia this inspiring personal story will be a major global publishing event tony fernandes studied at epsom college uk and the london school of accountancy he worked for virgin communications and warner music before acquiring airasia and relaunching it as asia s first low cost carrier in 2001 2 he is currently group ceo of airasia chairman of qpr football club and owner of the caterham f1 team tony has been awarded a cbe titled twice by the king of malaysia and awarded the legion d honneur by the french government he has also received awards from major business media outlets including the international herald tribune business times business week fast company and forbes

the academic and scholarly interest in the subject of branding in both the consumer and industrial markets has grown substantially in the dynamic post pandemic environment the growth in research outputs by a handful of business scholars explains the impact of brand in an industrial business to business setting at the cognitive level only and has not considered its impact specifically on logistics and transportation despite the value it can offer considering these gaps in the periphery of our existing knowledge this book explores corporate brand management within the logistics and transportation sector from the perspective of image reputation and identity this edited collection offers a blend of comprehensive and extensive high quality research from global highly reputed contributors it covers issues related to the establishment of brands relevant niches such as service performance and social support aviation and maritime industries media relations crisis branding and innovation exploring a wide range of sectors within logistics and transport the book illustrates the many dimensions of corporate branding and theories future trends and developments as well as proposing a model for future research containing a balance of theory and practice with effective case studies corporate branding in logistics and transportation will appeal to marketing academics and upper level graduates in particular it will also be a valuable resource for those studying or researching logistics supply chain management and transport studies

global writing for public relations connecting in english with stakeholders and publics worldwide provides multiple resources to help students and public relations practitioners learn best practices for writing in english to communicate and connect with a global marketplace author arhlene flowers has created a new approach on writing for public relations by combining intercultural communication international public relations and effective public relations writing techniques global writing for public relations offers the following features insight into the evolution of english language communication in business and public relations as well as theoretical and political debates on global english and globalization an understanding of both a global thematic and customized local approach in creating public relations campaigns and written materials strategic questions to help writers develop critical thinking skills and understand how to create meaningful communications materials for specific audiences storytelling skills that help writers craft compelling content real world global examples from diverse industries that illustrate creative solutions step by step guidance on writing public relations materials with easy to follow templates to reach traditional and online media consumers and businesses self evaluation and creative thinking exercises to improve cultural literacy grammar punctuation and editing skills for enhanced clarity and supplemental online resources for educators and students english is the go to business language across the world and this book combines the author s experience training students and seasoned professionals in crafting public relations materials that resonate with global english language audiences it will help public relations students and practitioners become proficient and sophisticated writers with the ability to connect with diverse audiences worldwide

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