

## Case Studies From A Global Perspective

Higher education (HE) is amongst the hardest sectors in which to apply lean. Universities resist change, their organizational cultures being far from the manufacturing environment where lean was born. The way HE organizations are structured, funded, and function globally is idiosyncratic; one size is unlikely to fit all. However, the sector is also dynamic and a mature understanding of lean, as a philosophy, led by principles, suggests there are many ways HE could grow through lean. This collection of work reflects the state-of-the-art in the global practical application of lean for higher education. It aims to demonstrate the diverse applications of lean in universities inspiring others to deeply engage with lean thinking in their own unique context and to drive successful, sustainable, lean work. Contributors are both well-known experts in lean HE and up-and-coming practitioners. Authors live globally, in countries such as Australia, Canada, Malaysia, Poland, the UK, and the USA. They represent higher education environments from applied teaching institutions to research-focused universities from 50 years old to more than 800 years old. The collection focuses on lean applied across universities as a whole, often addressing the administrative support or professional services side of how these institutions work. The application of lean is not limited purely to the administration of such organizations but is applied to the primary purpose of universities: teaching and research. This volume is not focused on lean theory. Instead, it discusses how HE institutions have taken lean forward and the lessons learned that others can share and learn from. It is composed of six sections: Starting out, People, Projects, Technology, Sustaining Lean, and Culture. The rich and wide perspectives in this book will enable the reader to understand the many ways that lean thinking is applied in higher education globally. More importantly, this book will help the reader better understand and apply lean in the context of their own work. Case Studies in Knowledge Management provides rich, case-based lessons learned from several examples of actual applications of knowledge management in a variety of organizational and global settings. A variety of KM issues are explored, including issues associated with building a KMS, organizational culture and its effect on knowledge capture, sharing, re-use, strategy, and implementation of KM initiatives and a KMS. The benefit of focusing on case and action research is that this research provides an extensive and in-depth background and analysis on the subjects, providing readers with greater insight into the issues discussed.

Global Environmental Politics is the perfect introduction to this increasingly significant area. The text combines an accessible introduction to the most important environmental theories and concepts with a series of detailed case studies of the most pressing environmental problems. Features and benefits of the book: Explains the most important concepts and theories in environmental politics. Introduces environmental politics within the context of political science and international relations theories. Demonstrates how the concepts and theories apply in a wide variety of real world contexts. Case studies include the most important environmental issues from climate change and biodiversity to forests and marine pollution. Each chapter is written by an established international authority in the field. This exciting new textbook is essential reading all students of environmental politics and will be of great interest to students of International Relations and Political Economy.

Social innovation and social entrepreneurship look for creative and affordable solutions to specific societal problems. Fuelled by the spread of the internet and the ubiquity of mobile phones, there are more people working to solve pressing social and environmental problems in the world today than ever before in human history. Social Entrepreneurship and Innovation presents the journeys of pioneering - and often accidental - social innovators who, faced with a problem, used their courage, tenacity and creative thinking to find a solution. Using their own words to reflect open their experiences, these cases do not gloss over the setbacks and the dead ends social entrepreneurs can face. Instead, readers will gain a realistic insight into the challenges and an engaging look at the problem-solving mindset needed to overcome them. From a life-saving project to bring solar-powered lighting to midwives in Nigeria, to a news dissemination service that's grown from small beginnings to have a global impact, each case study draws out the lessons learnt by the innovators, providing guidance and advice for those looking to follow

in their footsteps. Social Entrepreneurship and Innovation is an invaluable resource for social entrepreneurs and innovators looking for new ideas and insight into what really works - and what doesn't. This book is an inspiring read for anyone with a social conscience and a desire to change their world for the better.

Published in association with the Bordeaux College of Business, this groundbreaking book applies business pedagogy s powerful learning tool to the unique challenges of wine business management. Within are thirteen cases drawn from the examples of real business success and calamity by an international group of respected wine business scholars.

Optimization models based on a nonlinear systems description often possess multiple local optima. The objective of Global Optimization (GO) is to find the best possible solution of multiextremal problems. This volume illustrates the applicability of GO modeling techniques and solution strategies to real-world problems. Coverage extends to a broad range of applications, from agroecosystem management to robot design. Proposed solutions encompass a range of practical and viable methods.

Global Environmental Politics is the perfect introduction to this increasingly significant area. The text combines an accessible introduction to the most important environmental theories and concepts with a series of detailed case studies of the most pressing environmental problems. Features and benefits of the book: Explains the most important concepts and theories in environmental politics. Introduces environmental politics within the context of political science and international relations theories.

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Through case studies, this edited volume articulates why locally led peacebuilding matters, how it can prevent violence, and invites practitioners and scholars to critically examine the implications of locally led initiatives.

[Global Case Studies](#)

[Doing Liberal Arts Education](#)

[Case Studies and Analysis](#)

[Case Studies for Integrating Science and the Global Environment](#)

[Global Universities and Urban Development: Case Studies and Analysis](#)

[Case Studies on Social Marketing](#)

[Ethnographic Case Studies of Global Cities](#)

[IT-Driven Business Models](#)

[Case Studies in Global Health: Millions Saved](#)

[Scientific and Engineering Case Studies](#)

[The Everyday Life of Urban Inequality](#)

[Global Case Studies in Maternal and Child Health](#)

[Case Studies in Global and Regional Governance Challenges](#)

[Cause-Related Marketing](#)

***Real life examples of the challenges and opportunities in globalized workforces***

***This book is a timely guide on what constitutes effective leadership in Africa. It explores how today's leaders in Africa perceive their role, the challenges they experience, and how they operate effectively as leaders. In the era of globalization, there is an increasing need to offer guidance on how leaders can adjust their leadership style to suit situational contexts. Drawing on case study and survey data, this book illustrates to scholars and leaders worldwide the vision of leadership that is emerging in Africa. It will contribute to the***

development of a new community of global leaders, integrating cutting-edge knowledge on leadership development in Africa.

*Senel Poyrazli's and Chalmer Thompson's International Case Studies in Mental Health* presents a variety of global cases from both developed and developing countries, detailing descriptions of the people who are seeking help to eliminate their distress and of the exceptional practitioners who provide the help. In most of the cases, the practitioner is someone who shares a similar heritage with her or his help-seeker, and who is influenced at least partly by Western psychotherapy traditions. Each chapter also is a showcase of how scholars pair up with mental health practitioners to create a work that weaves together contextual and individual qualities to inform an understanding of the help-seeker and the intervention. This book aims to help prepare both mental health trainees and practicing professionals to be effective in the provision of healing in their work with people in different regions of the world. Consequently, the authors hope to offer practitioners a glimpse of what can be achieved in these regions by people whose reputations within the respective communities are strong.

*Case Studies in Global Health: Millions Saved* consists of 20 case studies, which illustrate real life, proven, large-scale success stories in global public health. Drawing from a rich evidence base, the accessible case write-ups highlight experiences in the scale up of health technologies, the strengthening of health systems, and the use of health education and policy change to achieve impressive reductions in disease and disability, even in the poorest countries. An overview chapter draws attention to the factors that contributed to each of the successes. Discussion questions help to bring out the main points and provide a point of departure for independent student research. Useful as a stand-alone text or as a complement to *Essentials of Global Health*, this book provides readers with a clear and inspiring picture of how global public health efforts have made a difference in the lives of people around the world.

This comprehensive guide presents specific, real-life examples of the strategies and tactics used by some of the world's most successful international businesses and organizations to excel in the global marketplace. Divided into six major sections, this important book features more than 30 case studies that span critical issues of international business--globalization; negotiation; marketing; product/service quality; joint ventures and strategic alliances; and culturally diverse workforces. Each case study focuses on a particular company, region, or management style to clearly illustrate proven techniques for capitalizing on the cultural diversity of people, products, and markets. With contributions from more than two dozen business executives and professors, spanning the globe from Japan, to Germany, China to Mexico, this casebook provides a broad spectrum of current and future approaches to achieving international and cross-cultural business success. An important collection of international case studies and commentary from the award-winning authors of *Managing Cultural Differences*. A comprehensive exploration of all aspects of

*multicultural management from forming strategic alliances to negotiations to marketing and service excellence*

*We live in a globally interconnected but economically divided world where internationally linked businesses can play a significant role in helping and/or obstructing the development of impoverished countries. Through a series of case studies, this volume examines what can be learned, both positively and critically, from the experiences of selected internationally connected firms in Nigeria, Uganda, Ghana, Vietnam, Guyana, and the Nunavik region of northern Canada. This book begins with a set of reflections on the strategies firms might adopt so that they develop both their own assets as well as those of the areas in which they operate. A team of more than two dozen researchers from the developed and developing countries conducted the research on which the essays on this and subsequent volumes are based. Dr Frederick Bird from Concordia University in Montreal directed the overall research project.*

*Social marketing has become an indispensable tool for all types of organizations worldwide. This book presents high-quality cases on the development, implementation, and analysis of different social marketing campaigns that have been created by non-governmental organizations, public administrations, and even businesses. The respective cases reflect the fact that, although social marketing was initially employed by public administrations and NGOs, the number of campaigns developed by all type of organizations, including businesses, is on the rise; in fact, Corporate Social Marketing is now considered to be one of the main CSR initiatives at businesses around the globe. Pursuing an international approach, the cases in the book explore social marketing practices from a diverse set of countries and cultures around the world.*

*A dozen case studies, some fiction some real, for use in a graduate or undergraduate technical communication course. They reveal issues relevant at the international level, offer strategies for recognizing behaviors and patterns of thinking and feeling that affect technical documentation, and identi*

[Case Studies in Knowledge Management](#)

[Global Entrepreneurship](#)

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[International Perspectives on Hits and Misses](#)

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[Global Case Studies in Transformation](#)

[Wine Business Case Studies](#)

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[Climate Justice](#)

[Case Studies from a Global Context](#)

[International Business Case Studies for the Multicultural Marketplace](#)

[Thirteen Cases from the Real World of Wine Business Management](#)

[Strategy, Innovation and People Management](#)

*Governance has become a hugely important issue within sport. Issues of corruption and 'bad governance' have become synonymous with some*

*aspects of sport and closer scrutiny than ever before is being applied to ensure organisations are following international best practice in respect to how they are governed. As sport organisations are required to become more professional and to adopt a more transparent and accountable approach to their operations, it has become important for all students, researchers and professionals working in sport to understand what good governance is and how it should be achieved. This book is the first to examine sport governance around the world. It offers a series of in-depth case studies of governance policy and practice in 15 countries and regions, including the US, UK, China, Australia, Canada, South Africa, Latin America and the Middle East, as well as chapters covering governance by, and of, global sport organisations and international sport federations. With an introduction outlining the key contemporary themes in the study of sport governance, and a conclusion pointing at future directions for research and practice, this book is essential reading for any course on sport management, sport policy, sport development, sport administration or sport organisations, and for any manager or policy-maker working in sport and looking to improve their professional practice.*

*This timely book serves as an overview of the challenges in global health leadership from multiple perspectives, bringing together an interdisciplinary group of academics, researchers, and leaders from around the world who are conducting innovative and high-quality research in the field of global health (GH). The book helps illustrate theoretical and conceptual ideas of leadership using recent examples of GH challenges from the Asia-Pacific region. Leadership is an important element of education and training in GH. Leadership can be demonstrated by many sectors, including local and national government, intergovernmental and non-governmental organizations, multilateral organizations, civil society, and private individuals and corporations. The cases included in this book provide an analysis of the major components to successful efforts in GH, including cooperation, cultural competency, vision, and community ownership. Given that GH practice is typically conducted in team settings with members from various backgrounds, this book provides students, faculty, and professionals in public health and related fields with an opportunity to examine multiple examples of leadership in different contexts. Readers learn how leaders have overcome challenges faced in the operationalization of complex health interventions, foreign policy, and working with key stakeholders and organizations. This book aims to help students to: Identify key trends and issues working in GH contexts; Analyze situations in GH and explain the ways public health, health care, and other organizations can work together or individually to affect the health of a community; Recognize the ways that diversity influences policies, programs, services, and the health of a community; Support*

*diverse perspectives in developing, implementing, and evaluating policies, programs, and services that affect the health of a community; Identify characteristics of GH leaders; Learn about ways to identify and measure success in leadership; and Understand the challenges and barriers faced in GH programs and how to overcome those.*

*This textbook uses a case study approach to present a variety of cause-related marketing campaigns that have been developed by companies, and NGOs. These innovative case studies help students understand how such campaigns affect for-profit and non-profit organizations, customers, and society in general. This book also offers numerous useful examples to understand the theory of cause-related marketing and how it can be applied in different countries and cultural contexts. Lecturers will find the teaching notes provided with each case useful for the classroom.*

*Our changing climate and more extreme weather events have dramatically increased the number and severity of floods across the world.*

*Demonstrating the diversity of global flood risk management (FRM), this volume covers a range of topics including planning and policy, risk governance and communication, forecasting and warning, and economics. Through short case studies, the range of international examples from North America, Europe, Asia and Africa provide analysis of FRM efforts, processes and issues from human, governance and policy implementation perspectives. Written by an international set of authors, this collection of chapters and case studies will allow the reader to see how floods and flood risk management is experienced in different regions of the world. The way in which institutions manage flood risk is discussed, introducing the notions of realities and social constructions when it comes to risk management. The book will be of great interest to students and professionals of flood, coastal, river and natural hazard management, as well as risk analysis and insurance, demonstrating multiple academic frameworks of analysis and their utility and drawbacks when applied to real-life FRM contexts.*

*The editors of "The University as Urban Developer" now extend that work's groundbreaking analysis of the university's important role in the growth and development of the American city to the global view. Linking the fields of urban development, higher education, and urban design, "Global Universities and Urban Development" covers universities and communities around the world, including Germany, Korea, Scotland, Japan, Mexico, South Africa, Finland - 13 countries in all. The book features contributions from noted urban scholars, campus planners and architects, and university administrators from all the countries represented. They provide a wide-angled perspective of the issues and practices that comprise university real estate development around the globe. A concluding chapter by the editors offers practical evaluations of the many cases and identifies best*

*practices in the field.*

*This comprehensive guide presents specific, real-life examples of the strategies and tactics used by some of the world's most successful international businesses and organizations to excel in the global marketplace. Divided into six major sections, this important book features more than 30 case studies that span critical issues of international business--globalization; negotiation; marketing; product/service quality; joint ventures and strategic alliances; and culturally diverse workforces. Each case study focuses on a particular company, region, or management style to clearly illustrate proven techniques for capitalizing on the cultural diversity of people, products, and markets. With contributions from more than two dozen business executives and professors, spanning the globe from Japan, to Germany, China to Mexico, this casebook provides a broad spectrum of current and future approaches to acheiving international and cross-cultural business success.*

*This book is a collection of fictionalised case studies of everyday ethical dilemmas and challenges, encountered in the process of conducting global health research in places where the effects of global, political and economic inequality are particularly evident. It is a training tool to fill the gap between research ethics guidelines, and their implementation 'on the ground'. The case studies, therefore, focus on 'relational' ethics: ethical actions and ideas that emerge through relations with others, rather than in regulations. This work was published by Saint Philip Street Press pursuant to a Creative Commons license permitting commercial use. All rights not granted by the work's license are retained by the author or authors.*

*Case Studies in Global Health: Millions Saved* Jones & Bartlett Publishers

[\*A Themed Anthology of Case Studies, Approaches, and Tools\*](#)

[\*Global Health Research in an Unequal World\*](#)

[\*Developing Global Leaders\*](#)

[\*CaseBase\*](#)

[\*Global Case Studies of Governance, Policy and Communities\*](#)

[\*International Social Work Practice\*](#)

[\*Case Studies in International Technical Communication\*](#)

[\*Global Health Leadership\*](#)

[\*International Business Case Studies For the Multicultural Marketplace\*](#)

[\*Case Study Methodology in Higher Education\*](#)

[\*Case Studies of Entrepreneurial Firms Operating around the World\*](#)

[\*Case Studies in Global Management\*](#)

[\*Global Optimization\*](#)

[\*Global Ethics\*](#)

*This book compares and contrasts divergent social work approaches in countries around the world, providing students with a unique perspective on social work as it is actually practised. Using case studies from frontline*

*practitioners from across the globe, this innovative new textbook stimulates critical thinking about international social work practice issues. Providing a review of both country-specific social work practices and universal social work issues, the text looks at a variety of core social work topics, framed here in terms of CSWE competencies. Set within a theoretical framework presented in the introductory chapter, the subjects covered include: child welfare intimate partner violence family conflict and communication elder care substance abuse trauma. Each chapter presents several case studies exploring range of issues within the broader topic and each case study is commented on by two narratives from social work academics and practitioners from different countries, providing different cultural perspectives. Taking a practical hands-on approach, this text includes a dedicated section for classroom use, with discussion questions, classroom exercises and additional cases for your own analysis. It will be particularly useful to BSW and MSW students taking courses in international social work, practice, social welfare and human behaviour.*

*The Everyday Life of Urban Inequality explores how steadily increasing inequality and the spectacular pace of urbanization frame everyday life for city residents around the world. With case studies from five continents, this volume explores what it means to live within cities marked by entrenched inequalities, situating daily life at the intersection between global processes and local histories. Drawing from ethnographic research, scholars in varied social science disciplines examine the reproduction of poverty and stratification, the creation of political and social marginality, and the destruction—and resilience—of communities. Authors highlight how inequalities are experienced concretely and within daily life. The treatment of caddies at an elite golf course in Mexico City, the early morning routines of a woman running a food stall in Kuala Lumpur, the debates over voting in Cape Town's periphery, the frustration of resettled residents with state policies in Casablanca, or the struggles of migrants to locate secure housing in Santiago all offer insights into the many ways in which inequalities are produced. In each chapter, everyday life is presented in vivid detail, noting the power of tradition, the tools of memory, and the impact of belonging as individuals and communities interact with centralized processes of policy and capital. By focusing on situated experiences of displacement, belonging, and difference, this volume demonstrates the power of multi-disciplinary ethnographic research to illustrate the many ways urban inequalities take shape, combine, and are perpetuated.*

*Covers business case studies focused on issues in emerging markets and emerging industries across the globe.*

*The Nagoya Protocol to the Convention on Biological Diversity (CBD) is rapidly receiving signatures and ratifications. Many countries are preparing to implement the protocol through national research permit systems and/or*



biodiversity laws. Yet there is still considerable confusion about how to implement the Protocol, regarding access and benefit-sharing (ABS) procedures, and minimal experience in many countries. This book seeks to remedy this gap in understanding by analysing a number of ABS case studies in light of the Nagoya Protocol. The case studies are wide-ranging, with examples of plants for medicinal, cosmetic, biotech and food products from or for development in Australia, North Africa, Madagascar, Switzerland, Thailand, USA and Oceania. These will encourage countries to develop national systems which maximise their benefits (both monetary and non-monetary) towards conservation and support for local communities that hold traditional knowledge. In addition, the author analyses new expectations raised by the Nagoya Protocol, such as the encouragement of the development of community protocols by indigenous and local communities. As a result, stakeholders and policy-makers will be able to learn the steps involved in establishing ABS agreements, issues that arise between stakeholders, and the types of benefits that might be realistic. This book examines and shares concrete and specific strategies and policies for doing liberal arts education in a wide range of contexts. It deepens readers' understanding of the processes of adopting interdisciplinary and cross-cultural approaches to the development and teaching of liberal arts courses, integrating diversity and inclusion in policies and practices of liberal arts education, and institutionalizing evidence-based policy making. Moreover, it provides educators and policymakers with practical guidelines on how to incorporate core values of liberal arts education.

*Case Studies for Integrating Science and the Global Environment* is designed to help students of the environment and natural resources make the connections between their training in science and math and today's complex environmental issues. The book provides an opportunity for students to apply important skills, knowledge, and analytical tools to understand, evaluate, and propose solutions to today's critical environmental issues. The heart of the book includes four major content areas: water resources; the atmosphere and air quality; ecosystem alteration; and global resources and human needs. Each of these sections features in-depth case studies covering a range of issues for each resource, offering rich opportunities to teach how various scientific disciplines help inform the issue at hand. Case studies provide readers with experience in interpreting real data sets and considering alternate explanations for trends shown by the data. This book helps prepare students for careers that require collaboration with stakeholders and co-workers from various disciplines. Includes global case studies using real data sets that allow readers to practice interpreting data and evaluating alternative explanations Focuses on critical skills and knowledge, encouraging readers to apply science and math to real world problems Employs a system-based approach, linking air, water, and land resources to help readers understand

*that cause-effect may be complex and solutions to environmental problems require multiple perspectives Includes special features such as links to video clips of scientists at work, boxed information, a solutions section at the end of each case study, and practice exercises*

*Global ethics addresses some of the most pressing ethical concerns today, including rogue states, torture, scarce resources, poverty, migration, consumption, global trade, medical tourism, and humanitarian intervention. It is both topical and important. How we resolve (or fail to resolve) the dilemmas of global ethics shapes how we understand ourselves, our relationships with each other and the social and political frameworks of governance now and into the future. This is seen most clearly in the case of climate change, where our actions now determine the environment our grandchildren will inherit, but it is also the case in other areas as our decisions about what it is permissible for humans beings to do to each other determines the type of beings we are. This book, suitable for course use, introduces students to the theory and practice of global ethics, ranging over issues in global governance and citizenship, poverty and development, war and terrorism, bioethics, environmental and climate ethics and gender justice.*

*Climate change is one of the most complex political, social, and environmental issues of this century, and climate change adaptation has become an increasingly large focus of global efforts. The international community's attention on adaptation has been primarily focused on developing countries' needs, with consensus that the world's most vulnerable communities-the urban and rural poor, low-lying island nations, and indigenous peoples-require additional protection. It was in response to this need for equity that "climate justice" emerged. Climate justice can be defined generally as addressing the disproportionate burden of climate change impacts on poor and marginalized communities. It seeks to promote more equitable allocation of the burdens of these impacts at the local, national, and global levels through proactive regulatory initiatives and reactive judicial remedies that draw on international human rights and domestic environmental justice theories. Yet, efforts to define climate justice as a field of inquiry can be elusive and underinclusive because the concept is so vast in scope. Climate Justice: Case Studies in Global and Regional Governance Challenges seeks to fill that void, providing an overview of the landscape of climate justice from a variety of legal and geographic perspectives in a case study format. Drawing on the expertise of 29 contributors from 16 countries, the book analyzes climate justice from an international law perspective and from the perspectives of legal responses to promote climate justice in several regions of the world, including Pacific island nations, South Asia, North America, Africa, and the Middle East. It addresses proposed solutions to a range of regulatory obstacles under international law, U.S. law, and foreign domestic law in seeking to promote climate justice on a global scale.*

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[Case Studies in Global Business](#)

[An Introduction](#)

[Biodiversity, Access and Benefit-Sharing](#)

[International Case Studies](#)

[Case Studies in Crisis Communication](#)

[The Global Case Studies](#)

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[Case Studies From the Asia-Pacific](#)

[Case Studies From a Global Perspective](#)

[Insights from African Case Studies](#)

[A Global Perspective](#)

[International Businesses and the Challenges of Poverty in the Developing World](#)

Case Studies in Crisis Communication: International Perspectives on Hits and Misses was created to fill the gap for a much-needed textbook in case studies in crisis communication from international perspectives. The events of September 11, 2001, other major world crises, and the ongoing macroeconomic challenges of financial institutions, justify the need for this book. While existing textbooks on the subject focus on U.S. corporate cases, they may not appeal equally to students and practitioners in other countries, hence the need to analyze cases from the United States and from other world regions. The variety and the international focus of the cases, be they environmental, health or management successes or failures, makes this book more appealing to a wider audience. These cases examine socio-cultural issues associated with responding to a variety of crises.

"Case Studies for Integrating Science and the Global Environment" is designed to help students of the environment and natural resources make the connections between their training in science and math and today's complex environmental issues. The book provides an opportunity for students to apply important skills, knowledge, and analytical tools to understand, evaluate, and propose solutions to today's critical environmental issues. The heart of the book includes four major content areas: water resources; the atmosphere and air quality; ecosystem alteration; and global resources and human needs. Each of these sections features in-depth case studies covering a range of issues for each resource, offering rich opportunities to teach how various scientific disciplines help inform the issue at hand. Case studies provide readers with experience in interpreting real data sets and considering alternate explanations for trends shown by the data. This book helps prepare students for careers that require collaboration with stakeholders and co-workers from various disciplines. Includes global case studies using real data sets that allow readers to practice interpreting data and evaluating alternative explanations. Focuses on critical skills and knowledge, encouraging readers to apply science and math to real world problems. Employs a system-based approach, linking air, water, and land resources to help readers understand that cause-effect may be complex and solutions to environmental problems require multiple perspectives. Includes special features such as links to video clips of scientists at work, boxed information, a solutions section at the end of each case study, and practice exercises." This innovative textbook demystifies the subject of world history through a diverse range of case studies. Each chapter looks at an event, person, or place commonly included in comprehensive

textbooks, from prehistory to the present and from across the globe – from the Kennewick Man to gladiators and modern-day soccer and globalization – and digs deeper, examining why historians disagree on the subject and why their debates remain relevant today. By taking the approach of 'unwrapping the textbook,' David Eaton reveals how historians think, making it clear that the past is not nearly as tidy as most textbooks suggest. Provocative questions like whether ancient Greece was shaped by contact with Egypt provide an entry point into how history professors may sharply disagree on even basic narratives, and how historical interpretations can be influenced by contemporary concerns. By illuminating these historiographical debates, and linking them to key skills required by historians, *World History through Case Studies* shows how the study of history is relevant to a new generation of students and teachers.

In higher education, case studies can be utilized to have students put themselves into problems faced by a protagonist and, by doing so, address academic or career-related issues. Working through these issues provides students with an opportunity to gain applied perspective and experiences. Professors in higher education who choose this method of teaching require navigational tools to ensure that students achieve stated learning objectives. *Case Study Methodology in Higher Education* is an essential research publication that focuses on the history and theories relating to case study methodology including techniques for writing case studies and utilizing them in university settings to prepare students for real-life career-related scenarios. This publication features a wide range of topics such as educational leadership, case writing, and teacher education. It is essential for educators, career professionals, higher education faculty, researchers, and students.

Entrepreneurs around the world are encouraged and held up as the new deliverers of economic growth in turbulent times. Entrepreneurship is taught globally, but often without much reference to the truly global array of cases and examples that can provide helpful insights for international students in particular. This collection brings together expert entrepreneurship scholars to provide a collection of global case studies around entrepreneurial firms worldwide. This unique educational resource covers a broad range of topics of relevance to understanding entrepreneurship including corporate, social and indigenous entrepreneurship. This book provides entrepreneurship educators with reliable cases suitable for classroom discussion, analysis or even for assessment purposes. Instructors teaching this subject will be able to use the book as a stand alone reference or as an ideal supplement for many introductory texts in entrepreneurship.

Maternal and Child Health (MCH) continues to be one of the most important fields of study for improving the health of populations across the globe. Two the 10 Millennium Development Goals strive specifically to improve maternal and child health, and several others, such as gender equality and HIV/AIDS, are critical aspects of Maternal and Child Health. Written for students in public health, medical, and allied health professions, *Global Case Studies in Maternal and Child Health* brings to life theoretical and conceptual ideas discussed in primary texts, through the analysis of lived stories of maternal and child health programs around the world. Using structured case studies of community-based programs in maternal and child health from around the world, students will be presented with real-life ethical, practical and theoretical challenges that will develop critical and analytical thinking skills and also provide them with practice models that they can use in their future or present work.

This book will show organizations how business model innovation should be a key focus area in today's global economy. It features cases from businesses around the globe who have developed their own business models to achieve high levels of performance and interviews from key executives. A primary focus in the book will be on the role of technology in driving and enabling

changes to fundamental facets of a business. Business model innovation is occurring around the world, in essentially every industry and in processes ranging from R&D to M&A, supply chain, and marketing. Case examples will be included from ABB, IKEA, Apple, Tata, SHARP, Daudi Aramco, DeBeers, Telefonica, Valero Energy, LEGO, Proctor & Gamble, among others.

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