

Business & Management Streaming Video Collection

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Financial Analysis	Tutorial	SAGE	2016	Non-Exclusive	00:21:34
The Income Statement	Tutorial	SAGE	2016	Non-Exclusive	00:27:21
Managing Cash and the Cash Flow Statement	Tutorial	SAGE	2016	Non-Exclusive	00:28:29
The Balance Sheet	Tutorial	SAGE	2016	Non-Exclusive	00:39:21
Financial Accounting					
Introduction and Overview	Tutorial	SAGE	2016	Exclusive	00:46:39
Business Ethics & Corporate Social Responsibility					
Business Ethics					
Diversity, Equality & Inclusion at EDF Energy	In Practice	SAGE	2016	Exclusive	00:11:11
Sweatshop Wages and Third-World Workers: Are the Wages Worth the Sweat?	Documentary	The Institute for Humane Studies	2011	Non-Exclusive	00:35:31
Corporate Social Responsibility					
Corporate Social Responsibility	Definition	SAGE	2016	Exclusive	00:03:02
Corporate Social Responsibility: Google and China	Video Case	SAGE	2016	Non-Exclusive	00:05:19
AMA-TV: Water Conservation, Pinterest, and Technology Unbundling	Archival Content	American Marketing Association	2012	Exclusive	00:07:23
Globalization: The Rana Plaza Factory Collapse	Video Case	SAGE	2016	Exclusive	00:08:46
Corporate Social Responsibility: Private Sector Engagement at CARE International	In Practice	SAGE	2016	Exclusive	00:11:20
Social Entrepreneurship at HiSbe Foods CIC, an independent supermarket	In Practice	SAGE	2016	Exclusive	00:11:48
Corporate Responsibility	Interview	SAGE	2016	Exclusive	00:24:19
Dirk Matten Discusses Corporate Social Responsibility & Business Ethics	Interview	SAGE	2016	Exclusive	00:40:28

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Sustainability					
AMA-TV: Sustainability, Gamification, and Press Releases	Archival Content	American Marketing Association	2012	Non-Exclusive	00:06:08
AMA-TV: McDonalds, Sustainability, and Promotions	Archival Content	American Marketing Association	2012	Non-Exclusive	00:07:05
Sustainability: Inside a Zero Waste Restaurant	In Practice	SAGE	2016	Exclusive	00:12:15
Sustainability	In Practice	SAGE	2016	Exclusive	00:13:04
Sustainability in the Fashion Industry: Ecoalf	Video Case	SAGE	2016	Exclusive	00:15:08
Sustainability at GENeco, a renewable energy company	In Practice	SAGE	2016	Exclusive	00:20:22
Andrew King Discusses Environmental Capability in Relation to Corporate Strategy	Interview	SAGE	2016	Exclusive	00:26:43
Judi Marshall Discusses Leadership for Sustainability	Interview	SAGE	2016	Exclusive	00:29:58
Entrepreneurship					Return to top
Creativity & Innovation					
Cumulative Innovation	Definition	SAGE	2016	Exclusive	00:00:35
Social Production	Definition	SAGE	2016	Exclusive	00:00:48
User Innovation	Definition	SAGE	2016	Exclusive	00:00:50
Creativity	Definition	SAGE	2016	Exclusive	00:02:16
Introducing Innovation and Change to an Organisation	Video Case	SAGE	2016	Non-Exclusive	00:04:14
Social innovation	Video Case	SAGE	2016	Non-Exclusive	00:04:19
AMA-TV: Personal Data, Twitter, and Multi-Channel Strategy	Archival Content	American Marketing Association	2013	Non-Exclusive	00:06:50
AMA-TV: Hospitals, Leadership, and Innovative Marketing	Archival Content	American Marketing Association	2013	Exclusive	00:07:10
The High Sheriff's Awards for Enterprise	Video Case	SAGE	2016	Exclusive	00:12:03
Stefan Haefliger Discusses Open and User Innovation	Interview	SAGE	2016	Exclusive	00:24:22
Creativity	Interview	SAGE	2016	Exclusive	00:44:27
Dan Martell: Episode 2	Interview	Wise Mentor Capital	2015	Non-Exclusive	00:44:37
Ali Zahid: Episode 4	Interview	Wise Mentor Capital	2015	Non-Exclusive	00:44:39
Mike Katchen: Episode 6	Interview	Wise Mentor Capital	2015	Exclusive	00:44:39
Corey Phelps Discusses Organizational Knowledge	Interview	SAGE	2016	Exclusive	00:46:43
The New Frontier of: Marketing	Tutorial	American Marketing Association	2015	Non-Exclusive	00:52:50

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Entrepreneurial Finance & Accounting					
The Relationship Between Accountants & Small Firms	Tutorial	SAGE	2016	Exclusive	00:13:17
Start-Up Part II	Tutorial	Film Ideas	2015	Non-Exclusive	00:16:40
Mike McDerment: Episode 1	Interview	Wise Mentor Capital	2015	Non-Exclusive	00:44:37
Entrepreneurial Marketing					
Karan Bilimoria	Documentary	BBC	2003	Non-Exclusive	00:48:53
Entrepreneurial Strategies					
Start-Up Part III	Tutorial	Film Ideas	2015	Non-Exclusive	00:22:39
Bruce Croxon: Episode 9	Interview	Wise Mentor Capital	2015	Exclusive	00:44:39
How We Made Our Millions	Documentary	BBC	2011	Non-Exclusive	00:52:09
Entrepreneurship (general)					Return to top
Government's Role in Entrepreneurship	Tutorial	SAGE	2016	Exclusive	00:07:33
Social Entrepreneurship: Homebaked	In Practice	SAGE	2016	Exclusive	00:09:58
Sarah Doukas	Documentary	BBC	2003	Non-Exclusive	00:48:39
Simon Kelner	Documentary	BBC	2003	Non-Exclusive	00:49:34
Richard Branson	Documentary	BBC	2003	Non-Exclusive	00:49:35
Family Business					
Britain's Oldest Family Business	In Practice	SAGE	2016	Exclusive	00:12:20
Building the Family Business	In Practice	SAGE	2016	Exclusive	00:22:20
Born to Rule	Documentary	BBC	2004	Non-Exclusive	00:40:00
Family Business Studies	Interview	SAGE	2016	Exclusive	00:44:32
Global Entrepreneurship & Innovation					
Pavlos Dimitratos Discusses International Entrepreneurship	Interview	SAGE	2016	Exclusive	00:36:20
Yona Shtern: Episode 3	Interview	Wise Mentor Capital	2015	Non-Exclusive	00:44:37
Susur Lee: Episode 7	Interview	Wise Mentor Capital	2015	Non-Exclusive	00:44:37
New Venture Creation					
Start-Up Part I	Tutorial	Film Ideas	2015	Non-Exclusive	00:20:40
Ariel Garten: Episode 8	Interview	Wise Mentor Capital	2015	Non-Exclusive	00:44:39
Small & Medium-Sized Enterprises					
Small Business Management: Posh Totty Jewelry	In Practice	SAGE	2016	Exclusive	00:10:28
Entrepreneurship: Posh Totty Designs	In Practice	SAGE	2016	Exclusive	00:12:23
Small Business Management					
Small Business Management in the Entertainment Sector	In Practice	SAGE	2016	Exclusive	00:18:28

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Social Entrepreneurship & Innovation					
Social Enterprise: Bay Broadband	Video Case	SAGE	2016	Exclusive	00:17:22
Suma Whole Foods & Democratic Decision Making	Video Case	SAGE	2016	Exclusive	00:17:28
General Business & Management					
Business & Management Skills					
Small Business Management & Marketing at Rathfinny Wine Estate	In Practice	SAGE	2016	Exclusive	00:09:56
Grant Writing Basics: How to Write a Successful Grant Proposal to a Private Foundation	Tutorial	SAGE	2016	Exclusive	00:27:20
Business Environment					
The Alternative Approaches to Labour Flexibility and Associated Controversies	Tutorial	SAGE	2016	Non-Exclusive	00:02:18
Management (general)	Management (general)	Management (general)	Management (general)	Management (general)	Management (general)
AMA-TV: Toyota, Marketer Traits, and Loyalty Programs	Archival Content	American Marketing Association	2012	Exclusive	00:06:32
Human Resource Management					Return to top
Career Development					
Careers and Career Management	Tutorial	SAGE	2016	Non-Exclusive	00:02:20
AMA-TV: Differentiating Products, Change, and QR Codes	Archival Content	American Marketing Association	2012	Exclusive	00:05:50
Yehuda Baruch Discusses Organizational Career Systems	Interview	SAGE	2016	Exclusive	00:17:30
Coaching & Mentoring					
Leadership Coaching: Jean-Marie Messier	Video Case	SAGE	2016	Non-Exclusive	00:04:12
Career Coaching	In Practice	SAGE	2016	Exclusive	00:18:12
Compensation & Reward Management					
Pay and Performance: Why Pay Incentives May Not Raise Productivity	In Practice	SAGE	2016	Exclusive	00:07:14
David Lewin Discusses Human Resource Management & Tournament Pay	Interview	SAGE	2016	Exclusive	01:00:08
Conflict Management					
Understand How Workplace Conflict Can Be Expressed By Employers and Employees	Tutorial	SAGE	2016	Non-Exclusive	00:02:25
Managing Conflict: Qantas	Video Case	SAGE	2016	Exclusive	00:11:55
Diversity, Equality & Inclusion					
HRM, Equality and Diversity	Tutorial	SAGE	2016	Non-Exclusive	00:01:33
Alleged Sexual Discrimination at Walmart	Video Case	SAGE	2016	Non-Exclusive	00:04:04

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Peter Anthony Murray Discusses Diversity Management	Interview	SAGE	2016	Non-Exclusive	00:18:46
Disability in the Workplace	Interview	SAGE	2016	Exclusive	00:21:50
Christine Coupland Discusses Embodied Careers	Interview	SAGE	2016	Exclusive	00:23:17
Employee, Industrial & Labor Relations					Return to top
Understand Alternative Perspectives on the Employment Relationship	Tutorial	SAGE	2016	Non-Exclusive	00:02:06
Employee Ownership Model at Gripple, Manufacturer Of Wire Joining & Tensioning Systems	In Practice	SAGE	2016	Exclusive	00:12:40
Human Resource Management (general)					
What is Human Resource Management?	Tutorial	SAGE	2016	Non-Exclusive	00:01:13
The Significance of the Psychological Contract to HRM	Tutorial	SAGE	2016	Non-Exclusive	00:01:48
Human Resource Management at Simply Business Insurance Broker	In Practice	SAGE	2016	Exclusive	00:17:23
Human Resource Strategy & Planning					
Distinguish Between Alternative Approaches to Developing Strategic HRM	Tutorial	SAGE	2016	Non-Exclusive	00:02:00
Strategic Resourcing and Employer Branding at EDF Energy	In Practice	SAGE	2016	Exclusive	00:10:13
International Employee Relations					
International & Comparative Employment Relations: National Regulation, Global Changes	Video Case	SAGE	2016	Exclusive	00:14:17
International Human Resource Management					
Distinguish Between Cultural and Institutional Influences on HRM	Tutorial	SAGE	2016	Non-Exclusive	00:01:56
Frank Horwitz Discusses International Human Resource Management	Interview	SAGE	2016	Exclusive	00:33:50
International Business Communication: Communicating in Latin America	Documentary	EVG Online	2015	Non-Exclusive	00:37:32
International Business Communication: Communicating in India	Documentary	EVG Online	2015	Non-Exclusive	00:48:14
Performance Management					
Understand the Dimensions of and Influences on Performance at Work	Tutorial	SAGE	2016	Non-Exclusive	00:02:14
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Conclusion	Tutorial	SAGE	2016	Exclusive	00:04:28
Reviewing Performance Throughout The Cycle	Tutorial	SAGE	2016	Exclusive	00:29:24
Dealing with Different Kinds of Performers	Tutorial	SAGE	2016	Exclusive	00:29:26
Performance Management and Your Organization	Tutorial	SAGE	2016	Exclusive	00:37:25

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Personal Development Plan	Tutorial	SAGE	2016	Exclusive	00:39:37
Preparation for the Appraisal	Tutorial	SAGE	2016	Exclusive	00:43:02
Recruitment & Retention					Return to top
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Managing People Part I	Tutorial	Film Ideas	2015	Non-Exclusive	00:21:03
Talent Management					
Understand What is Meant by 'Talent' and 'Talent Management'	Tutorial	SAGE	2016	Non-Exclusive	00:02:10
Training & Development					
Introduction: Training the Trainer	Tutorial	SAGE	2016	Non-Exclusive	00:03:07
Train the Trainer: Conclusion	Tutorial	SAGE	2016	Non-Exclusive	00:11:04
Managing People Part II	Tutorial	SAGE	2015	Non-Exclusive	00:12:16
Training that Improves the Bottom Line: A Short Tutorial	Video Case	SAGE	2016	Exclusive	00:13:24
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Train the Trainer: Post-Course Phase	Tutorial	SAGE	2016	Non-Exclusive	00:26:51
Money Programme: Motivators	Documentary	BBC	2002	Non-Exclusive	00:28:49
The Voice as a Tool	Tutorial	SAGE	2016	Non-Exclusive	00:29:09
Structuring and Planning a Training Session	Tutorial	SAGE	2016	Non-Exclusive	00:30:11
Personal Impact	Tutorial	SAGE	2016	Non-Exclusive	00:30:30
Ways of Learning	Tutorial	SAGE	2016	Non-Exclusive	00:37:29
Storytelling	Tutorial	SAGE	2016	Non-Exclusive	00:41:52
Knowledge Management					
Qile He Discusses Knowledge Transfer of Interfirm Alliances	Interview	SAGE	2016	Exclusive	00:23:01
Asian Pacific Business					
China Business Trends	Interview	SAGE	2016	Exclusive	00:02:11
Background: The Origins of Understanding Global Cultures	Tutorial	SAGE	2016	Exclusive	00:14:02
Entrepreneurialism and Digital Business in China	Video Case	SAGE	2016	Exclusive	00:14:38
An Overview of Modern China's Changing Economy	Video Case	SAGE	2016	Exclusive	00:20:18
Western Business Negotiating in China	Tutorial	SAGE	2016	Exclusive	00:22:31
Ericsson Negotiations in China	Video Case	SAGE	2016	Exclusive	00:23:38
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Cross-Cultural Management					
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Practice of Financial Markets	Interview	SAGE	2016	Exclusive	00:25:43
Yongwook Paik Discusses Patent Wars and Firm Strategy	Interview	SAGE	2016	Exclusive	00:37:10
Globalization					
Understanding the Impact of Stressors on Expatriate Families	Video Case	SAGE	2016	Exclusive	00:14:02
Becoming an Effective Global Manager	Tutorial	SAGE	2016	Exclusive	00:20:21
International Business & Management (general)					
International Negotiations	Tutorial	SAGE	2016	Exclusive	00:10:08
Successful Speaking: Overcoming Barriers to Intercultural Communication	Documentary	EVG Online	2015	Non-Exclusive	00:23:43
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International Business Communication: Communicating with the Chinese	Documentary	EVG Online	2015	Non-Exclusive	00:35:14
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International Business Legislation					
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International Logistics					
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Leadership					
Corporate Governance					
Understanding the Chait Governance Model	Tutorial	SAGE	2016	Non-Exclusive	00:12:52
Greg J. Bamber Discusses Employment Relations	Interview	SAGE	2016	Exclusive	00:21:38
Chizu Nakajima Discusses Corporate Governance and Financial Crime	Interview	SAGE	2016	Exclusive	00:24:53
Donald Nordberg Discusses Corporate Governance	Interview	SAGE	2016	Exclusive	00:45:29
Cross-Cultural Leadership					
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Leadership & Ethics					
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Chris Mabey Discusses Leadership Development	Interview	SAGE	2016	Exclusive	00:26:47

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Ethical Leadership: Philosophical & Spiritual Approaches to Organization	Conference	SAGE	2016	Exclusive	00:34:46
The Big Business School Collusion	Conference	SAGE	2016	Exclusive	00:37:20
Teaching Ethics & Values in Schools	Conference	SAGE	2016	Exclusive	00:40:04
Reflecting on the Financial Crisis: Ethical Leadership in Short Supply	Conference	SAGE	2016	Exclusive	00:45:20
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Leadership: Lord Karan Bilmoria, Founder of Cobra Beer	In Practice	SAGE	2016	Exclusive	00:11:11
Rigor & Relevance in Theory & Practice: A Cross Sector	Conference	SAGE	2016	Exclusive	00:16:52
Leadership Part II	Video Case	Film Ideas	2015	Non-Exclusive	00:18:13
Women's Leadership	Interview	SAGE	2016	Exclusive	00:21:00
A Change of Leader: The Case of Apple	Video Case	SAGE	2016	Exclusive	00:29:11
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Leadership Development					
New Ways to Leadership Development	Video Case	SAGE	2016	Exclusive	00:05:19
Imagine There Are No Leaders: Performing Leadership As Collaborative Agency	Video Case	SAGE	2016	Exclusive	00:10:50
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Case: Sources of Renewal	Video Case	SAGE	2016	Exclusive	00:13:55
Jean-Anne Stewart Discusses Leadership Development Across Generations	Interview	SAGE	2016	Exclusive	00:36:29
Leadership Styles					
Managing Up	Tutorial	SAGE	2016	Exclusive	00:15:58
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Your Leadership Philosophy	Tutorial	SAGE	2016	Exclusive	00:20:56
Facilitative Leadership	Documentary	EVG Online	2015	Non-Exclusive	00:39:52
Leadership Theory					
Hugo Gaggiotti Discusses Theorizing and Greek Philosophy for Business Education	Interview	SAGE	2016	Exclusive	00:09:45
Merv Conroy Discusses Leadership and Ethics	Interview	SAGE	2016	Exclusive	00:11:55
Power & Influence					
Studying Subtle Acts of Leadership	Video Case	SAGE	2016	Exclusive	00:17:04
Leadership & Power: Napoleon Bonaparte	Lecture	SAGE	2016	Exclusive	00:31:17
Critical Leadership Studies	Interview	SAGE	2016	Exclusive	00:32:20
Responsible Leadership					
Learning and Leadership in the 1996 Mt. Everest Disaster: The Role of Destructive Goal Pursuit	Video Case	SAGE	2016	Exclusive	00:13:41

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A Personal Voyage of Self-Discovery Through Transcendental Meditation & Spiritual Leadership	Conference	SAGE	2016	Exclusive	00:28:27
Spiritual Leadership Paradigms & Organizational Analysis	Conference	SAGE	2016	Exclusive	00:28:32
Living Spiritual Leadership as a CEO: Theory, Reality, Risks, Challenges and Delights	Conference	SAGE	2016	Exclusive	00:28:55
Why Embracing Christian Values is Crucial for Educating Future Leaders	Conference	SAGE	2016	Exclusive	00:36:13
Phronesis, Professional Education & the Medical Community	Conference	SAGE	2016	Exclusive	00:37:35
Gurus for Kenosis	Conference	SAGE	2016	Exclusive	00:43:40
Transformational/Visionary Leadership					
Analyzing Leadership Critically	Tutorial	SAGE	2016	Exclusive	00:13:36
The Challenges of Leadership in Times of Change & Crisis	Conference	SAGE	2016	Exclusive	00:20:55
Marketing					
Advertising					
AMA-TV: Location Analytics, Job Searching, and Social Media	Documentary	American Marketing Association	2012	Non-Exclusive	00:06:03
AMA-TV: Eating Habits, Young Entrepreneurs, and Multicultural Audiences	Archival Content	American Marketing Association	2012	Exclusive	00:07:04
Advertising & Alcohol	Video Case	SAGE	2016	Exclusive	00:13:48
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Branding & Brand Management					
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AMA-TV: Chipotle, Sustainability, and Brand Tracking	Archival Content	American Marketing Association	2011	Exclusive	00:05:44
AMA-TV: Pricing, Elevator Pitches and Handheld Devices	Archival Content	American Marketing Association	2012	Exclusive	00:05:54
AMA-TV: CMA, Mobile Marketing, and Twitter	Archival Content	American Marketing Association	2012	Exclusive	00:05:55

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AMA-TV: Under Armor, the LGBT Community, and Personal Brands	Archival Content	American Marketing Association	2013	Non-Exclusive	00:06:16
AMA-TV: Detroit Venture Partners, Customer Data, and Branding	Archival Content	American Marketing Association	2013	Exclusive	00:07:13
AMA-TV: Marketing Research, Methodologies, and Teamwork	Archival Content	American Marketing Association	2012	Exclusive	00:07:22
Branding at Curators of Sweden	Video Case	SAGE	2016	Exclusive	00:09:24
Product Placement	Video Case	SAGE	2016	Exclusive	00:11:09
Gillette: Stimulating Primary Demand in Emerging Economies	Video Case	SAGE	2016	Exclusive	00:15:01
Strategic Brand Management	Tutorial	SAGE	2016	Exclusive	00:19:23
Making Quiznos Hot and Toasty Again	Conference	SAGE	2016	Exclusive	00:22:51
Brand Management	Interview	SAGE	2016	Exclusive	00:23:54
Resilience in a Sea of Change	Conference	SAGE	2016	Exclusive	00:36:21
Foods and Brands that Matter – Serving the Needs of Cultures and Consumers Around the World	Conference	SAGE	2016	Exclusive	00:39:51
From Chaos to Opportunity: Why Brand Strategy Matters More Than Ever	Conference	SAGE	2016	Exclusive	00:40:01
Gene Simmons: Episode 10	Interview	Wise Mentor Capital	2015	Exclusive	00:44:35
Eddie Jordan	Documentary	BBC	2003	Non-Exclusive	00:50:04
Uber-Branding: How to Create Desire Beyond Utility, Value or Reason	Conference	SAGE	2016	Exclusive	00:57:56
The New Frontier of: Branding	Tutorial	American Marketing Association	2015	Exclusive	01:04:33
B2B Marketing Journey: Making Renewable Remarkable	Conference	SAGE	2016	Exclusive	00:30:43
Leveraging Thought leadership to Penetrate the C-Suite	Conference	SAGE	2016	Exclusive	00:36:31
Consumer Behavior					Return to top
AMA-TV: Content Pillars	Archival Content	American Marketing Association	2014	Exclusive	00:04:53
Electronic Word of Mouth	Video Case	SAGE	2016	Exclusive	00:02:04
AMA-TV: Causation, Webinars, and Corporate Gifting	Archival Content	American Marketing Association	2013	Exclusive	00:05:47
Consumer Behavior & Sustainability	Tutorial	SAGE	2016	Exclusive	00:14:19
Engineering Serendipity: The Future of Individualized Loyalty and Engagement	Conference	SAGE	2016	Exclusive	00:39:53
Consumer Culture					
AMA-TV: Nabisco, Discrete-Choice Analysis, and Working Remotely	Archival Content	American Marketing	2014	Exclusive	00:04:39

Video Title	Video Type	Publisher	Publication Year	Exclusive to SAGE	Length (hh:mm:ss)
		Association			
Consumer Marketing					Return to top
AMA-TV: Nostalgia Marketing, Social Media Marketing, and Intuition	Archival Content	American Marketing Association	2011	Exclusive	00:06:09
American Marketing Association Annual Conference: Customer Centricity Insights2020	Conference	SAGE	2016	Exclusive	00:22:53
	Conference	SAGE	2016	Exclusive	00:34:23
Customer Relationship Management					
Customer Satisfaction	Definition	SAGE	2016	Exclusive	00:01:59
AMA-TV: US Health Care, Data Security, Loyalties and Brand Consistency	Archival Content	American Marketing Association	2014	Exclusive	00:04:39
AMA-TV: Business Relationships, Happiness at Work, and Customer Behavior	Archival Content	American Marketing Association	2013	Non-Exclusive	00:06:35
Luxury Store Value	Tutorial	SAGE	2016	Exclusive	00:08:45
Customer Relationship Management at Wagamama Restaurant	In Practice	SAGE	2016	Exclusive	00:08:46
Serving Your Customer	Tutorial	Film Ideas	2015	Non-Exclusive	00:21:14
Digital Marketing					
AMA-TV: CVS, Lead Generation and Customer Engagement	Archival Content	American Marketing Association	2015	Exclusive	00:03:53
AMA-TV: Disneyland and Customer Satisfaction	Archival Content	American Marketing Association	2015	Exclusive	00:04:32
AMA-TV: Social Media Research	Archival Content	American Marketing Association	2014	Exclusive	00:04:34
AMA-TV: Content Consumption, Business Meetings, and Statwizards	Archival Content	American Marketing Association	2013	Exclusive	00:05:56
AMA-TV: The Onion, Webinar Platforms, and Privacy	Archival Content	American Marketing Association	2013	Exclusive	00:06:49
AMA-TV: Content Experience, Brand Keywords, and the Digital Generation	Archival Content	American Marketing Association	2013	Exclusive	00:06:50
Retail Management & Marketing at Kinky Knickers	In Practice	SAGE	2016	Exclusive	00:09:28
Content is King, Distribution is Queen, and It's a Matriarchy!	Conference	SAGE	2016	Exclusive	00:31:06
Guiding a Digital Transformation	Conference	SAGE	2016	Exclusive	00:38:16
Katherine Hague: Episode 5	Interview	Wise Mentor Capital	2015	Non-Exclusive	00:44:39
The New Frontier of Digital	Tutorial	American Marketing Association	2015	Non-Exclusive	01:06:11
Environmental Issues in Marketing					
Business and the Environment	Interview	SAGE	2016	Exclusive	00:39:51
Experience Marketing					
AMA-TV: Intel, Customer Experience Innovation, and Targeted Promotion	Archival Content	American Marketing	2013	Exclusive	00:04:11

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		Association			
International & Global Marketing					Return to top
International Marketing	In Practice	SAGE	2016	Exclusive	00:08:36
Entering the Chinese Market	Video Case	SAGE	2016	Exclusive	00:12:51
International Marketing & the Notting Hill Carnival	Video Case	SAGE	2016	Exclusive	00:18:39
Marketing (general)					
AMA-TV: Social Media Posts, and Social Interactions	Archival Content	American Marketing Association	2014	Exclusive	00:04:31
Strategic Marketing: Conclusion	Tutorial	SAGE	2016	Exclusive	00:01:44
AMA-TV: Bella, Millennials, and Brand Repositioning	Archival Content	American Marketing Association	2014	Exclusive	00:04:01
AMA-TV: Market Needs, Win-Loss Analysis, and the Buying Process	Archival Content	American Marketing Association	2014	Exclusive	00:04:47
Strategic Marketing: Introduction	Tutorial	SAGE	2016	Non-Exclusive	00:04:48
AMA-TV: Facebook Ads	Archival Content	American Marketing Association	2014	Exclusive	00:05:01
AMA-TV: Marketing Strategy and Tourism	Archival Content	American Marketing Association	2015	Exclusive	00:05:12
AMA-TV: Tourism Marketing, Lead Scoring, and Consumerism	Archival Content	American Marketing Association	2011	Exclusive	00:06:01
AMA-TV: MoMA, Personal Brands, and Purchase Journeys	Archival Content	American Marketing Association	2012	Exclusive	00:06:19
AMA-TV: Face-to-face Networking, Online Communication, and QR Codes	Archival Content	American Marketing Association	2011	Exclusive	00:06:30
AMA-TV: Joffrey Ballet, Brand/Consumer Connections, and Content Marketing	Archival Content	American Marketing Association	2012	Exclusive	00:06:34
AMA-TV: Panel Interviews, Marketing Theory, and Goodwill Efforts	Archival Content	American Marketing Association	2012	Exclusive	00:07:06
What is Strategic Marketing?	Tutorial	SAGE	2016	Exclusive	00:32:16
Customer Centricity 2	Tutorial	SAGE	2016	Non-Exclusive	00:33:02
Marketing and Social Responsibility	Tutorial	SAGE	2016	Exclusive	00:33:33
Strategic Branding	Tutorial	SAGE	2016	Exclusive	00:34:38
Leveraging the Brand	Tutorial	SAGE	2016	Non-Exclusive	00:42:53
Customer Centricity	Tutorial	SAGE	2016	Non-Exclusive	00:44:41
Marketing Channels					
Marketing Synergy	Tutorial	SAGE	2016	Exclusive	00:19:23
Marketing Decision Making					
Gaining Clarity in the Age of Chaos is Impossible – How to Manage Through Uncertainty Instead	Conference	SAGE	2016	Exclusive	00:43:31

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Marketing Ethics	Tutorial	SAGE	2016	Exclusive	00:09:55
Marketing Information Systems					
AMA-TV: Mike Rowe, Labor Marketing, and Digital Asset Management	Archival Content	American Marketing Association	2013	Exclusive	00:06:11
Marketing Management & Planning					
AMA-TV: Charity Water, Trends and Brand Imperatives	Archival Content	American Marketing Association	2015	Exclusive	00:02:57
AMA-TV: Analytics, Market Forecasting, Marketing Efficiency Modeling, and Customer Dynamics	Archival Content	American Marketing Association	2015	Exclusive	00:03:30
Marketing Management	Interview	SAGE	2016	Exclusive	00:36:10
Marketing Models					
Co-Creation	Definition	SAGE	2016	Exclusive	00:00:57
AMA-TV: Big Data, Rejection, Customer Forecasting, and Social Media Security	Archival Content	American Marketing Association	2013	Exclusive	00:06:51
Marketing Research					
Idea Generation	Definition	SAGE	2016	Exclusive	00:04:14
AMA-TV: Honomichl, Job Searching, and Discrete Choice Analysis	Archival Content	American Marketing Association	2013	Exclusive	00:05:07
Conceptual Frameworks in Marketing Research	Tutorial	SAGE	2016	Exclusive	00:08:37
Questionnaire Translation	Tutorial	SAGE	2016	Exclusive	00:08:53
An Introduction to Big Data for Market Research	Tutorial	SAGE	2016	Exclusive	00:11:54
The Place of Interviews in Market Research	Tutorial	SAGE	2016	Exclusive	00:23:45
Marketing Strategy					
Localized Product	Definition	SAGE	2016	Exclusive	00:01:25
Engagement	Definition	SAGE	2016	Exclusive	00:02:52
AMA-TV: Long-term Strategy Development and Networking	Archival Content	American Marketing Association	2015	Exclusive	00:03:44
AMA-TV: PepsiCo, Marketing Opportunities, and Creativity	Archival Content	American Marketing Association	2015	Exclusive	00:05:01
AMA-TV: Video Advertising and HSBC	Archival Content	American Marketing Association	2014	Exclusive	00:05:16
AMA-TV: Hampton Creek, Online Events, and Credibility	Archival Content	American Marketing Association	2013	Exclusive	00:06:12
Marketing of Controversial Products at Fair & Lovely	Video Case	SAGE	2016	Exclusive	00:06:16
AMA-TV: Pandora, Online Presence, Lead Nurturing, and Sustainability	Archival Content	American Marketing Association	2011	Non-Exclusive	00:06:29
AMA-TV: Chicago, Social Media Tips, and New Growth	Archival Content	American Marketing	2012	Exclusive	00:06:57

Video Title	Video Type	Publisher	Publication Year	Exclusive to SAGE	Length (hh:mm:ss)
		Association			
AMA-TV: Tide, Data Visualization, and ROI	Archival Content	American Marketing Association	2012	Non-Exclusive	00:07:04
AMA-TV: Nature Valley, Coworkers, and Adobe	Archival Content	American Marketing Association	2013	Exclusive	00:07:10
Global Marketing Strategy	Tutorial	SAGE	2016	Exclusive	00:22:37
The Digital Effect	Conference	SAGE	2016	Exclusive	00:29:53
Marketing & Sales Part I	Tutorial	Film Ideas	2015	Non-Exclusive	00:31:49
Marketing Strategy	Interview	SAGE	2016	Exclusive	00:32:50
New Product Development					Return to top
AMA-TV: Marketing Challenges, Content Marketing, and Soft Skills	Archival Content	American Marketing Association	2013	Exclusive	00:04:13
Developing Consumer Goods	Video Case	SAGE	2016	Exclusive	00:04:26
AMA-TV: Google, Augmented Reality, Business Cards and Body Language	Archival Content	American Marketing Association	2013	Exclusive	00:05:22
AMA-TV: E-Readers, Analytics, and Big Data	Archival Content	American Marketing Association	2013	Exclusive	00:06:03
Product Pricing Strategies	In Practice	SAGE	2016	Exclusive	00:12:11
New Product Development at Gripple, Manufacturer Of Wire Joining & Tensioning Systems	In Practice	SAGE	2016	Exclusive	00:16:56
New Product Development	Interview	SAGE	2016	Exclusive	00:19:54
Political Marketing					
Political Marketing	Tutorial	SAGE	2016	Exclusive	00:13:51
Pricing					
Price Elasticity	Definition	SAGE	2016	Exclusive	00:02:26
Pricing	Interview	SAGE	2016	Exclusive	00:42:34
Public Relations & Corporate Communications					
Crisis Management: BP and the 2010 Oil Spill	Video Case	SAGE	2016	Non-Exclusive	00:02:57
AMA-TV: King Arthur Flour, Market Targeting and Social Media Platorms	Archival Content	American Marketing Association	2014	Exclusive	00:03:52
IBM	Video Case	SAGE	2016	Exclusive	00:07:15
Corporate Communications	Interview	SAGE	2016	Exclusive	00:27:33
Lynne Franks	Documentary	BBC	2003	Non-Exclusive	00:48:49
Public Sector & Non-Profit Marketing					
AMA-TV: The New Heartland Group and Brand Strategies	Archival Content	American Marketing Association	2014	Exclusive	00:04:32
Lobbying Strategy for Nonprofits	Tutorial	SAGE	2016	Exclusive	00:19:52
Lobbying Regulations for Nonprofits	Tutorial	SAGE	2016	Exclusive	00:22:29
Nonprofit Management: Lifeline Theatre	In Practice	SAGE	2016	Exclusive	00:26:25

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Relationship Marketing					Return to top
AMA-TV: Bang Ban Pie and Biscuits, Social Media and Brand Recognition	Archival Content	American Marketing Association	2015	Exclusive	00:05:22
Sales Management & Promotion					
Birds	Documentary	BBC	2002	Non-Exclusive	00:04:47
Redskins Football Sponsorship	Video Case	SAGE	2016	Exclusive	00:05:12
AMA-TV: Tourism in America, Future Marketing Efforts, and Online Customers	Archival Content	American Marketing Association	2012	Non-Exclusive	00:05:36
Marketing & Sales Part II	Tutorial	Film Ideas	2015	Non-Exclusive	00:21:30
Services Marketing					
Services Marketing	Interview	SAGE	2016	Exclusive	00:28:29
Small Business Marketing					
AMA-TV: Small Businesses, Digital Resumes, Customer Intimacy, and Data Collection	Archival Content	American Marketing Association	2012	Exclusive	00:06:34
Social Marketing					
AMA-TV: Movember and Engaging Millennials	Archival Content	American Marketing Association	2015	Exclusive	00:05:00
AMA-TV: Measuring Programs, ROI, and Customer Engagement	Archival Content	American Marketing Association	2012	Exclusive	00:05:51
AMA-TV: Going Viral, Positioning and Brand Marketing	Archival Content	American Marketing Association	2013	Exclusive	00:06:03
AMA-TV: Starbucks, Marketing Campaigns, and Way5 Innovation	Archival Content	American Marketing Association	2011	Exclusive	00:06:20
AMA-TV: Social Media, Customer Intimacy and Video Marketing	Archival Content	American Marketing Association	2012	Exclusive	00:06:33
AMA-TV: TOMS, Online Identities, and Stakeholders	Archival Content	American Marketing Association	2012	Exclusive	00:07:37
Influencing Behavior	Tutorial	SAGE	2016	Exclusive	00:10:29
Strategic Social Marketing	Tutorial	SAGE	2016	Exclusive	00:12:16
Social Marketing: Dying Matters	Video Case	SAGE	2016	Exclusive	00:18:21
Social Media					
AMA-TV: The Affordable Care Act, Uberflip, and Data-Driven Content Marketing	Archival Content	American Marketing Association	2014	Exclusive	00:06:07
AMA-TV: The Customer Journey, Event Experiences, and Engagement	Archival Content	American Marketing Association	2013	Exclusive	00:06:31
AMA-TV: Social Media, Preparing for Crisis/Controversy, and Marketing Leaders	Archival Content	American Marketing Association	2013	Exclusive	00:06:36
Real Time Marketing: Oreo and Tide	Definition	SAGE	2016	Exclusive	00:07:41
Anthropomorphic Marketing	Tutorial	SAGE	2016	Exclusive	00:08:09
The Rise of Social Media Marketing	In Practice	SAGE	2016	Exclusive	00:10:30

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Corporate Social Responsibility: Freeformers	In Practice	SAGE	2016	Exclusive	00:10:51
Bournemouth Air Festival: Use of Social Media	Video Case	SAGE	2016	Exclusive	00:11:07
Social Media Marketing	Interview	SAGE	2016	Non-Exclusive	00:23:57
The New Frontier of: Social Media	Tutorial	American Marketing Association	2015	Non-Exclusive	00:44:35
Sport Marketing					Return to top
Sponsorship Development	Tutorial	SAGE	2016	Exclusive	00:19:00
Tourism, Events & Hospitality Marketing					
Human Resources & Performance Management	In Practice	SAGE	2016	Exclusive	00:11:12
Revitalizing Mature Seaside Resorts	Video Case	SAGE	2016	Exclusive	00:12:03
Adventure Tourism Management at Zip World	In Practice	SAGE	2016	Exclusive	00:12:28
Operations Management					
Global Operations Management					
Generational Differences in Training Success: An Insurance Company Case Study	Tutorial	SAGE	2016	Exclusive	00:09:59
The Shiraiishi Garment Company: A Case Study	Tutorial	SAGE	2016	Exclusive	00:10:45
Operations Management (General)					
Introduction to Operations Management	Tutorial	SAGE	2016	Exclusive	00:17:18
Project Management					
Time Management: Conclusion	Tutorial	SAGE	2016	Exclusive	00:04:16
The Urgent/Important Matrix	Tutorial	SAGE	2016	Non-Exclusive	00:24:50
Personalizing Time Management	Tutorial	SAGE	2016	Non-Exclusive	00:25:52
Organizing Your Priorities	Tutorial	SAGE	2016	Non-Exclusive	00:27:49
Definitions and Diagnosis	Tutorial	SAGE	2016	Exclusive	00:27:51
Becoming More Efficient in the Office	Tutorial	SAGE	2016	Exclusive	00:31:50
To-Do Lists, Software, and Technology	Tutorial	SAGE	2016	Exclusive	00:31:54
Focus and Procrastination	Tutorial	SAGE	2016	Non-Exclusive	00:40:34
Service Operations					
Harry Barton Discusses Lean Management	Interview	SAGE	2016	Exclusive	00:34:50
Supply Chain Management					
Claire Moxham Discusses Socially Sustainable Supply Chains	Interview	SAGE	2016	Exclusive	00:13:29
Organization Studies					
Emotion in Organizations					
Emotional Intelligence & Workplace Learning	Interview	SAGE	2016	Exclusive	00:40:08

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Gender & Diversity					Return to top
Clifford Lewis Discusses Organizational Leadership and Diversity Management	Interview	SAGE	2016	Exclusive	00:12:01
Motivation					
Leadership in the Modern Business Environment	In Practice	SAGE	2016	Exclusive	00:16:13
Zappos Case Study	Video Case	Film Ideas	2015	Non-Exclusive	00:26:36
Organization Design					
Redesigning an organization	Video Case	SAGE	2016	Non-Exclusive	00:04:19
Organization Development & Change					
Karina Nielsen Interview	Interview	European Association of Work and Organizational Psychology	2015	Non-Exclusive	00:12:31
Learning & Change	Tutorial	SAGE	2016	Exclusive	00:16:05
Overcoming Resistance to Change	Tutorial	SAGE	2016	Exclusive	00:23:17
Rune Todnem By Discusses Change Management	Interview	SAGE	2016	Exclusive	00:24:04
The Role of Line Managers in Making or Breaking Organizational Change Interventions	Key Note	European Association of Work and Organizational Psychology	2015	Non-Exclusive	00:49:24
Organization Studies (general)					
Using Organizational Learning to Improve Service Quality	Video Case	SAGE	2016	Non-Exclusive	00:04:22
Dilemmas and Innovation: The Case of Kodak	Video Case	SAGE	2016	Exclusive	00:05:08
Organizational Design	Tutorial	SAGE	2016	Exclusive	00:15:02
Leveraging Organizational Culture	Interview	SAGE	2016	Exclusive	00:16:57
Innovation	Interview	SAGE	2016	Exclusive	00:23:31
Organizational Capability	Interview	SAGE	2016	Exclusive	00:39:50
Organizational Behavior					
AMA-TV: Pet Insurance, Meeting Engagement, and Digital Marketing	Archival Content	American Marketing Association	2014	Exclusive	00:04:15
International Organizational Behavior	In Practice	SAGE	2016	Exclusive	00:24:19
Organizational Culture					
Organizational Values in a Creative Agency	Video Case	SAGE	2016	Non-Exclusive	00:02:58
Managing Organizational Culture	Video Case	SAGE	2016	Non-Exclusive	00:03:35
Work-Life Balance	Interview	SAGE	2016	Exclusive	00:08:42
Intersectionality	Interview	SAGE	2016	Exclusive	00:12:22
Organizational Socialization	Definition	SAGE	2016	Exclusive	00:17:03
Job Embeddedness	Interview	SAGE	2016	Exclusive	00:32:02
Organizational Identity	Video Case	SAGE	2016	Non-Exclusive	00:02:59

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Organizational Theory Part 1: The Early Days	Tutorial	SAGE	2016	Exclusive	00:10:50
Organizational Theory Part 2: The Post-WWII Era	Tutorial	SAGE	2016	Exclusive	00:15:03
Cliff Oswick Discusses Discourse-Oriented Modes of Organizational Change and Transformation	Interview	SAGE	2016	Exclusive	00:22:43
Positive Organizational Psychology					
Magnus Sverke Interview	Interview	European Association of Work and Organizational Psychology	2015	Non-Exclusive	00:10:35
Jacqueline Coyle-Shapiro Interview	Interview	European Association of Work and Organizational Psychology	2015	Non-Exclusive	00:12:38
Managing the Employee-Organisation Relationship in Turbulent Times	Key Note	European Association of Work and Organizational Psychology	2015	Non-Exclusive	00:40:23
Changing employment relations and perceptions of job insecurity: Challenges for employees and leaders	Key Note	European Association of Work and Organizational Psychology	2015	Non-Exclusive	00:44:52
Stress in Organizations					
Gary Rees Discusses Burnout and Employee Engagement	Interview	SAGE	2016	Exclusive	00:19:57
Teamwork in Organizations					
Managing Teams: NASA and Groupthink	Video Case	SAGE	2016	Non-Exclusive	00:04:03
Bees	Documentary	BBC	2002	Non-Exclusive	00:04:47
Team Development and Leadership in a University Emergency Medicine Research Team	Video Case	SAGE	2016	Exclusive	00:11:28
Good Teams, Bad Teams: Team Leadership Essentials	Tutorial	SAGE	2016	Exclusive	00:15:06
Stephen Procter Discusses Teamworking	Interview	SAGE	2016	Exclusive	00:30:05
Effective Communication in Teams	Documentary	EVG Online	2015	Non-Exclusive	00:35:25
Women in Management					
Women in Leadership in Emerging Markets	Interview	SAGE	2016	Exclusive	00:33:17
Other Management Specialties					
Crisis Management					
Crisis Management: Conclusion	Tutorial	SAGE	2016	Exclusive	00:06:14
Introduction: Crisis Management	Tutorial	SAGE	2016	Exclusive	00:06:50
Moving on from the Crisis	Tutorial	SAGE	2016	Exclusive	00:21:34
Evolution Through Crisis Management	In Practice	SAGE	2016	Exclusive	00:22:41

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What is a Crisis?	Tutorial	SAGE	2016	Exclusive	00:27:25
The Acute Stage - Internal Challenges	Tutorial	SAGE	2016	Non-Exclusive	00:28:32
Examples of Crisis Management in Practice	Tutorial	SAGE	2016	Non-Exclusive	00:34:56
The Acute Phase - External Challenges	Tutorial	SAGE	2016	Non-Exclusive	00:38:32
Crisis Planning, Prevention and Avoidance	Tutorial	SAGE	2016	Non-Exclusive	00:50:53
Critical Management Studies					Return to top
Critical Management Studies	Interview	SAGE	2016	Exclusive	00:33:01
Health Care Management					
Healthcare Management and the Aging Population	Video Case	SAGE	2016	Exclusive	00:05:54
Hospitality, Travel & Tourism Management					
Analyzing Tourism	Tutorial	SAGE	2016	Exclusive	00:08:44
The Ritz Carlton: Ladies & Gentlemen Serving Ladies & Gentlemen	Video Case	SAGE	2016	Exclusive	00:18:19
Public & Nonprofit Management					
AMA-TV: Shinola and Branding	Archival Content	American Marketing Association	2014	Non-Exclusive	00:05:59
AMA-TV: Nonprofit Marketing Narratives, Relationship Marketing, and Future Consumers	Archival Content	American Marketing Association	2012	Exclusive	00:06:17
Program Evaluations	Tutorial	SAGE	2016	Exclusive	00:15:56
Research Methods for Business & Management					
Participatory & Action Research					
Action Research	Panel Discussion	SAGE	2016	Exclusive	00:29:31
Qualitative Techniques					
Presenting Findings in Qualitative Research	Tutorial	SAGE	2016	Exclusive	00:08:33
Beyond bureaucracy: Implementing Six Sigma	Video Case	SAGE	2016	Non-Exclusive	00:04:49
Using Big Data to Create Innovative New Products at Ambiental	In Practice	SAGE	2016	Exclusive	00:10:20
Business Statistics	In Practice	SAGE	2016	Exclusive	00:12:42
Strategic Management					
Corporate Strategy					
Yongwook Paik Defines SWOT Analysis	Definition	SAGE	2016	Exclusive	00:00:58
AMA-TV: B2B Blogging	Archival Content	American Marketing Association	2015	Exclusive	00:03:35
AMA-TV: Macy's and Digital and Social Media	Archival Content	American Marketing Association	2014	Exclusive	00:04:11
Roy Suddaby Discusses Corporations and Institutional Homology	Interview	SAGE	2016	Exclusive	00:23:19
Loizos Heracleous Discusses Strategic	Interview	SAGE	2016	Exclusive	00:38:13

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Management					
Culture & Strategy					
AMA-TV: Military Recruiting, Incentive Programs, and Customer Analytics	Archival Content	American Marketing Association	2013	Exclusive	00:06:33
Decision-Making					Return to top
Andrew King Defines Market Signaling	Definition	SAGE	2016	Exclusive	00:01:04
Andrew King Defines Game Theory	Definition	SAGE	2016	Non-Exclusive	00:01:25
Decision Making in the Face of Uncertainty	In Practice	SAGE	2016	Exclusive	00:19:01
Industry Analysis					
Michael Jacobides Discusses Strategic Dynamics of Changing "Industry Architectures"	Interview	SAGE	2016	Exclusive	00:43:27
Mergers & Acquisitions					
Mark Ebers Discusses Dynamic Capabilities, Post-Merger Integration and Social Capital	Interview	SAGE	2016	Exclusive	00:46:01
Porter's Five Forces					
Loizos Heracleous Defines Dual Strategies	Definition	SAGE	2016	Exclusive	00:01:44
Duncan Angwin Defines the 3 P Framework	Definition	SAGE	2016	Exclusive	00:02:30
Strategic Alliances					
Corey Phelps Defines Extramural Sources of Knowledge	Definition	SAGE	2016	Exclusive	00:01:02
Strategic Alliances: Disney and Pixar	Video Case	SAGE	2016	Exclusive	00:08:58
Strategic Management (general)					
Yongwook Paik Defines Economies of Scope	Definition	SAGE	2016	Exclusive	00:01:01
Strategic Capabilities	Definition	SAGE	2016	Exclusive	00:01:03
Yongwook Paik Defines Product Scope Strategy	Definition	SAGE	2016	Exclusive	00:01:50
Corey Phelps Defines the Knowledge-Based View of the Firm	Definition	SAGE	2016	Exclusive	00:02:50
Lions	Documentary	BBC	2002	Non-Exclusive	00:04:47
The Functions of the Executive by Chester Barnard	Video Case	SAGE	2016	Exclusive	00:13:55
Duncan Angwin Discusses Strategy, Mergers and Acquisitions	Interview	SAGE	2016	Exclusive	00:17:02
Strategic Plans & Planning					
Opposing a strategic management initiative	Video Case	SAGE	2016	Non-Exclusive	00:04:34
Squirrels	Documentary	BBC	2002	Non-Exclusive	00:04:47
Forecasting & Exploiting the Business Cycle	Tutorial	SAGE	2016	Exclusive	00:16:21
A Nuclear Submarine	Documentary	BBC	2010	Non-Exclusive	00:51:56
Britain's Secret Engineers	Documentary	BBC	2010	Non-Exclusive	00:52:33
A Jumbo Jet Engine	Documentary	BBC	2010	Non-Exclusive	00:52:34

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Strategy as Practice	Tutorial	SAGE	2016	Exclusive	00:08:21
Sleeping Partners	Documentary	BBC	2004	Non-Exclusive	00:39:35
Checking Out	Documentary	BBC	2004	Non-Exclusive	00:39:39
Tyred Out	Documentary	BBC	2004	Non-Exclusive	00:39:47
Soap Opera	Documentary	BBC	2004	Non-Exclusive	00:39:49
Split Ends	Documentary	BBC	2004	Non-Exclusive	00:39:50
Strategy Transformation					
Family Business: Business Transformation	In Practice	SAGE	2016	Exclusive	00:17:33

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