

WOOJIN KANG Library

Life Cycle Phase	ref # Title
Inception	<p>Strategy, Management Accounting, Operations and Finance</p> <p>P11 Strategy as Simple Rules P12 Applying the Balanced Scorecard P13 Product Life Cycle Management P14 Beyond Budgeting P15 Managing Growth</p> <p>Management and Organizational Behaviour</p> <p>P21 Critical Success Factors for Creating Superb Self-Managing Teams P22 The Work of Leadership P23 Managing the New Product Development Process</p> <p>Marketing</p> <p>P31 Competitive Advantage and Internal Organizational Assessment P32 Creating New Market Space</p> <p>Information Technology</p> <p>P41 Strategic Management of IT: Adopt a Portfolio View</p>
Inception	<p>Strategy, Management Accounting, Operations and Finance</p> <p>I11 Three Strategies for Managing Fast Growth I12 Implementing Target Costing I13 Strategic Supplier Segmentation I14 Product Value Analysis: Strategic Analysis over the entire Product Life Cycle I15 Plugging in Finance to Complete the Flow of e-Commerce</p> <p>Management and Organizational Behaviour</p> <p>I21 Organization in the Knowledge Age: Anticipating the Cellular Form I22 Understanding Organizations as Learning Systems I23 The New Protean Career Contract: Helping Organizations and Employee Adapt</p> <p>Marketing</p> <p>I31 Value Innovation: The Strategic Logic of High Growth I32 Customer Intimacy and Other Value Disciplines</p> <p>Information Technology</p> <p>I41 Profits and the Internet: Seven Misconceptions</p>
Growth & Maturity	<p>Strategy, Management Accounting, Operations and Finance</p> <p>G11 Clusters and the New Economics of Competition G12 Can ABM Outstay its Welcome? G13 Linking Strategy-Based Costing and Innovation-Based Budgeting G14 The Three Levels of Performance-A Summary of Concepts G15 Not All M & As Are Alike-And That Matters</p> <p>Management and Organizational Behaviour</p> <p>G21 Patching: Restitching Business Portfolios in Dynamic Markets G22 Confronting the Paradoxes in a Total Quality Environment G23 A New Understanding of Diversity</p> <p>Marketing</p> <p>G31 How to Fight a Price War G32 Discovering New Points of Differentiation</p> <p>Information Technology</p> <p>G41 Putting the Enterprise into the Enterprise System</p>
Growth & Maturity	<p>Strategy, Management Accounting, Operations and Finance</p> <p>M11 Stake to Where the Money Will Be M12 The Case for RCA: Excess and idle Capacity M13 How Risk is Your Company? M14 Corporate Governance: The Role of Internal Control M15 A New Role for Finance: Architect of the Enterprise in the information Age</p> <p>Management and Organizational Behaviour</p> <p>M21 Making the Deal Real: How GE Capital Integrates Acquisitions M22 The Myth of the Generic Manager: New Personal Competencies M23 Putting People First for Organizational Success</p> <p>Marketing</p> <p>M31 Strategy and the New Economics of Information M32 Preemptive Strategies</p> <p>Information Technology</p> <p>M41 Beyond the Business Case: New Approaches to IT Investment</p>
Decline and Reinvention	<p>Strategy, Management Accounting, Operations and Finance</p> <p>D11 Moving Upward in a Downturn D12 Profit Pools: A Fresh Look at Strategy D13 Cutting Your Losses: Extracting Your Organization When a Big Project Goes Awry D14 Measuring Knowledge Assets D15 Cutting Costs Without Drawing Blood</p> <p>Management and Organizational Behaviour</p> <p>D21 Managing the Human Aspects of Organizational Change D22 The cesspool syndrome: How dreck floats to the top of declining organizations D23 The Employee - Customer - Profit Chain at Sears</p> <p>Marketing</p> <p>D31 Strategies for Surviving a Shakeout D32 Why Good Companies Go Bad</p> <p>Information Technology</p> <p>D41 Time for the Big Small Company</p>
Decline and Reinvention	<p>Strategy, Management Accounting, Operations and Finance</p> <p>R11 The Past and Future of Competitive Advantage R12 How to Map Your Industry's Profit Pool R13 Marakon Runners R14 Customer Profitability Analysis R15 Is a Share Buyback Right for Your Company?</p> <p>Management and Organizational Behaviour</p> <p>R21 Reshaping an Industry: Lockheed Martin's Survival Story R22 Preserving Employee Moral During Downsizing R23 Turning Negotiation into Corporate Capability</p> <p>Marketing</p> <p>R31 Right Away and All at Once: How We Saved Continental R32 Changing Channels</p> <p>Information Technology</p> <p>R41 The Internet and E-Business: Trends and Implications for the Finance Function</p>