

Alptekin Erkollar (Ed.)

Enterprise & Business Management

A Handbook for Educators,
Consultants and Practitioners



Volume
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TECTUM

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Preface

Effectively managing your organization involves many aspects, from day-to-day to large-scale events or maintenance, while managerial duties are often never ending. Solid leadership skills and an understanding of the industry are a great start, but these alone will not create solid management in your organization. **Industry 4.0** is a disruptive paradigm, challenging the ways manufacturers think about knowledge intensive industrial processes, making manufacturing more flexible, smarter and more effective. What is needed? You need to study **Enterprise & Business Management**. Studying **Management** help you to understand theory and develop the skills to put it into practice but modern business is too complex to be covered by a single subject; modern managers need to have a broad outlook. It is needed to develop an awareness of **academic and practitioner perspectives** and apply them in real life settings. Studying **Enterprise and Business Management** you should gain an understanding of **entrepreneurship**, by focusing on the examination of entrepreneurial processes, and its ability to change organizations, markets and whole societies. You have to focus on the concept of management **processes** and practices in global context, develop an understanding of the **management** theory and its relevance to **practice** and get an idea on which challenges managers face in today's ever-changing business environment.

What to focus on? => Meet the needs of your customers, market your organization effectively, hire the 'right' person. train and motivate your employees, build your leadership, and delegate effectively.

In the current volume of our **Enterprise & Business Management series** we focus on **Industry 4.0**. Each '**lesson ticker**' focuses on one of these fundamentals in detail and gives you a comprehensive overview on what is important to know. Each **chapter** focuses on specific aspects of the five fundamentals, including **review questions, exercises and literature for further studies**. Because of the international board of authors and their knowledge, the contributions reflect the internation-

al views on business as well as enterprise management topics. This provides the publication with specific international foresight in the area of business and enterprise management and a significant place to combine theory and practical research.

The editor wishes the reader a most informative and enjoyable reading.

Alptekin Erkollar

August 2019