

ECONOMIA E GESTIONE DELLE IMPRESE

9 cfu – Sede di Vicenza

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English Words

MULTITASKING	BUSINESS PLAN
INFORMATION OVERLOAD	INTANGIBLE ASSETS
KNOWLEDGE OVERLOAD	LEARNING ORGANIZATION
SELF FULFILLING PROPHECY	KNOWLEDGE MANAGEMENT
PARADOX OF BEST PRACTICE	CORE COMPETENCIES
PRO-SUMER	BRAINSTORMING
COMMODITY	WHAT IF?
BRAND	LATERAL THINKING
END USER	OUT OF THE BOX THINKING
TIME-SAVING PRODUCTS	MANAGEMENT BY WALKING AROUND
PRIVATE LABEL	CORPORATE GOVERNANCE
TRADE MARKETING	FACTORY SYSTEM
CONSUMER MARKETING	MARKETING CONCEPT
MASS CUSTOMIZATION	TIME TO MARKET
MARKET SHARE	TIME TO ORDER
CUSTOMER SATISFACTION INDEX	LEAD TIME
CORPORATE CITIZENSHIP	MUST BE REQUISITE
ENACTED ENVIRONMENT	JOB SHOP
STAKEHOLDER	MAKE OR BUY
SHAREHOLDER APPROACH	ONE BEST WAY
STAKEHOLDER APPROACH	HUMAN RELATION
PARADOX OF CHOICE	TOTAL QUALITY MANAGEMENT
LESS IS MORE	TRIAL AND ERROR
LONG RANGE PLANNING	RESOURCE-BASED VIEW
BLACK SWANS	PRICE COMPETITION
PURPOSE	

NON PRICE COMPETITION

AUGMENTATION BY MULTIPLICATION

BOUNDED RATIONALITY

PROSPECT THEORY

BIASES

FRAMING

OVERCONFIDENCE

ILLUSION OF CONTROL

WISHFUL THINKING

ESCALATING COMMITMENT

HINDSIGHT