

# HENRY STEWART TALKS

- The Business & Management Collection

## ● The Business & Management Collection 소개

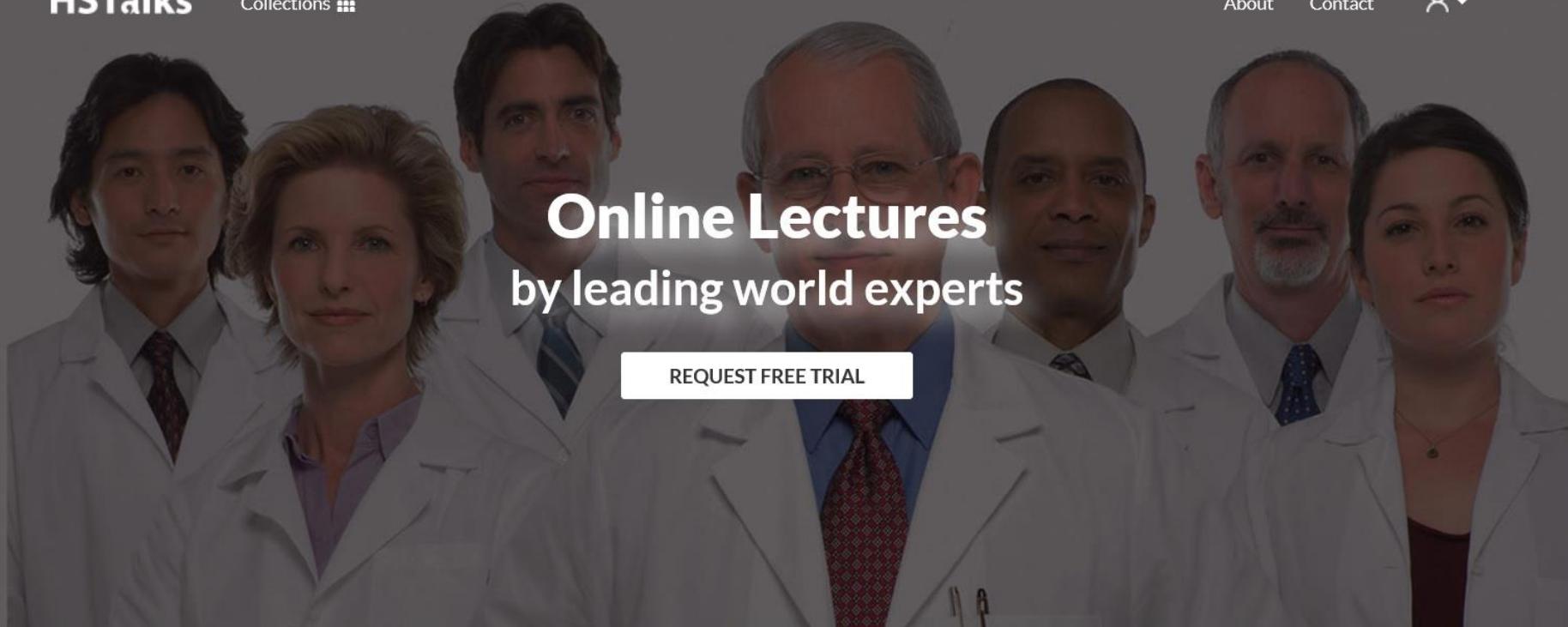
- The Business & Management Collection은 900여명 이상의 세계적으로 유명한 Business School들의 학장, 교수, 또는 유명 기업의 대표 그리고 관련 학계의 전문가들의 온라인 비디오 강연식으로 제작되는 컬렉션입니다.
- 850여명 이상의 전문 편집자들과 강연자들의 협업으로 경영과 마케팅 관련 시리즈에 대해 800건 이상의 강연들이 제공되고 있습니다.
- 강연들은 애니메이션화 된 슬라이드와 동시에 강사의 육성으로 제공되고 있습니다.
- 모든 강연들은 출력용 PDF 파일이 함께 제공되어 수업 및 토론 자료로도 이용이 가능합니다.
- 해당 강연들은 실제 경영, 마케팅 관련 연구자나 학자 그리고 학생들이 실제로 듣고 싶어하는 분야의 전문가들의 참여로 제작되어 제공되고 있습니다.

- 기관의 예산이 계속 줄어드는 시점에서 권위 있는 유명 강사나 교수, 연구자를 초청하는 대신, HSTalks를 통해 적은 예산으로 많은 전문가들의 프레젠테이션을 볼 수 있다는 장점이 있습니다.
- 해외 유수의 대학들에서는 이 컬렉션을 이용하여 Virtual Learning System으로 원격 강좌 개설 및 통합 강의를 진행하고 있습니다.
- 스스로에게 동기부여가 되는 학습을 조성하고 언제 어디서든 보실 수 있습니다. 해당 강연들은 매달 주기적으로 업데이트 됩니다.
- 이용자들은 동시 무제한으로 사용할 수 있습니다.

## ● The Business & Management Collection 주제 분야

- Airport Marketing (9 talks)
  - B2B Advertising (6 talks)
  - Bayesian Analysis in Marketing (23 talks)
  - Branding and Product Specialization in Hotels (8 talks)
  - Business Continuity and Risk Management (15 talks)
  - Business Ethics and Corporate Social Responsibility (17 talks)
  - Change Management (31 talks)
  - The Changing Role of Sales and Salespeople (9 talks)
  - Communicating to the Young Consumer (9 talks)
  - Contact Center Management (26 talks)
  - Data Mining (8 talks)
- ... 등등

# 1. HENRY STEWART TALKS (<https://hstalks.com/>) 접속 시 첫 화면



HSTalks Collections ■

About Contact 

## Online Lectures by leading world experts

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## 2. The Business & Management Collection 선택

HSTalks

Collections 

About Contact



The Biomedical &  
Life Sciences Collection

The Business &  
Management Collection

Online Lectures  
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### 3. The Business & Management Collection 메인 홈

The Business & Management Collection

Video Lectures & Case Studies

EXPLORE LECTURES & CASE STUDIES

HSTalks Subjects Search REQUEST FREE TRIAL

SUCCESS

IDEA

ACTION

A person in a suit is shown from the back, looking at the chalkboard.



Subject Areas

Browse ▾



Leading Experts

View ▾



Great Content

Easy to Access ▾

### 3-2. The Business & Management Collection 메인 홈

The screenshot shows the homepage of The Business & Management Collection. At the top left is the logo "HSTalks". To its right are "Subjects" and a search bar with a magnifying glass icon. In the top right corner are "REQUEST FREE TRIAL", a trash bin icon, and a lock icon. A large banner in the center features several smiling people's faces and the text "IP인증으로 기관 내에서 자동 로그인" with a pink arrow pointing to it. Below the banner, the title "The Business & Management Collection" is displayed in large white font, followed by "Video Lectures & Case Studies". A button at the bottom of the banner says "EXPLORE LECTURES & CASE STUDIES". On the right side, a modal window is open, welcoming "Sungkyunkwan University Member". It contains two sections: "You have Limited Access" (with a note about only being able to watch limited length demo talks) and "You have Full Collection Access" (mentioning the Biomedical & Life Sciences Collection). A "GO" button is located in the "Full Collection Access" section. Below the modal, text encourages logging in or signing up for offsite access, and a "Get Assistance" link is provided.

REQUEST FREE TRIAL

Welcome Sungkyunkwan University Member

You have Limited Access  
You can only watch limited length demo talks. Learn more.

You have Full Collection Access  
The Biomedical & Life Sciences Collection

GO

Login or Sign Up for easy offsite access.

Get Assistance



Subject Areas

Browse ▾



Leading Experts

View ▾



Great Content

Easy to Access ▾

### 3-3. The Business & Management Collection 메인 홈

The screenshot shows the main homepage of "The Business & Management Collection". The page features a background image of business people in a meeting. Overlaid on the image is a large white banner with the text "The Business & Management Collection" and "Video Lectures & Case Studies". Below this, a pink arrow points to a text box containing Korean text: "외부에서 접속 시, Proxy 가능  
(Proxy가 불가능할 경우 기관에  
제공된 ID/PW 입력)". At the bottom center is a button labeled "EXPLORE LECTURES & CASE STUDIES". In the top right corner, there is a "REQUEST FREE TRIAL" button, a user icon, and a lock icon. A prominent pink rounded rectangle highlights the "Login" section on the right side of the screen. This section includes fields for "Email" (skku) and "Password", a "Keep me signed in" checkbox, a "LOGIN" button, a "Forgot your password?" link, and an "Organization Login" section with a "Login via your organization - Shibboleth" link and a "LOGIN VIA ORGANIZATION" button. Below the organization login is a "Get Assistance" link.

HSTalks Subjects Search REQUEST FREE TRIAL

**Login**

Email: skku  
Password: .....  
 Keep me signed in

**LOGIN**

Forgot your password?

Login via your organization -  
Shibboleth

**LOGIN VIA ORGANIZATION**

Get Assistance

Statistics TOTAL RESULTS / DATA EXPLORE LECTURES & CASE STUDIES

외부에서 접속 시, Proxy 가능  
(Proxy가 불가능할 경우 기관에  
제공된 ID/PW 입력)

Subject Areas

Leading Experts

Great Content

Easy to Access

#### 4. Key word 검색 (예. Marketing)

The screenshot shows the homepage of HSTalks. At the top, there is a navigation bar with the HSTalks logo, a 'Subjects' dropdown, a search bar containing the text 'marketing' (which is highlighted with a pink rectangle), a magnifying glass icon, and a 'REQUEST FREE TRIAL' button. To the right of the search bar are icons for a trash bin and a lock. Below the navigation bar, the main title 'The Business & Management Collection' is displayed in large white font, followed by 'Video Lectures & Case Studies'. In the background, there is a blurred image of several business people in a meeting. On the left side, a partial view of a computer screen showing a 'Statistics' dashboard with 'TOTAL RESULTS' and 'DATA' is visible. A white call-to-action button in the center says 'EXPLORE LECTURES & CASE STUDIES'. At the bottom of the page, there are three sections with icons and text: 'Subject Areas' (flag icon), 'Leading Experts' (person icon), and 'Great Content Easy to Access' (hand pointing icon).



Subject Areas

Browse ▾



Leading Experts

View ▾



Great Content

Easy to Access ▾

## 4-2. Key word 검색 결과

HSTalks Subjects marketing REQUEST FREE TRIAL

Search results for:  
“marketing”

Talks (563) Series (60) Experts (387)

Filters Category Date Published Subtitles Education Level

Sort by Relevance

Showing results 1-10 of 563

**1. Mobile marketing best practices**  
By Ms. Laura Marriott – President, Mobile Marketing Association, USA  
Published April 2009  
Series: Mobile Marketing  
Mobile marketing association - Cross media integration - The mobile call to action - Voice - Test... Cellular telephone advertising; Cellular telephones; Internet advertising; Internet marketing... Laura Marriott serves as the President for the global Mobile Marketing Association (MMA). The MMA...  
▶ Play Open Preview

**Mobile Marketing Best Practices**  
Laura Marriott  
President, Mobile Marketing Association  
41 mins

If you would like assistance finding talks to embed in a course or to use as an additional resource please send us the syllabus or a short description of the course's learning objectives - we are here to help.

# 5. Subjects 별 검색

HSTalks Subjects **x** marketing  REQUEST FREE TRIAL  



Finance, Accounting and Econo...



Global Business Management



Management, Leadership & Org...



Marketing & Sales



Strategy



Technology & Operations

Talk Duration Availability

Sort by Relevance

Showing results 1-10 of 563

**1. Mobile marketing best practices**

By Ms. Laura Marriott – President, Mobile Marketing Association, USA  
Published April 2009  
Series: Mobile Marketing

Mobile marketing association - Cross media integration - The mobile call to action - Voice - Test... Cellular telephone advertising; Cellular telephones; Internet advertising; Internet marketing... Laura Marriott serves as the President for the global Mobile Marketing Association (MMA). The MMA...

▶ Play  Open Preview



Mobile Marketing Best Practices  
Laura Marriott  
President, Mobile Marketing Association  
41 mins



If you would like assistance finding talks to embed in a course or to use as an additional resource please send us the syllabus or a short description of the course's learning objectives - we are here to help.

## 5-2. Subjects 검색 결과

HSTalks

Subjects

Search

REQUEST FREE TRIAL



### Marketing & Sales

Search in Marketing & Sales



385  
Lectures



37  
Series



387  
Experts

Subject 클릭 시, 해당 Lectures,  
Series, Experts 순서대로 나열

Lectures

Editorial Board's Favorites

Recently Added

[View All >](#)

Business valuation in  
M&A: The case of Family  
Dollar

May 2015 • 29min



International marketing  
planning: adaptation and  
standard...

November 2009 • 34min



Making decisions

September 2011 • 46min



An introduction to digital  
marketing tools and  
techniques

September 2009 • 27min



## 6. 강연 상세 정보

HSTalks

Subjects

Search



# Business Valuation in M&A: The Case of Family Dollar

A business case study by:

**Prof. Michael McDonald**



Slide Index: 원하는  
슬라이드로 바로 이동  
가능

Topics Covered  
: 다룰 주제 요약

Citation & Info: 인용  
정보 및 강연 정보

REQUEST FREE TRIAL



Slide Index



Topics Covered



Links



Citation & Info

Navigable Slide Index

1. Introduction
2. Mergers & acquisitions (definition)
3. Mergers & acquisitions (buyout premium)
4. Valuing acquisition targets (synergies)
5. Valuing acquisition targets (multiple suitors)
6. Risks in M&A
7. Dollar DAZE
8. M&A deal stock price performance
9. A look at all three chains
10. Questions to consider

Links: 링크

EMBED IN COURSE/OWN NOTES

## 6-2. 강연 상세 정보

HSTalks Subjects Search REQUEST FREE TRIAL

Player Related Lectures

### Business valuation in M&A: The case of Family Dollar

Prof. Michael McDonald – Fairfield University, USA  
Published on May 19, 2015 • 29 min

강연자 정보

Share Handouts

타 주제 강연 정보

PDF 형태로 출력하여 수업 자료, 토론 자료로 활용 가능

Pricing strategies: the case of Verifone December 2015 • 21min Prof. Michael McDonald Fairfield University, USA	Corporate bankruptcy: the case of Kodak December 2015 • 21min Prof. Michael McDonald Fairfield University, USA	Hedging in commodities markets: Continental Resources December 2015 • 22min Prof. Michael McDonald Fairfield University, USA	Three things to know about the stock market December 2015 • 18min Dr. Ramon P. DeGennaro University of Tennessee, USA
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## 6-3. 강연 상세 정보

HENRY  
STEWART  
TALKS

# Immunologic Mechanisms In Systemic Lupus Erythematosus

Professor Kok-Yong FONG

Immunologic Mechanisms  
In Systemic Lupus Erythematosus



Professor Kok-Yong FONG  
Department of Rheumatology and Immunology  
Singapore General Hospital



1

수업 자료, 토론 자료, 필기 가능

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## 6-4. 강연 상세 정보

HSTalks Subjects Search REQUEST FREE TRIAL

### What's the Vision?

- What the company does
- What it stands for, and its values
- The perception of customers, suppliers, staff

What was the perceived or known gap in the market

01:42 17:25 HD CC EMBED IN COURSE/OWN NOTES

Slide Index Topics Covered Links Citation & Info

Navigable Slide Index

1. Introduction
2. What is branding?
3. What's the vision?
4. Corrotherm's vision
5. The name
6. Invented names
7. Descriptive names
8. Will it translate (1)
9. Will it translate (2)
10. Customer perspective
11. Strap lines (1)
12. Strap lines (2)
13. The look
14. Evolution not revolution
15. Ethos and vision
16. Leadership
17. Brand protection

자막: 영어 or  
포르투갈어

전체 화면

## 6-5. 강연 상세 정보

HSTalks

Subjects

Search



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### Blue Ocean

New market space

Companies expand or go across industry boundaries

Competition is irrelevant

Significant opportunity for profitable growth

Source: Blue Ocean Strategy by W. Chan Kim & Renée Mauborgne ©2005



Slide Index



Topics Covered



Links



Citation & Info

#### Navigable Slide Index

1. Introduction
2. Current market situation
3. Red ocean
4. Blue ocean
5. History of Blue Ocean Strategy
6. Core concept
7. Value innovation
8. Key principle: Reach beyond existing demand
9. Few examples of Blue Ocean Strategy (1)
10. Few examples of Blue Ocean Strategy (2)
11. Conclusion
12. Thank you for your attention!

EMBED IN COURSE/OWN NOTES



강연자가 talks에서 이용한 figure, image 등의 출처를 보여줌.

## 6-6. 강연 재생

HSTalks

Subjects

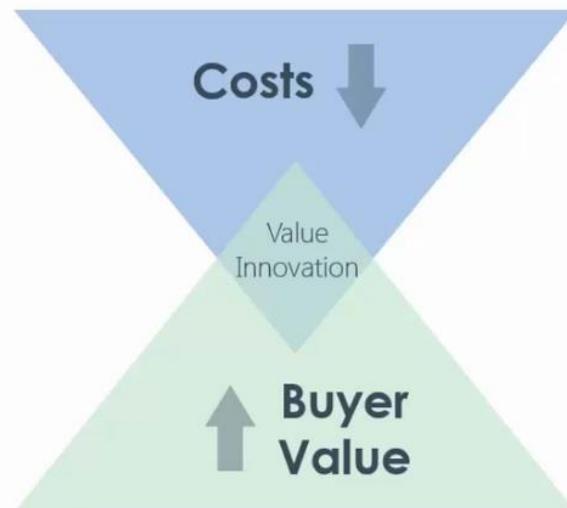
Search



REQUEST FREE TRIAL



# Core Concept



Source: Blue Ocean Strategy by W. Chan Kim & Renée Mauborgne ©2005



Slide Index



Topics Covered



Links



Citation & Info

### Navigable Slide Index

1. Introduction
2. Current market situation
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10. Few examples of Blue Ocean Strategy (2)
11. Conclusion
12. Thank you for your attention!

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# 감사합니다.

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02-2038-8519