

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.
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● 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

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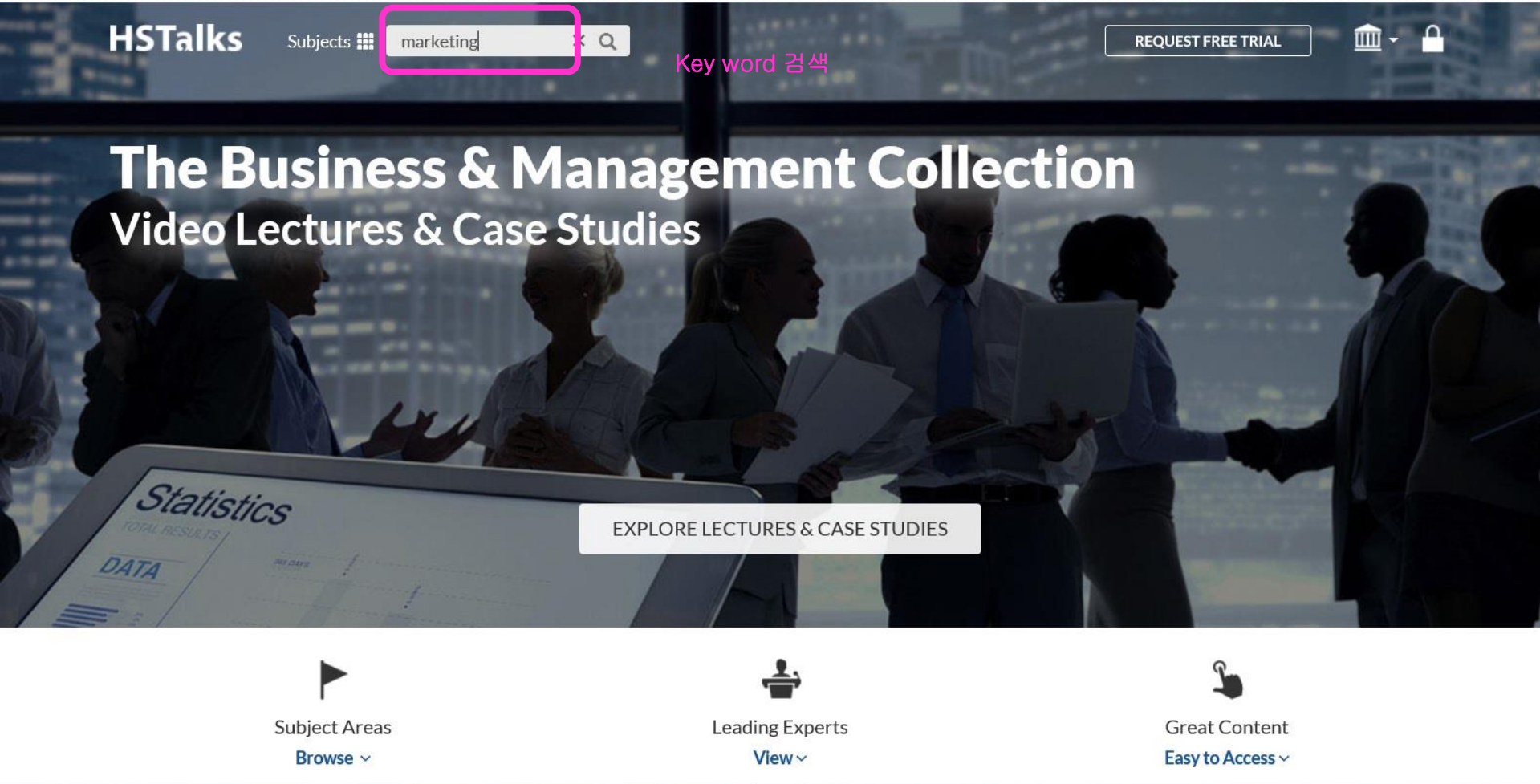
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4. Key word 검색 (예. Marketing)



The image shows the HSTalks website interface. The header features the HSTalks logo, a 'Subjects' menu, a search bar containing the word 'marketing' (highlighted with a pink box), and a 'REQUEST FREE TRIAL' button. Below the header, the main content area has a background image of business professionals. The text 'The Business & Management Collection' and 'Video Lectures & Case Studies' is prominently displayed. A white button labeled 'EXPLORE LECTURES & CASE STUDIES' is centered over the image. At the bottom, there are three columns of navigation links: 'Subject Areas' with a 'Browse' link, 'Leading Experts' with a 'View' link, and 'Great Content' with an 'Easy to Access' link. Each column includes a small icon representing its category.

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4-2. Key word 검색 결과

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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...

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37
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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

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

A business case study by:

Prof. Michael McDonald



Slide Index: 원하는
슬라이드로 바로 이동
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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

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



Prof. Michael McDonald – Fairfield University, USA

Published on May 19, 2015 • 29 min

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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



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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

6-3. 강연 상세 정보



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



수업 자료, 토론 자료, 필기 가능

6-4. 강연 상세 정보

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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

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17:25

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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

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자막: 영어 or
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전체 화면

6-5. 강연 상세 정보

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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



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Topics Covered



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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!

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6-6. 강연 재생

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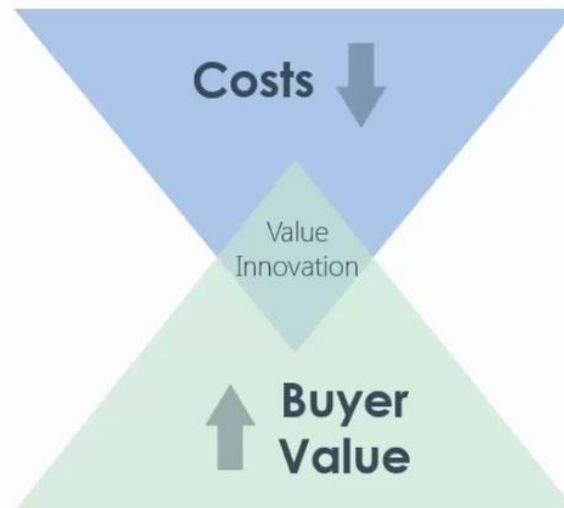
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Core Concept



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



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3. Red ocean
4. Blue ocean
5. History of Blue Ocean Strategy
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