

spotlight on: **BUSINESS**

This month we focus on some of the components of any successful business: innovation, design, marketing, and management.

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INNOVATION **DESIGN/DEVELOPMENT**



INNOVATION AND EMERGING TECHNOLOGIES

Explores the meaning of innovation and emerging technologies, the innovation cycle, and what makes an innovation successful.

GETTING INTO GAMES

Interviews with gamers and game developers provide insight into the behind-the-scenes world of the gaming industry, the making of games, use of games for leisure and education, and the future of games.

TIMBER FURNITURE: THE DESIGN PROCESS

Demonstrates the design process as applied to the construction of timber furniture and explains core design and construction principles that underpin future success in this field.

DESIGNING ON SCREEN

Introduces the basic principles of graphic design. Interviews with experienced designers provide insight into how design influences usability, marketability, and the overall success of a product or service.

MGMT. **MARKETING**

OPERATIONS MANAGEMENT—A CASE STUDY OF A HOTEL

Service providers (hospitals, accounting firms, hairdressers, etc.) are essential in the present-day economy, but it can be difficult to apply concepts of operations management to these businesses. Provides an overview of the key elements of operations and shows how various strategies can be used to improve performance.

SMALL BUSINESS MAN- AGEMENT SERIES: THE BUSINESS PLAN

A business plan is one of the most useful management tools the small business owner can use.

Marketing centers on the process that results in a product or service being available to consumers to meet their needs. Outlines how businesses apply effective marketing strategies focusing on the 4 Ps of marketing: product, price, promotion, and place. By exploring tactics businesses use for a range of products and services, it becomes clear how marketing plans are put into action.

THE 4 P'S: MARKETING STRATEGIES



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