

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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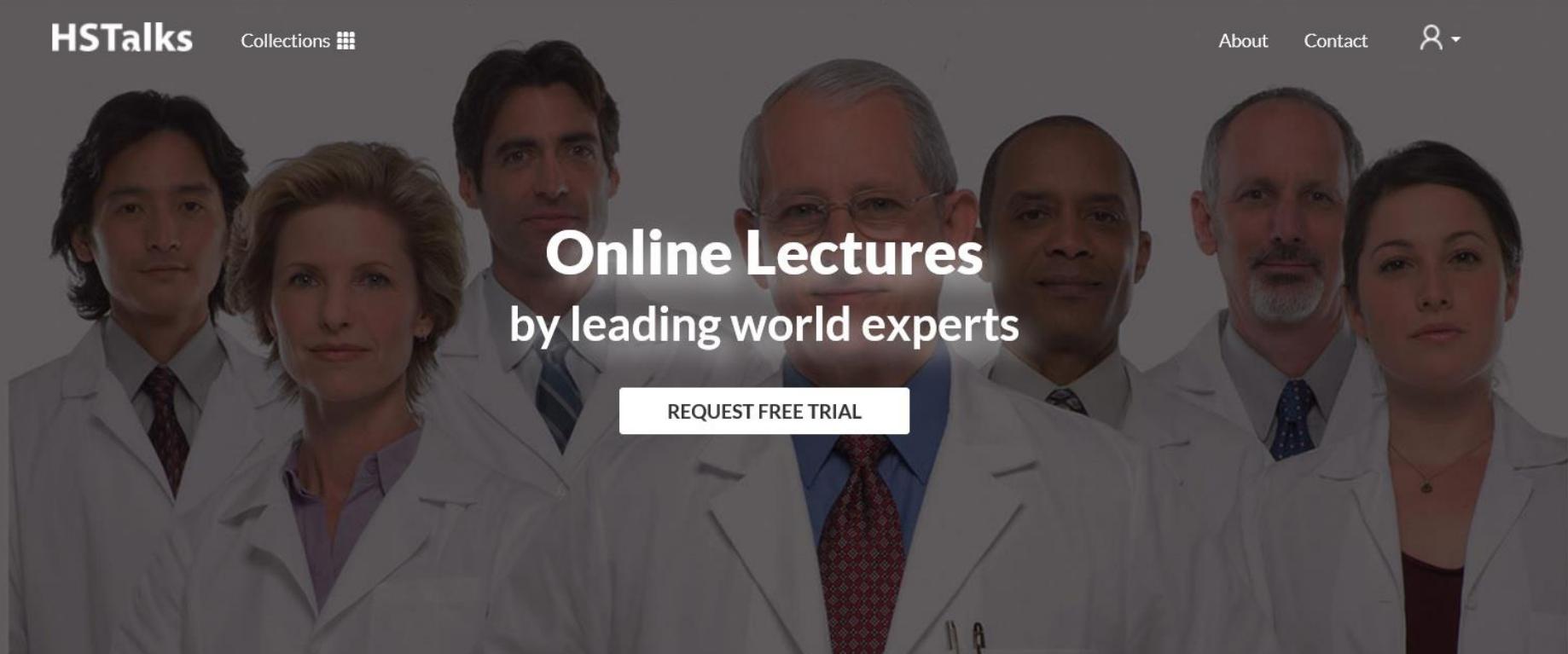
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● The Business & Management Collection 주제 분야

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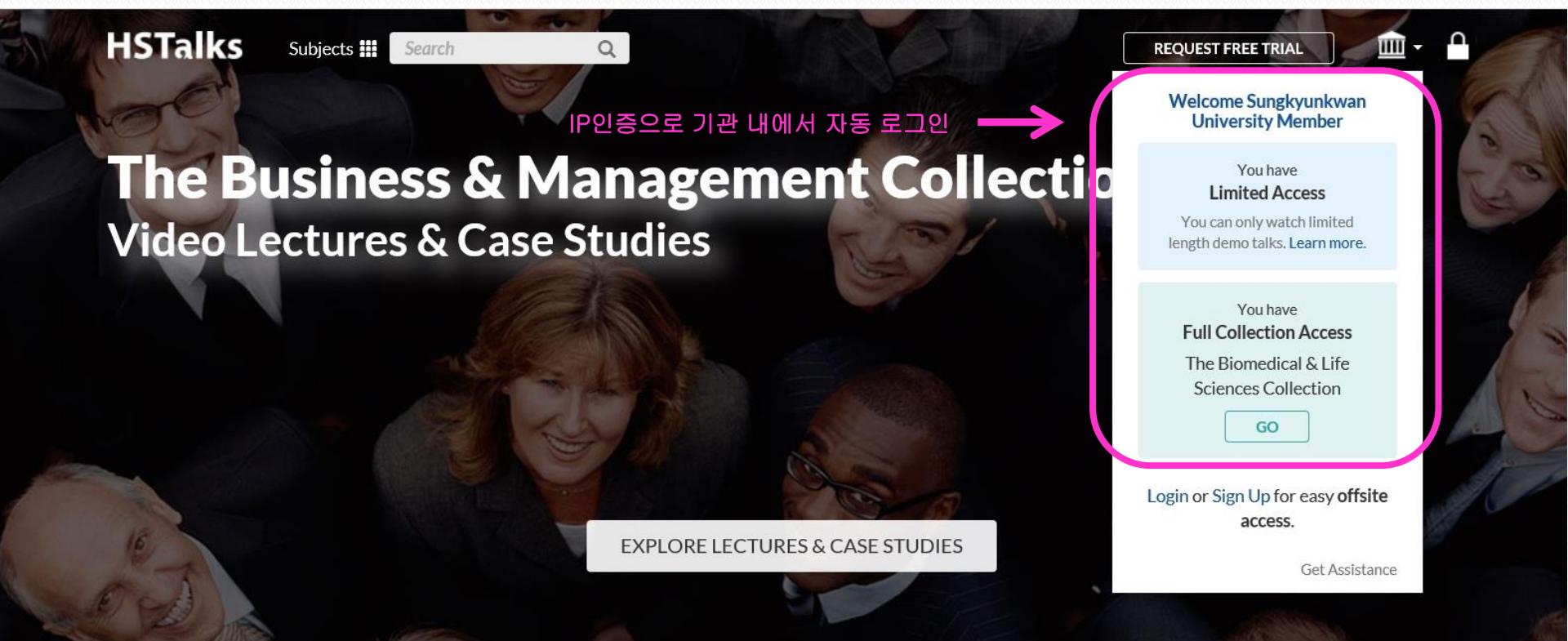
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3-2. The Business & Management Collection 메인 홈



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3-3. The Business & Management Collection 메인 홈

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4. Key word 검색 (예. Marketing)

Subjects marketing

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Key word 검색

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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

Talk Duration Availability

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

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5. Subjects 별 검색

HSTalks Subjects **x** marketing  [REQUEST FREE TRIAL](#)  



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5-2. Subjects 검색 결과

The screenshot shows the HS Talks website interface. At the top, there is a navigation bar with the HS Talks logo, a 'Subjects' dropdown, a search bar, and a 'REQUEST FREE TRIAL' button. To the right of the search bar are icons for a bank and a lock. Below the navigation bar, the main content area features a large banner for 'Marketing & Sales' with a night cityscape background. The banner includes a search bar for 'Marketing & Sales', a total count of 385 Lectures, 37 Series, and 387 Experts, and a note in Korean: 'Subject 클릭 시, 해당 Lectures, Series, Experts 순서대로 나열' (When you click on a subject, the lectures, series, and experts are listed in that order). Below the banner, there are four tabs: 'Lectures' (selected), 'Editorial Board's Favorites' (underlined), 'Recently Added', and 'View All >'. The 'Lectures' section displays four cards with the following details:

- 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

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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
가능

Topics Covered
: 다룰 주제 요약

Citation & Info: 인용
정보 및 강연 정보

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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

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6-2. 강연 상세 정보

HSTalks Subjects  **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

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타 주제 강연 정보

PDF 형태로 출력하여 수업 자료, 토론 자료로 활용 가능

Other Talks in the Series: [Hot Topics](#)

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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Immunologic Mechanisms In Systemic Lupus Erythematosus

Professor Kok-Yong FONG

수업 자료, 토론 자료. 필기 가능

Immunologic Mechanisms In Systemic Lupus Erythematosus



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



6-4. 강연 상세 정보

HSTalks

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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

01:42 17:25 HD CC

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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

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



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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!

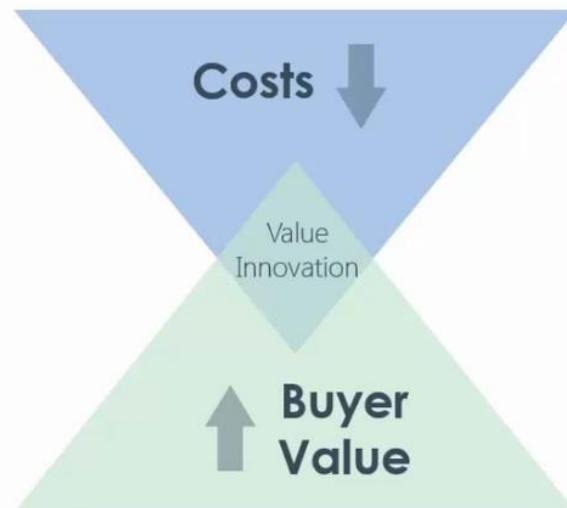
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강연자가 talks에서 이용한 figure, image 등의 출처를 보여줌.

6-6. 강연 재생

Core Concept



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



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12. Thank you for your attention!

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