



Commercial Management: Theory and Practice

David Lowe

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Commercial Management: theory and practice defines the role of commercial management within project-oriented organisations, providing a framework for and helping to develop a critical understanding of the factors that influence commercial management practice. It also identifies generic aspects of this practice and provides a theoretical foundation to these activities, by reference to existing and emergent theories and concepts, as well as to relevant management best practice.

The book is structured into four parts: *Part 1 Introduction – Commercial Management in Project Environments* explores the nature of commercial practice within project-oriented organisations at the buyer-seller interface. It presents a Commercial Management framework, which illustrates the multiple interactions and connections between the purchaser's procurement cycle and a supplier's bidding and implementation cycles. Additionally, it outlines the principle activities undertaken by the commercial function, identifies the skills and abilities that support these activities and reviews the theories and concepts that underpin commercial practice. Finally, it identifies areas of commonality of practice with other functions found within project-oriented organisations, plus sources of potential conflict and misunderstanding.

Part 2 – Elements of Commercial Theory and Practice covers commercial leadership; exploring strategy; risk and uncertainty management; financial decision-making; and key legal issues. *Part 3 – Approaches to Commercial Practice* addresses best practice management; and commercial and contracting strategies and tactics. Finally, *Part 4 – Case Studies* offers two extended case studies: Football Stadia (the Millennium Stadium, Cardiff; the Emirates Stadium, Islington; and Wembley Stadium, London); and Heathrow Terminal 5.

The book provides a one-stop-shop to the many topics that underpin commercial management practice from both a demand (buy-side) and a supply (sell-side) perspective. It will help develop an understanding of the issues influencing commercial management: leadership, strategy, risk, financial, legal, best practice management and commercial and contracting strategy and tactics.

This book's companion website is at www.wiley.com/go/lowecommercialmanagement and offers invaluable resources for both students and lecturers:

- PowerPoint slides for lecturers on each chapter
- Sample exam questions for students to practice
- Weblinks to key journals and relevant professional bodies

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Harry Thomas:

Playing with family within a park, coming to see the marine world or hanging out with good friends is thing that usually you will have done when you have spare time, subsequently why you don't try point that really opposite from that. One particular activity that make you not sense tired but still relaxing, trilling like on roller coaster you are ride on and with addition info. Even you love Commercial Management: Theory and Practice, you could enjoy both. It is great combination right, you still need to miss it? What kind of hang type is it? Oh occur its mind hangout fellas. What? Still don't understand it, oh come on its named reading friends.

Jeff Brown:

The book untitled Commercial Management: Theory and Practice contain a lot of information on that. The writer explains your ex idea with easy way. The language is very easy to understand all the people, so do not worry, you can easy to read that. The book was authored by famous author. The author will take you in the new age of literary works. You can easily read this book because you can please read on your smart phone, or device, so you can read the book inside anywhere and anytime. In a situation you wish to purchase the e-book, you can available their official web-site and also order it. Have a nice examine.

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