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The Value Imperative Gautam Mahajan, 2018-11-13 The Value Imperative is about understanding and creating value to become more prosperous obtain higher levels of success as a business and as a person and become a better executive manager and leader The book describes value and its creation a practitioner concept that encompasses all aspects of human endeavor and happiness and covers different aspects of value and how they impact you business society technology innovation and creativity and education The book demonstrates how to identify where value exists how it can be increased how it is destroyed and dissipated and how it can re emerge The author also describes the 6As required of successful executives

Value Dominant Logic Gautam Mahajan, 2018-12-07 Increasing disruption diminishing returns and demanding customers require business leaders to create more value remain relevant and stay ahead of competition CEOs must evolve a value creation culture for the company in order to properly balance the interests of customers employees investors and the marketplace People who succeed succeed because they create value but they do so unconsciously Creating value consciously makes you create more value and destroy less value Doing something good or improving the well being of someone creates value You buy and re buy a product on a value basis Value dominant logic is relevant to all of us Value creation is used in all fields but is not well understood This book takes value creation to the next level showing how value is basic to human endeavor and is not focused on enough even when we try to create value Most books on value creation focus on creating monetary value for companies This book suggests that value is greatly created and enhanced by creating value for others To create value for customers one must first create value for the providers including employees suppliers and the society at large The goal is to improve the quality of life and well being This book provides ways of implementing these thoughts and educates readers about value and how to create it

Handbook of Research on Smart Technology Applications in the Tourism Industry Çeltek, Evrim, 2020-01-17 In today's modernized society certain technologies have become more applicable within many professional fields and are much easier to implement This includes the tourism industry where smart technology has provided a range of new marketing possibilities including more effective sales tactics and delivering a more personalized customer experience As the scope of business analytics continues to expand professionals need research on the various applications of smart technology within the field of tourism The Handbook of Research on Smart Technology Applications in the Tourism Industry is an essential reference source that discusses the use of intelligent systems in tourism as well as their influence on consumer relationships Featuring research on topics such as digital advertising wearable technology and consumer behavior this book is ideally designed for travel agents tour developers restaurateurs hotel managers tour directors airlines marketers researchers managers hospitality professionals policymakers

business strategists researchers academicians and students seeking coverage on the use of smart technologies in tourism

CIM Post-grad Diploma BPP Learning Media,2012-10-24 A core text book for the CIM Qualification New Business Opportunities in the Growing E-Tourism Industry Eto, Hajime,2015-07-07 Responding to the dual pressures of globalization and economic downturn communities across the world formerly driven by agriculture and industry are increasingly turning toward tourism as an economic mainstay In order for industry leaders to compete with the efforts of competitors and savvy marketers new business models must be defined which allow for the incorporation of e tourism tools and expansion into the global marketplace New Business Opportunities in the Growing E Tourism Industry offers case studies and research that highlights the impact of globalization on travel and tourism and offers solutions to potential problems Targeting an audience of researchers and business professionals this volume brings together a diverse international body of scholars and researchers to provide a holistic perspective of future developments in the e tourism industry This volume compiles the research and perspectives of researchers and industry professionals uniting a variety of topics including medical tourism traffic management route planning virtual museums digital spot hunting via film mosaic and tourism for the elderly and disabled

Tourism Products and Services in Bangladesh Azizul Hassan,2021-03-16 This book provides the latest research in the application of innovative technology to the tourism industry in Bangladesh covering the perspectives theories issues complexities as well as opportunities and the challenges present This book provides a blend of comprehensive and cross disciplinary as well as international insights from contributors to cover the various technologies in tourism This book focuses on the importance of technologies in tourism specifically the application and practice of such technologies including the relevant niches in tourism This book also comprehensively highlights technologies that are impacting the tourism industry in Asia as well as reveals the specific constraints The contents of this book deal with distinct topics such as mobile computing new product designs innovative technology usages in tourism promotion technology driven sustainable tourism development location based apps mobility accessibility and so on This book is a significant contribution towards the very limited knowledge and under published area of tourism in Bangladesh This book is designed to accommodate readers that from both both qualitative and quantitative research theory and practices This book identifies specific examples of the existing tourism products and services in order to better promote and boost the tourism industry by suggesting tourism products and services available in Bangladesh This book addresses a number of key issues and solutions by examining the products and services and the need for improved tourism marketing and development in Bangladesh as the central themes

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