

Nokia Strategic Management Case Studies With Solution

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Handbook of Research on Information Management for Effective Logistics and Supply Chains - Jamil, George Leal 2016-09-23
Evaluating the role of logistics and supply chain management skills or applications is necessary for the success of any organization or business.

As market competition becomes more aggressive, it is crucial to evaluate ways in which a business can maintain a strategic edge over competitors. The Handbook of Research on Information Management for Effective Logistics and Supply Chains highlights strategies, tools,

and skills necessary for supply management within organizations and companies. Featuring best practices and empirical research within the field, this handbook is a critical reference source for scholars, practitioners, researchers, information systems and telecommunication specialists, and managers.

Corporate Real Estate Asset Management - Barry P. Haynes 2010

Real Estate is not only one of the most valuable assets for a business in terms of visual representation of the company, but also one of the most costly assets. It is therefore important for those studying and practising in Real Estate and Property Management to know how to minimise costs and maximise profit in order to manage these assets efficiently. Corporate Real Estate Management considers the commercial property market from the perspective of the business occupier, offering contemporary solutions to problems and innovative and inspiring added value action plans. It raises the

awareness of how real estate can support the business, transform the workplace and impact upon people and productivity. For anybody beginning a career in Real Estate Management, this book considers the theory and concepts behind real estate asset management, whilst offering strategies and practical advice on how these should be implemented in a business context. •Written from the perspective of the occupier to provide strategies to be used in practice, which illustrate theory to aid learning •International case studies from Helsinki, Hong Kong, and Prague give necessary insight for global business •Aligns Estates Management, Facilities Management, Asset Management and business strategy to offer a more rounded understanding for potential managers

Corporate Real Estate Asset Management - Barry Haynes 2017-04-28

The second edition of Corporate Real Estate Asset Management is fully up to date with the latest thought and practice on successful and

efficient use of corporate office space. Written from an occupier's perspective, the book presents a ten-point CREAM model that offers advice on issues such as sustainability, workplace productivity, real estate performance measurement, change management and customer focus. In addition, new case studies provide real-life examples of how corporations in the UK, USA, Hong Kong and Abu Dhabi actively manage their corporate real estate. The book is aimed at advanced undergraduate and graduate students on corporate real estate, facilities management and real estate courses and international MBA programmes.

ACCA P5 - Advanced Performance Management - Study Text 2013 - BPP Learning Media
2011-12-15

This examiner-reviewed Study Text covers all that you need to know for P5. It features plenty of recent case studies illustrating key syllabus areas and questions to hone your understanding of what you have just read. This paper tests your

application of knowledge so these studies and questions are key learning tools. You will also find up-to-date information on the latest management theories and techniques which feature highly in this paper. Then there are plenty of exam tips to guide your study and help you focus on what is essential to know. Now it's up to you.

Nokia Case Study: How Can Nokia Maintain Its Market Position in the Mature European Market? - Anonym 2008-02

Seminar paper from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,5, Trinity College Dublin, 27 entries in the bibliography, language: English, abstract: This report gives an overview on what is happening on the mobile phone market today and analyses Nokia's market position in the mature European market. This report includes a brief introduction to Nokia followed by an environmental analysis, SWOT analysis and

trend analysis of the company. Half way through the report you can find information about consumer behaviour, brand profile and segmentation. At the end, this report introduces the main competitors and analyzes the competitive market. Finally we try to make a conclusion of the topics discussed and attempt to give some possible answers to the question at hand.

Ringtone - Yves L. Doz 2018

This book recounts one of the greatest and most spectacular business successes and downfalls in history: that of Nokia in mobile phones. The analysis of Nokia's story distills more general observations and learning points for leaders of other corporations, management scholars, and students.

The BCG Matrix and its Support of Management Decision Making - Martin

Pruschkowski 2018-07-16

Seminar paper from the year 2015 in the subject Business economics - Business Management,

Corporate Governance, University of applied sciences, Nürnberg, language: English, abstract: This work is divided into different parts. The first part demonstrates the theory behind the BCG Matrix. The section starts with a rough overview about the history of the BCG Model followed by the objectives and the application field. The first part ends with a description of the various dimensions, the four quadrants and different standard strategies. The second section represents the case study. This part starts with a compressed overview about the TOPSIM - General Management II simulation itself and the game flow. After a short introduction of the COPYFIX Inc. (Company 1) the decisions and results will be presented. At the end of the second section the BCG Matrix will be applied to the simulation. In the last part a conclusion will complete the entire work and will answer the research question.

The Global Information Technology Report 2003-2004 - Soumitra Dutta 2004

The Global information Technology is published by the World Economic Forum where it is a special project within the framework of the Global Competitiveness Programme. The GITR is the result of a collaboration between the World Economic Forum, infoDev and INSEAD. First published in 2001, The global Information Technology Report has become the most authoritative and comprehensive assessment of the networked readiness of national economies around the world. The Report has since expanded its coverage this year to 102 countries, The Report, which captures new insights and best serve as a tool for policymakers and business leaders. The overall goal of the Reports is to establish a process whereby key stakeholders can evaluate progress on a continual basis.

Strategic Management - Richard Lynch
2021-04-07

The 9th edition of this comprehensive core textbook builds on its global perspective and

approachable written style, as it explores the key concepts within a clear and logical structure. Lynch guides you through 19 chapters, with updated case studies and pedagogy that support the modern business and management student from start to finish. Continuous contrast between prescriptive and emergent views of strategy highlights key debates within the discipline, whilst an emphasis on the practical throughout the book helps you turn theory into practice

Strategic Management - Lesley Partridge, Margaret Sinclair-Hunt

This title gives you an opportunity to stand back from operational day-to-day issues and take a longer-term, broad view of the organisation and its environment. It gives you a range of strategic management tools to assist your thinking and analysis so that you can identify and promote options for developing the business and implement strategic change successfully.

Developing Business Strategies and Identifying

Risk Factors in Modern Organizations - Tavana, Madjid 2013-12-31

As there is a vast amount of information to consider when offering quality services, organizations have developed techniques for identifying risk factors to be taken into consideration when constructing effective business strategies. *Developing Business Strategies and Identifying Risk Factors in Modern Organizations* presents new methodologies currently being utilized to formulate and solve strategic issues in order to escape the jeopardy of possible business risks. By highlighting a multitude of sciences and their influences on modern organizations; this book is an essential reference for decision makers and researchers in business, industry, government, and academia.

Information Technology Strategies - William V. Rapp 2002-08-01

The focus of this book is to educate the reader on the strategic principles fundamental to using

information technology to gain market control. It provides case examples of how to use IT to enhance existing core competencies and strategies. The book is designed to help managers struggling with how to advantageously harness the new information revolution. It can also support executive and business education programs on managing technology when few such studies exist. While Internet and information technologies are currently hot topics many firms and executives are without the tools and know-how of how to actually use them to improve results. Some major firms have sophisticated strategies for using information technology to impact, control and even own their competitive environments. This book describes how major non-information technology companies are doing this and the strategic principles employed.

Strategic Management - Robert MacIntosh 2014-12-12

Strategic Management: Strategists at Work

provides a practical and simple approach to developing a comprehensive strategic plan, as the authors share what they have learned through two decades of strategy work with a myriad of organisations. Focusing on the practicalities of developing strategy and presenting cutting edge theory in an accessible manner, this book delivers key insights into the strategist's role. Key benefits: - Provides a comprehensive range of templates that have been road-tested with over 400 senior managers - Includes extensive case material and interviews - Lecture slides, tutorials, and multiple choice questions available on the companion website Handbook of Research in Mobile Business, Second Edition: Technical, Methodological and Social Perspectives - Unhelkar, Bhuvan
2008-12-31

"This book collects the latest research advances in the rapidly evolving field of mobile business"--
Provided by publisher.
Commercial Management of Projects - David

Lowe 2008-04-15

This is the first book to establish a theoretical framework for commercial management. It argues that managing the contractual and commercial issues of projects - from project inception to completion - is vital in linking operations at the project level and the multiple projects (portfolios/ programmes) level to the corporate core of a company. The book focuses on commercial management within the context of project oriented organisations, for example: aerospace, construction, IT, pharmaceutical and telecommunications - in the private and public sectors. By bringing together contributions from leading researchers and practitioners in commercial management, it presents the state-of-the-art in commercial management covering both current research and best practice. Commercial Management of Projects: defining the discipline covers the external milieu (competition, culture, procurement systems); the corporate milieu (corporate governance, strategy,

marketing, trust, outsourcing);the projects milieu (management of uncertainty, conflictmanagement and dispute resolution, performance measurement, valuemanagement); and the project milieu (project governance,contract management, bidding, purchasing, logistics and supply,cost value reconciliation). Collectively the chapters constitute a step towards the creationof a body of knowledge and a research agenda for commercialmanagement.

The Changing Role of the Human Resource Profession in the Asia Pacific Region - Jayantee Saha 2014-12-02

The human resource (HR) profession has been on a long and challenging journey. Globalisation and sweeping policy changes have re-defined and re-aligned HR and its role. It is important for HR professionals to develop and become innovators in their respective industries. The Changing Role of the Human Resource Profession in the Asia Pacific Region is based on

case-studies of retail, tourism, healthcare, security, education, and energy, spread across the greater Asia Pacific (AP) region. The book rests on the principle of the laws of attraction, that ‘thoughts become things’ and argues that acknowledging good human resource policies and practices can be a key influence on all aspects of an organisation. After an introduction, five chapters cover key topics: six major industries; changing HR practices across the AP; an insider’s view on best practices; the role of HR in sustaining growth across the AP; and a conclusion looking towards the future of HR in the Asian Pacific Region. Based on real and contemporary case studies with a focus on six industries (Retail, Tourism, Healthcare, Security, Education and Energy) spread across the Greater AP region Highlights industry specific key HR challenges and suggests ways forward Records recent developments
Nokia Case Study: How can Nokia maintain its market position in the mature European market?

- 2006-03-15

Seminar paper from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,5, Trinity College Dublin, 27 entries in the bibliography, language: English, abstract: This report gives an overview on what is happening on the mobile phone market today and analyses Nokia's market position in the mature European market. This report includes a brief introduction to Nokia followed by an environmental analysis, SWOT analysis and trend analysis of the company. Half way through the report you can find information about consumer behaviour, brand profile and segmentation. At the end, this report introduces the main competitors and analyzes the competitive market. Finally we try to make a conclusion of the topics discussed and attempt to give some possible answers to the question at hand.

Strategic Knowledge Management Technology -

Petter Gottschalk 2005-01-01

Annotation This book applies stages of growth model for knowledge management technology, where firms develop from the person-to-tools strategy, via the person-to-person strategy and the person-to-documents strategy.

Strategic Management - Forest R. David
2014-07-16

For undergraduate and graduate courses in strategy. In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Fifteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 29 new cases and end-of-chapter material, including added exercises and review questions. MyManagementLab for Strategic

Management is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress.

A Bouquet of Business Case Studies - Prof J.A.Kulkarni Associate Professor ASM Group Of Institutes Pune
Dr. Sandeep Pachpande
Chairman ASM Group of Institutes
2020-12-15
Business Case Studies and Their Relevance to Management Education
Many B-schools outside India have adopted the case study methodology for teaching almost in all branches of management studies. This trend has been seen in India also, many premier B schools have implemented case study-based methodology as an important pedagogical tool in management education. However there is a severe shortage in Indian case studies through which the B-schools

can provide an industry insight to its students. Objectives of use of case study methodology
The main objectives of using case-based teaching as a major pedagogical tool in B- schools are as follows:
1. To facilitate students' concept development capabilities through exposure to real-life problems in Industries
2. To enable students to correlate theoretical topics with the techniques used in analysing complex issues in business situations
3. To develop skills using which students can develop application matrix for the theoretical topics for real-life problem analysis and resolution techniques
The present environment
The academic environment across the world to is facing a major disruption on account the global pandemic COVID 19 compelling switching over to online/blended versions of teaching and learning process. The main drivers will be use of tools such as case methodology and simulation exercises for ensuring experiential learning
ASMs Initiative
Realizing this requirement ASM Group with

nearly 250 business Case Studies developed by its faculty takes pleasure in offering these cases by publishing in case volumes The case studies in this book are appropriate for the courses in management studies ASM group of Institutes is certain that this book 'A Bouquet of Business Case Studies' published by Become Shakespeare.com will receive excellent response from the faculty , students and industry executives in India and abroad.

Designing the Customer-Centric

Organization - Jay R. Galbraith 2011-01-06
Designing the Customer-Centric Organization offers today's business leaders a comprehensive customer-centric organizational model that clearly shows how to put in place an infrastructure that is organized around the demands of the customer. Written by Jay Galbraith (the foremost expert in the field of organizational design), this important book includes a tool that will help determine how customer-centric an organization is- light-level,

medium-level, complete-level, or high-level- and it shows how to ascertain the appropriate level for a particular institution. Once the groundwork has been established, the author offers guidance for the process of implementing a customer-centric system throughout an organization. Designing the Customer-Centric Organization includes vital information about structure, management processes, reward and management systems, and people practices.

Managing Human Resources - J.P. Mahajan

Managing human resources in an organisation is important for maximising employees' performance towards achieving the organisation's strategic goals. Managing employees involves framing policies and creating optimum processes and structures. It includes employees' recruitment, training and development, performance appraisal, and rewarding. Managing Human Resources is specifically conceived and designed for MBA students and working managers. It would help

them understand the concepts, techniques and theories of human resource management. Further, it would enhance their critical thinking skills by providing them with numerous opportunities to apply their learning to real-world workplace situations. KEY FEATURES • Emerging Issues: Topics such as strategic human resource management, human resource information system and industrial relations have been discussed • Case Studies: Each chapter concludes with a case on HR problem-solving • Pedagogical Tools: Each chapter contains Review Questions, Multiple Choice Questions, flow charts, illustrations, boxes and exhibits to enhance comprehension and stimulate interest in HR tools

IT-Driven Business Models - Henning Kagermann 2010-10-26

A look at business model innovation's crucial role in today's global business environment . Showing organizations how business model innovation should be a key focus area in today's

global economy, this book features cases from businesses around the globe that have developed customized business models and achieved spectacular levels of performance. Case examples from well-known innovation leaders IKEA, Apple, Tata, SHARP, Saudi Aramco, De Beers, Telefonica, Valero Energy, LEGO, and Proctor & Gamble Shows businesses how to get beyond traditional business models to take better advantage of emerging opportunities Coauthored by former CEO of SAP AG, the world's largest provider of enterprise software Filled with interviews with key executives, this book reveals the role of technology in driving and enabling changes to fundamental facets of a business. Companies around the world are innovating their business models with tremendous results. IT-Driven Business Models shows interested organizations how they can start the process.

Global Mobile Commerce: Strategies, Implementation and Case Studies - Huang,

Wayne 2007-09-30

Explores global m-commerce strategies and technological standards, and provides cases of the subject from a global perspective.

Electronic and Mobile Commerce Law -

Charles Wild 2011

The rapid, commercially-driven evolution of the Internet has raised concomitant legal concerns that have required responses from both national and international law. This unique text offers a complete analysis of electronic and mobile commerce, exploring the law relating to online contracts and payment systems, electronic marketing, and various forms of cybercrime as well as the regulation of electronic communications networks and services. Written by specialists, this account also provides insights into emerging areas such as internet libel, online gambling, virtual property, cloud computing, smart cards, electronic cash, and the growing use of mobile phones to perform tasks previously carried out by computers.

Strategic Human Resource Management -

Catherine Truss 2012-01-19

This new text takes a fresh look at strategic HRM for the 21st century. The well-respected author team incorporate cutting-edge research into an eminently student-friendly format. The book is packed with case studies including a large number based on original interviews with organisations.

EBOOK: Management Control Systems:

European Edition - Robert Anthony 2013-04-16

Management Control Systems helps students to develop the insight and analytical skills required of today's managers. Students uncover how real-world managers design, implement and use planning and control systems to implement business strategies. The first European edition is specifically aimed at an international audience and it has been thoroughly updated to include the latest developments in the field.

Nokia Strategic Analysis. Evaluation of the decision to return to the mobile telephone

market - Anonym 2017-06-01

Project Report from the year 2016 in the subject Business economics - Business Management, Corporate Governance, grade: 16,00/20,00, , course: Strategic Management, language: English, abstract: This papers aim is to investigate, if it is a good decision for Nokia to go back to the mobile telephone market by utilising different stratec management tools (SWOT, Five Forces, PESTEL, etc.). The report will start analyzing the evolution of the market of mobile phones and Nokia's role in it. Then we will move on to the company's strategy in former times and its success factors. Next point will be the external analysis (SBU, breakthrough resources and capabilities, competitors and the industry). Afterwards we will analyze the current strategic plan of Nokia and a predictable forecast for Nokia's evolution according to future events such as the launch of the new iPhone. Finally this report will contain an evaluation on Nokia's decision: to what extent

we believe, as a consulting professional group, it is positive or negative for Nokia to return to the market.

New Technology-Based Firms in the New Millennium - Ray Oakey 2010-12-13

A collection of the best papers presented at the High Technology Small Firm (HTSF) Conference held in the UK at Manchester Business School in June 2007. It includes chapters that are devoted to the critical problems of HTSF financing, comprising two contributions from the UK and from Sweden, the Irish Republic, Italy, and Belgium.

Towards Wise Management - Tuomo Peltonen 2018-07-29

This book contributes to the discussion on wisdom in management, leadership and strategy by developing a unique theoretical approach. Integrating rational-analytical, intuitive and philosophical dimensions of wise decision-making, it advocates a broadly Platonic-Socratic view on wisdom. Applying a developed

framework of wisdom dynamics, it analyses a number of decision-making case studies in order to discuss the potential of and obstacles to the use of wisdom in broader organizational trends, from the Cuban Missile Crisis to the downfall of Nokia.

Strategic Benchmarking Reloaded with Six Sigma - Gregory H. Watson 2007-05-04

A new update of the classic text on benchmarking Strategic Benchmarking Reloaded with Six Sigma updates benchmarking, the revolutionary business performance methodology, by adding statistical concepts from Six Sigma. These two methodologies combine to form a powerful platform for improving any company's overall performance. This new revision reviews the first twenty-five years of development in benchmarking and features new appendices, case studies, and topics, making this the most complete and comprehensive coverage of the subject available. Topics include: Stimulating business improvement with

benchmarking Linking Six Sigma to strategic planning and benchmarking Understanding the essence of process benchmarking Making statistical comparisons in benchmarking Applying benchmarking results for maximum utility Reviewing lessons learned from old case studies Conducting a strategic benchmarking study Performing an operational benchmarking study Mainstreaming benchmarking into strategic planning Creating a sustainable benchmarking capability Plus: appendices covering the benchmarking code of conduct, operating procedures, and Web resources [Strategic Management Accounting](#) - Wing Sun Li 2017-10-12

This book serves as a guide to strategic management accounting. It introduces new and useful concepts on how to collect, analyse, and evaluate options to enable managers to steer corporate directions and write strategic plans for the long-term success of the corporation. Starting with basic techniques and the latest

strategic management approaches, the book then presents cases that show the techniques employed step by step. By demonstrating how easily the ideas can be translated into action, it is a valuable resource for business practitioners, as well as for students taking advanced management accounting courses.

eTourism case studies: - Roman Egger
2011-01-03

eTourism Case Studies bridges the gap in contemporary literature by carefully examining marketing and management issues of many international companies that have successfully implemented eTourism solutions. Divided into six sections this book explores the newest developments in this field, introducing and discussing emerging trends, approaches, models and paradigms, providing visions for the future of eTourism and supporting discussion and elaboration with the help of thorough pedagogic aids. With contributions from leading global experts both from the industry and academia,

each case follows a rigid structure, with features such as bulleted summaries and review questions, as well as each section having its own thorough introduction and conclusion written by the editors, highlighting the key issues and theories. This is the first book of its kind to bring together cases highlighting best practice and methods for exploiting ICT in the tourism industry, from international market leaders.

EBOOK: Strategy: Analysis and Practice - MCGEE, JOHN/THO 2010-08-16

EBOOK: Strategy: Analysis and Practice

Innovation in Business and Enterprise: Technologies and Frameworks - Al-Hakim, Latif 2010-05-31

Innovation is essential to maintaining organizations' long-term stability and increasing both the quality and value of goods and services. Innovation in Business and Enterprise: Technologies and Frameworks focuses on managing innovation through bridging gaps created from theories, relative advantages or

competitiveness, social differences, and innovation capability and performance.

Teaching Strategic Management - Sabine Baumann 2020-07-31

Teaching Strategic Management: A Hands-on Guide to Teaching Success provides a wide scope of knowledge and teaching resources on methods and practices for teaching strategic management theories and concepts for a multitude of settings (classroom, online and hybrid), course levels (bachelors, masters, MBA, executive) and student groups.

Successful Marketing Strategy for High-tech Firms - Eric Viardot 2004

Annotation This revised edition of the bestseller reflects the realities of the new high-tech marketplace where effective marketing strategy counts as much as the latest technology. New material includes case studies on how high-tech giants came out of the tech market meltdown stronger and more competitive.

Driving Innovation and Business Success in

the Digital Economy - Oncioiu, Ionica 2016-12-12

Advancements in the digital world are bringing about rapid waves of change in organizational management. As such, it is increasingly imperative to discover ways for businesses to adapt to changes in the markets and seize various digital market opportunities. Driving Innovation and Business Success in the Digital Economy is an essential reference source for the latest research on the impact of digital computing and emerging technological innovations in the realm of business success. Featuring extensive coverage across a range of relevant perspectives and topics, such as IT outsourcing, sustainable development and online advertising, this publication is ideally designed for researchers, professionals and students seeking current research on the complex scope of the new economy.

CIM Coursebook 06/07 Marketing Planning
- Karen Beamish 2007-07-11

Elsevier/Butterworth-Heinemann's 2006-2007 Official CIM Coursebook series offers you the complete package for exam success. Comprising fully updated Coursebook texts that are revised annually and independently reviewed. The only coursebooks recommended by CIM include free online access to the MarketingOnline learning interface offering everything you need to study for your CIM qualification. Carefully structured to link directly to the CIM syllabus, this Coursebook is user-friendly, interactive and relevant. Each Coursebook is accompanied by access to MARKETINGONLINE (www.marketingonline.co.uk), a unique online learning resource designed specifically for CIM students, where you can:

- *Annotate, customise and create personally tailored notes using the electronic version of the Coursebook
- *Search the Coursebook online for easy access to definitions and key concepts
- *Access the glossary for a comprehensive list of marketing terms and their meanings

Handbook of Research on International Strategic Management - Alain Verbeke 2012-01-01

Verbeke and Merchant have assembled a remarkable collection of brand new essays by the who's-who of international business. It will become a standard reference for both junior and senior scholars working in this increasingly important area.

Ravi Ramamurti, Northeastern University, US

Leading thinkers about the multinational enterprise offer both concise syntheses and critical reflections of the state of the art on international strategic management research. They in particular highlight the potential of internalization theory as a central paradigm for the field, and critically examine pertinent issues such as the complex notion of distance in international business. Refreshingly, they do not shy away from naming flaws in recent work, while offering avenues to improve the quality and impact of future research.

Klaus Meyer, University of Bath, UK

The Handbook provides an impressive state-of-

the-art overview of the international strategic management field as an area of scholarly inquiry. The great strength of the work is the thoughtfulness of the messages conveyed by the expert team of authors. The implications for future international strategy research and for international management practice are profound and will influence the next generation of scholars in international strategy as well as

senior level managers. Corporate executives will continue to operate in a world that is far from flat and will use this volume as a reliable compass, in the form of powerful conceptual frameworks, to navigate uncharted territory in the global economy. The Handbook presents a collection of 24 original research papers that should serve international strategy scholars and reflective MNE managers alike.