

Managerial Economics And Organizational Architecture 5th Edition

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Management and the Arts William Byrnes 2012-08-21 Management and the Arts, Fourth Edition provides you with theory and practical applications from all management perspectives including planning, marketing, finance, economics, organizational, staffing, and group dynamics ALL related to an arts organization. Whether you are a manager in a theatre, museum, dance company, or opera, you will gain useful insights into management. Topics written especially to help you with your management skills include: * How arts organizations and management evolved * The theories and processes behind strategic planning and decision making * Organizing and organizational design * Staffing and personal relations * The tools and techniques available from communicating effectively and keeping track of information * Budgeting, fundraising, and financial management * Integrating various management theories and practical applications * How to work effectively with boards * Sections on e-marketing and Web marketing * Includes: case studies, statistics, career, and financial information Revised to reflect the latest thinking and trends in managing organizations and people, Management and the Arts, Fourth Edition features class-tested questions in each chapter, which help you to integrate the material and develop ideas as to how the situations and problems could have been handled. Case studies focus on the challenges facing managers and organizations every day, and "In The News quotes give you real-world examples of principles and theories. Developing career skills and options, graduate and postgraduate training opportunities, and professional organizations and conferences are highlighted.

Designing Organizations to Create Value: From Strategy to Structure James Brickley 2003 Provides management information on coordinating a company's decision-making authority, performance evaluation, and compensation allowing a company to run more efficiently.

Harvard Law Review: Volume 129, Number 2 - December 2015 Harvard Law Review 2015-12-10 The December 2015 issue, Number 2, features these contents: • Article, "Intra-Agency Coordination," by Jennifer Nou • Book Review, "Body Banking from the Bench to the Bedside," by Natalie Ram • Note, "'A Prison Is a Prison Is a Prison': Mandatory Immigration Detention and the Sixth Amendment Right to Counsel" • Note, "Bundled Systems and Better Law: Against the Leflar Method of Resolving Conflicts of Law" The issue also includes In Memoriam essays honoring the legacy of Professor Daniel J. Meltzer, with contributions by Judge David J. Barron, Richard H. Fallon, Jr., Vicki C. Jackson, Robert S. Taylor, Justice Elena Kagan, David F. Levi, Martha Minow, and Donald B. Verrilli, Jr. In addition, student commentary analyzes Recent Cases on retroactive application of Dodd-Frank, whether the first-to-file rule of the False Claims Act is jurisdictional, ancillary jurisdiction to expunge a criminal conviction, and First Amendment issues raised by a court-ordered apology. Student comments on Recent Legislation discuss state laws prohibiting local units from creating protected classes, and state laws prohibiting local units from regulating fracking. Further, a student comment analyzes a Recent Adjudication in the EEOC defining discrimination on grounds of sexual orientation as protected sexual discrimination. Finally, the issue includes several comments on Recent Publications. The Harvard Law Review is offered in a quality digital edition, featuring active Contents, linked footnotes, active URLs, legible tables, and proper ebook and Bluebook formatting. The Review is a student-run organization whose primary purpose is to publish a journal of legal scholarship. It comes out monthly from November through June and has roughly 2500 pages per volume. Student editors make all editorial and organizational decisions. This is the second issue of academic year 2015-2016.

Managerial Economics and Organizational Architecture James A. Brickley 1997 With two distinct objectives, this text's approach to managerial economics takes models from recent economics research and applies the research to the internal structure of a firm. After teaching basic applied economics, the authors look inside the firm and apply this analysis to management decision making. Authors Brickley, Smith, and Zimmerman contend that organizational architecture consists of three aspects of corporate organization: the assignment of decision rights within the company; methods of rewarding individuals; the structure of systems to evaluate the performance of both individuals and business units. These three components can be likened to a stool with three legs. If one of the legs is shorter, the stool is out of balance. These three elements must be in balance in the organization as well.

Organizational Culture and Leadership Edgar H. Schein 2010-07-16 Regarded as one of the most influential management books of all time, this fourth edition of Leadership and Organizational Culture transforms the abstract concept of culture into a tool that can be used to better shape the dynamics of organization and change. This updated edition focuses on today's business realities. Edgar Schein draws on a wide range of contemporary research to redefine culture and demonstrate the crucial role leaders play in successfully applying the principles of culture to achieve their organizational goals.

The Internet of Products Robert Neumann 2012-11-27 [This study approaches the difficult problem of providing Internet users with a completely transparent view on electronic markets from a product information accessibility point of view. Robert Neumann analyzes economic, ecological, and societal gains of openly accessible product information in the form of theoretical models. Though many aspects of very different research disciplines have to be investigated to gain a holistic view on the Internet of Products, this thesis reduces the range of involved research topics to product information discoverability related questions.

EBOOK: Advanced Macroeconomics ROMER 2018-02-22 EBOOK: Advanced Macroeconomics

Managerial Economics & Organizational Architecture James Brickley 2007 With two distinct objectives, this text's approach to managerial economics takes models from recent economics research and applies the research to the internal structure of a firm. After teaching basic applied economics, the authors look inside the firm and apply this analysis to management decision making. Authors Brickley, Smith, and Zimmerman contend that organizational architecture consists of three aspects of corporate organization: the assignment of decision rights within the company; methods of rewarding individuals; the structure of systems to evaluate the performance of both individuals and business units. These three components can be likened to a stool with three legs. If one of the legs is shorter, the stool is out of balance. These three elements must be in balance in the organization as well.

Hegel, Institutions and Economics Carsten Herrmann-Pillath 2014-01-10 Hegel's philosophy has witnessed periods of revival and oblivion, at times considered to be an unrivalled and all-embracing system of thought, but often renounced with no less ardour. This book renews the dialogue with Hegel by looking at his legacy as a source of insight and judgement that helps us rethink contemporary economics. This book focuses on a concept of institution which is equally important for Hegel's political philosophy and for economic theory to date. The key contributions of this Hegelian perspective on economics lead us to the synthesis of traditional approaches and new ideas gained in economic experiments and advanced by neuroeconomists, sociologists and cognitive scientists. The proper account of contemporary 'civil society' involves comprehending it as a historically evolving totality of individual minds, ideas and intersubjective structures that are mutually dependent, tied by recognitive relations, and assert themselves as a whole in the ongoing performative movement of 'objective spitt'. The ethics of recognition is paired with the ethics of associations that supports moral principles and gives them true, concrete universality. This unusual constellation of seemingly remote fields suggests that Hegel, read in a pragmatist mode, anticipated the new theories and philosophies of extended mind, social cognition and performativity. By providing a new conceptual apparatus and reformulating the theory of institutions in the light of this new synthesis, this book claims to give new meaning both to Hegel as interpreted from today, and to the social sciences. Seen from this perspective, such phenomena as cooperation in games, personal identity or justice in the version of Amartya Sen's 'realization-focused comparisons' are reinscribed into the logic of institutional theory. This 'Hegel' clearly goes beyond the limits of philosophical discussion and becomes a decisive reference for economists, sociologists, political scientists and other scholars who study the foundations and consequences of human sociality and try to explore and design the institutions necessary for a worthy common life.

Ebook: International Economics Appleyard ; Fie 2016-09-16 Ebook: International Economics

Principles of Management Openstax 2022-03-25 Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well as behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters. Contributing Authors David S. Bright, Wright State University Anastasia H. Cortes, Virginia Tech University Eva Hartmann, University of Richmond K. Praveen Parboteeah, University of Wisconsin-Whitewater Jon L. Pierce, University of Minnesota-Duluth Monique Reece Amit Shah, Frostburg State University Siri Terjesen, American University Joseph Weiss, Bentley University Margaret A. White, Oklahoma State University Donald G. Gardner, University of Colorado-Colorado Springs Jason Lambert, Texas Woman's University Laura M. Leduc, James Madison University Joy Leopold, Webster University Jeffrey Muldoon, Emporia State University James S. O'Rourke, University of Notre Dame

EBOOK: Macroeconomics Rudiger Dornbusch 2014-02-16 Dornbusch, Fischer, and Startz has been a long-standing, leading intermediate macroeconomic theory text since its introduction in 1978. This revision retains most of the text's traditional features, including a middle-of-the-road approach and very current research, while updating and simplifying the exposition. A balanced approach explains both the potential and limitations of economic policy. Macroeconomics employs a model-based approach to macroeconomic analysis and demonstrates how various models are connected with the goal of giving students the capacity to analyze current economic issues in the context of an economic frame of reference. The only pre-requisite continues to be principles of economics.

Ethical Theory and Business Denis G. Arnold 2019-12-19 Ethical Theory and Business is the authoritative guide to business ethics and CSR, with cutting edge theoretical readings and cases.

Dictionary of Industrial Organization George Norman 2014-03-28 The Dictionary balances concise explanation with comprehensive coverage, incorporating concepts such as the structure-conduct-performance paradigm, the development of the theory of the firm, the foundational contributions of game theory and models of s

Economics of Strategy David Dranove 2017-07-17 This text is an unbound, three hole punched version. Access to WileyPLUS sold separately. Economics of Strategy, Binder Ready Version focuses on the key economic concepts students must master in order to develop a sound business strategy. Ideal for undergraduate managerial economics and business strategy courses, Economics of Strategy offers a careful yet accessible translation of advanced economic concepts to practical problems facing business managers. Armed with general principles, today's students--tomorrows future managers--will be prepared to adjust their firms business strategies to the demands of the ever-changing environment. **Leading Value Creation** M. Barney 2013-12-18 Every business discipline has a unique vantage point on value creation and destruction, and while specialists have devised solutions, leaders rarely use them because of the inherent complexity in trying to understand which parts fit together to help them achieve goals. The result is a sort of business 'Tower of Babel' for practicing leaders and organizational scientists alike. Leading Value Creation fills this void as the first book to take organizational science and place it into one coherent and useful model. Barney integrates vastly different areas of organizational science into his Cue See Model, which builds upon his experience developing global leaders at companies like Motorola, Merck, and Infosys. The model is a way to help leaders better create value and mitigate risk. It highlights the flow of value across four perspectives quality, cost, quantity, and cycle time, and also looks across levels of analysis for a holistic view on the bottlenecks to value creation as the best focal point for organizations to succeed. Barney provides numerous practical examples from pharmaceuticals to barbershops, and summarizes six empirical studies demonstrating the model's usefulness.

From Microfinance to Inclusive Finance R. H. Schmidt 2016-09-19 The authors take into account developments from a historical, social science, and economic point of view. Analytic interpretation is backed by case. They identify general parameters both for failure and success and also indicate how to optimise existing potentials

Syracuse Journal of International Law and Commerce 2012

Managerial Economics and Organizational Architecture James A. Brickley 2004 This approach to managerial economics takes models from recent economic research and applies them to the internal structure of the firm. After teaching basic applied economics, the authors look inside the firm and apply this analysis to management decision making. The general model used for this application is organizational architecture, which consists of three aspects of corporate organization: the assignment of decision rights

within the company; methods of rewarding individuals; and the structure of systems to evaluate the performance of both individuals and business units. These three elements must balance in an organization.

Ebook: Essentials of Economics Stanley Brue 2014-10-16 Building on the tremendous success of their best-selling Economics, Brue, McConnell, and Flynn have revised their one-semester approach in Essentials of Economics, 3e to provide a fresh alternative for the survey course. The result is a patient, substantive treatment of micro and macro topics appropriate for the introductory economics student, and fully integrated in the digital environment to provide instant remediation and feedback through McGraw-Hill's innovative assessment tool Connect Plus Economics. McGraw-Hill's adaptive Learning component, LearnSmart, provides assignable modules that help students master core concepts in the course.

EBOOK: Essentials of Economics, 10/e SCHILLER 2016-03-22 EBOOK: Essentials of Economics, 10/e

Managerial Economics Luke M. Froeb 2015-01-01 Discover how to use managerial economics to both diagnose and solve business problems with this breakthrough text, designed specifically for MBA learners like you. Froeb/McCann/Ward/Shor's MANAGERIAL ECONOMICS, 4E offers a succinct, fast-paced, yet challenging, approach full of invaluable insights from cover to cover. This edition incorporates less math and fewer technical models, graphs and figures than traditional managerial economics books while emphasizing the real decisions that today's managers face on a daily basis. Current, interactive applications place you in the roles of decision maker within a variety of real business scenarios, making this book an excellent ongoing resource for your business career. The latest updates throughout this lively edition keep you abreast of the most recent economic developments and current economic challenges worldwide. With MANAGERIAL ECONOMICS, 4E you learn how to apply economic theory to even the most formidable business challenges. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. *Imperfect Duties of Management* Richard M. Robinson 2018-10-08 This book uses Kant's idea of imperfect duty to extend the theory of the firm. Unlike perfect duty which is contractual or otherwise legally binding, imperfect duty consists of those commitments of choice that pursue some moral value, but that have practical limits to their pursuit. The author presents a broad view of the imperfect duties of management, defined as a nexus of all commitments to do good involving relations internal and external to the firm. This nexus consists of three overlapping categories of (i) building a virtuous managerial community, (ii) pursuing reasoned managerial discourse, and (iii) diligent and reasoned pursuit of the body of routine managerial duties such as capital budgeting and internal controls. Specific applications of the nexus theory for stakeholder relations via fair negotiation, and for analysis of the effects on the managerial team of perquisite consumption are presented. This book has major implications for research in business ethics and allows critical insights into managerial decision making.

EBOOK: Public Finance, Global Edition Ted Gayer 2014-01-16 Rosen and Gayer's Public Finance provides the economic tools necessary to analyze government expenditure and tax policies and, along the way, takes students to the frontiers of current research and policy. While the information presented is cutting edge and reflects the work of economists currently active in the field, the approach makes the text accessible to undergraduates whose only prior exposure to economics is at the introductory level. The authors' years of policy experience have convinced them that modern public finance provides a practical and invaluable framework for thinking about policy issues. The goal is simple: to emphasize the links between sound economics and the analysis of real-world policy problems. Enhancements and key features for this new Global Edition include:New Policy Perspectives introduce relevant and engaging examples of international policy so students can extend their understanding of theory to policymaking across the globe. New Empirical Evidence applications provide students with real-world examples that are relevant to them, from case studies about Sweden and China to global examples that compare experiences between countries. Updated end-of-chapter questions broaden critical thinking, encouraging students to apply their knowledge to international and comparative examples. The results of econometric models are used to help students understand how expenditure and tax policies affect individual behavior and how governments set policies. Integrated theory and analysis: Institutional, theoretical, and empirical material is interwoven to provide students with a clear and coherent view of how government spending and taxation relate to economic theory. Current research is presented alongside discussion of methodological and substantive controversies. The approach is modern, theoretical, and empirical, and shared by most active economists. Institutional and legal settings are described in detail, and the links between economic analysis and current political issues are emphasized. This Global Edition has been adapted to meet the needs of courses outside of the United States and does not align with the instructor and student resources available with the US edition.

Entrepreneurial Finance Janet KihohM Smith 2011-03-22 Entrepreneurial Finance: Strategy, Valuation, and Deal Structure applies the theory and methods of finance and economics to the rapidly evolving field of entrepreneurial finance. This approach reveals how entrepreneurs, venture capitalists, and outside investors can rely on academic foundations as a framework to guide decision making. Unlike other texts, this book prepares readers for a wide variety of situations and problems that stakeholders might confront in an entrepreneurial venture. Readers will find a unique and direct focus on value creation as the objective of each strategic and financial choice that an entrepreneur or investor makes. The authors specifically address the influences of risk and uncertainty on new venture success, devoting substantial attention to methods of financial modeling and contract design. Finally, the authors provide a comprehensive survey of approaches to new venture valuation, with an emphasis on applications. The book appeals to a wide range of teaching and learning preferences. To help bring the book to life, simulation exercises appear throughout the text. For those who favor the case method, the authors provide a series of interactive cases that correspond with the book chapters, as well as suggestions for published cases. Finally, the book is organized to complement the development of a business plan for those who wish to create one as they read along. Entrepreneurial Finance is most effectively used in conjunction with a companion website, http://www.sup.org/entrepreneurialfinance. On this site, Venture.Sim simulation software, spreadsheets, templates, simulation applications, interactive cases, and tutorials are available for download. For those teaching from the book, the authors also provide an invaluable suite of instructor's resources.

Handbook of Leadership Theory and Practice Nitin Nohria 2010-01-26 Scores of books and articles have been written in the popular press and mainstream marketplace about leadership: who leaders are, what they do, and why they matter. Yet in academia, there is a dearth of rigorous research, journal articles, or doctoral programs focused on leadership as a discipline. Why do top business schools espouse mission statements that promise to "educate the leaders of the future"- yet fail to give leadership its intellectual due? The Handbook of Leadership Theory and Practice seeks to bridge this disconnect. Based on the Harvard Business School Centennial Colloquium "Leadership: Advancing an Intellectual Discipline" and edited by HBS professors Nitin Nohria and Rakesh Khurana, this volume brings together the most important scholars from fields as diverse as psychology, sociology, economics, and history to take stock of what we know about leadership and to set an agenda for future research. More than a means of getting ahead and gaining power, leadership must be understood as a serious professional and personal responsibility. Featuring the thinking of today's most renowned scholars, the Handbook of Leadership Theory and Practice will be a catalyst for elevating leadership to a higher intellectual plane - and help shape the research agenda for the next generation of leadership scholars.

Economics of Strategy David Besanko 1999-07-20 A number of peripheral discussions have been eliminated, particular those for which there was substantial mathematics with little insight to show for it. * Chapter on measuring cost and benefit advantage have been eliminated. * Integrates insights from the theory of the firm, industrial organization, and strategy research. * Contains hundreds of examples to illustrate how the economic principles of strategy apply to the actual business world.

Benchmarking in Services Jaideep G. Motwani 2006

Designed for Digital Jeanne W. Ross 2019-09-24 Practical advice for redesigning "big, old" companies for digital success, with examples from Amazon, BNY Mellon, LEGO, Philips, USAA, and many other global organizations. Most established companies have deployed such digital technologies as the cloud, mobile apps, the internet of things, and artificial intelligence. But few established companies are designed for digital. This book offers an essential guide for retooling organizations for digital success. In the digital economy, rapid pace of change in technology capabilities and customer desires means that business strategy must be fluid. As a result, the authors explain, business design has become a critical management responsibility. Effective business design enables a company to quickly pivot in response to new competitive threats and opportunities. Most leaders today, however, rely on organizational structure to implement strategy, unaware that structure inhibits, rather than enables, agility. In companies that are designed for digital, people, processes, data, and technology are synchronized to identify and deliver innovative customer solutions--and redefine strategy. Digital design, not strategy, is what separates winners from losers in the digital economy. Designed for Digital offers practical advice on digital transformation, with examples that include Amazon, BNY Mellon, DBS Bank, LEGO, Philips, Schneider Electric, USAA, and many other global organizations. Drawing on five years of research and in-depth case studies, the book is an essential guide for companies that want to disrupt rather than be disrupted in the new digital landscape. Five Building Blocks of Digital Business Success Shared Customer Insights Operational Backbone Digital Platform Accountability Framework External Developer Platform

Ebook: Economics Colander 2016-09-16 Ebook: Economics

Business Ethics: Kant, Virtue, and the Nexus of Duty Richard M. Robinson

eBook: Economics 20th Edition MCCONNELL 2017-02-15 eBook: Economics 20th Edition

Ebook: Managerial Economics and Organizational Architecture Brickley 2015-05-16 Ebook: Managerial Economics and Organizational Architecture

Entrepreneurship William Smith 2013 Describes how businesses are organized, how they behave, and their vital role in the economy.

Strategic Planning for Public and Nonprofit Organizations John M. Bryson 2011-07-05 How can leaders use strategic planning to strengthen their public and nonprofit organizations? In this fourth edition of his perennial bestseller Strategic Planning for Public and Nonprofit Organizations, Bryson provides the most updated version of his thoughtful strategic planning model and outlines the reasons public and nonprofit organizations must embrace strategic planning to improve their performance. Introduced in the first edition and refined over the past 18 years, the Strategy Change Cycle--a proven planning process used successfully by a large number of nonprofit and public organizations--is the framework used to guide the reader through the strategic planning process. Bryson offers detailed guidance on implementing the process, and specific tools and techniques to make the process work in any organization. In addition, he clarifies the organizational designs through which strategic thought and action will be encouraged and embraced throughout an entire organization. In addition to updated examples, new cases, and additional information on boundaries, distinctive competencies, Actor-Network theory, Bryson will create an instructor's manual with sample syllabi, PowerPoint teaching slides, and additional cases.

Total Facility Management Brian Atkin 2021-03-16 Explore this comprehensive review of what facility management means to owners, operators, occupiers, facility managers and professional advisors The newly revised Fifth Edition of Total Facility Management delivers an accessible and practical text that shows readers how the concept and principles of facility management can be implemented in practice. The book deals with the most common and intractable challenges facing professionals, academics and students in the field and provides practical solutions with the means to implement them. The new edition of the book includes a greater focus on applicable ISO standards in facility management as well as maintaining an international perspective throughout. The book contains easy-to-access advice on how facilities can be better managed from a range of perspectives. The subjects covered provide a comprehensive treatment of facility management. Readers will also benefit from the inclusion of: A thorough introduction to the fundamentals of facility management, including key roles, responsibilities and accountabilities and the core competences of facility management An exploration of facility planning, facility management strategy, outsourcing, procurement, facility management organization, facility maintenance management and business continuity and recovery planning An examination of human resources management, well-being, workplace productivity, performance management health, safety, security and the environment A review of sustainable practices, change management, facility management systems, information management (including building information models and digital twins) and innovative technology The book is the perfect choice for undergraduate and graduate studies in facility management, construction management, project management, surveying and other AEC disciplines. Total Facility Management will also earn a place in the libraries of academics and researchers whose work requires them to understand

the theory and practice of facility management.

Health Care Quality Management Thomas K. Ross 2014-01-07 In today's challenging health care environment, health care organizations are faced with improving patient outcomes, redesigning business processes, and executing quality and risk management initiatives. Health Care Quality Management offers an introduction to the field and practice of quality management and reveals the best practices and strategies health care organizations can adopt to improve patient outcomes and program quality. Filled with illustrative case studies that show how business processes can be restructured to achieve improvements in quality, risk reduction, and other key business results and outcomes Clearly demonstrates how to effectively use process analysis tools to identify issues and causes, select corrective actions, and monitor implemented solutions Includes vital information on the use of statistical process control to monitor system performance (variables) and outcomes (attributes) Also contains multiple data sets that can be used to practice the skills and tools discussed and reviews examples of where and how the tools have been applied in health care Provides information on root cause analysis and failure mode effects analysis and offers, as discussion, the clinical tools and applications that are used to improve patient care By emphasizing the tools of statistics and information technology, this book teaches future health care professionals how to identify opportunities for quality improvement and use the tools to make those improvements.

Theory of the Firm H. Albach 2012-12-06 This book has an objective and a focus. It provides the reader with: • an in-depth acquaintance with the theory of the firm developed by Erich Gutenberg • an insight into a coherent body of current German research in the theory of the firm. The book is divided into two parts. The first part lays the foundations. It presents Gutenberg's theory of the firm to the English speaking reader. Considering the great importance that Erich Gutenberg has had in Germany and taking into consideration the impact that the translations of his path-breaking three volumes "Principles of Management" have had in France, the Spanish speaking countries,

and in Japan, it was felt that it was necessary, on the occasion of his 100th anniversary, to present a concise summary of his contributions to the theory of the firm to an English speaking scientific community. Six papers present Gutenberg's theory in the light of the theoretical advances that he stimulated as well as in the framework of other theoretical developments like capital market theory, transaction cost theory, principal agent theory, and contract theory. The papers show that Gutenberg's theory is highly relevant for theory and highly influential in the practice of management.

EBOOK: LABOR ECONOMICS BORJAS 2015-01-16 **EBOOK: LABOR ECONOMICS**

Securing the MRAP James Hasik 2021-08-16 Dwight D. Eisenhower once quipped, "You will not find it difficult to prove that battles, campaigns, and even wars have been won or lost primarily because of logistics." Military acquisition and procurement—that is, how a nation manages investments, technologies, programs, and support—is critical to wartime success or failure. When unexpected battlefield problems arise, how do the government, the military, and industry work together to ensure effective solutions? During the American counterinsurgent campaign in Iraq, the improvised explosive device emerged as a disruptive and devastating threat. As Humvees, and their occupants, were ripped apart by IEDs, it was clear that new solutions had to be found. These solutions already existed but had not been procured, highlighting the need for more effective marketing to the military by industry. The ultimate successful response—the mine-resistant, ambush-protected vehicle, or MRAP—required years of entrepreneurial marketing by the defense industry. In *Securing the MRAP: Lessons Learned in Marketing and Military Procurement*, James Hasik explores how these vehicles, which the American military mostly rejected despite the great need for them, eventually came to be adopted as the Pentagon's top procurement priority. Hasik traces the story of the MRAP from the early 1970s to the future of mine-resistant vehicles on the battlefields of tomorrow. An important contribution to the seemingly disparate fields of marketing and defense policy, *Securing the MRAP* is an eye-opening revelation to defense industrialists, military officers, and government officials who want to understand how to avoid another IED-Humvee debacle.