

Emerald Top 25 Strategic Direction Articles



2011

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2	(2011), "Transforming leadership for success and sustainability: Leading today's industries into the future", Strategic Direction, Vol. 27, No. 3, pp 19-21	3,158
3	Clive Shepherd (2011), "Does social media have a place in workplace learning?", Strategic Direction, Vol. 27, No. 2, pp 3-4	3,008
4	(2011), "E-marketers seek higher peaks: Companies want to expand their reputations through online world", Strategic Direction, Vol. 27, No. 3, pp 12-15	2,833
5	John Grant (2008), "Green marketing", Strategic Direction, Vol. 24, No. 6, pp 25-27	2,555
6	(2011), "Advertising enters the virtual world: Opportunities have been exploited to the full", Strategic Direction, Vol. 27, No. 2, pp 18-21	2,444
7	(2011), "Sustainable leadership: Leading business, industry and local government towards a sustainable future", Strategic Direction, Vol. 27, No. 2, pp 5-8	2,321
8	(2011), "Joint effort: Integrating leadership development and organizational change", Strategic Direction, Vol. 27, No. 1, pp 18-20	2,222
9	(2011), "Knowledge factories: from iPhones to iHotels: How marketing is being shaped by new technologies", Strategic Direction, Vol. 27, No. 1, pp 7-10	2,197
10	(2011), "What do Apple, IBM and P&G know?: How open innovation can help business – and yourself", Strategic Direction, Vol. 27, No. 3, pp 29-31	2,134
11	(2010), "Getting the social media on your side: Marketing specialists must embrace the world of technology", Strategic Direction, Vol. 26, No. 2, pp 6-9	1,996
12	(2005), "How Zara fashions its supply chain: Home is where the heart is", Strategic Direction, Vol. 21, No. 10, pp 28-31	1,902
13	(2011), "Friends in online places: Business and social media", Strategic Direction, Vol. 27, No. 10, pp 19-22	1,686
14	(2011), "New trends in innovation change the way companies do business: Green, social and open innovation", Strategic Direction, Vol. 27, No. 4, pp 25-28	1,682
15	(2011), "Destiny for destinations: Why a strategic approach to tourism works best", Strategic Direction, Vol. 27, No. 2, pp 9-11	1,650
16	(2002), "Transformational leadership @ Apple", Strategic Direction, Vol. 18, No. 6, pp 5-7	1,647
17	(2011), "iPhone and apps (the brand management and marketing aspects of Apple's iPhone and associated applications software (“apps”))", Strategic Direction, Vol. 27, No. 3	1,646

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18	(2011), "Facing up to Facebook voyeurs: Is it right for employers to check your postings?", Strategic Direction, Vol. 27, No. 2, pp 12-15	1,620
19	(2004), "Starbucks – taking on the world: Can the coffee retailer join the all-time greats?", Strategic Direction, Vol. 20, No. 7, pp 13-15	1,598
20	(2011), "Picture changes on employee rewards: Incentive pay is almost down and out in manufacturing", Strategic Direction, Vol. 27, No. 4, pp 5-8	1,523
21	(2006), "The importance of marketing strategy: Gaining the competitive edge with Integrated Marketing Communications (IMC)", Strategic Direction, Vol. 22, No. 8, pp 23-25	1,462
22	Paul Raspin (2011), "Failing to learn? How organizations can learn from failure", Strategic Direction, Vol. 27, No. 1, pp 4-6	1,397
23	(2008), "In from the cold: How Apple has blossomed", Strategic Direction, Vol. 24, No. 3, pp 13-16	1,260
24	Kiefer Lee, Steve Carter (2011), "Global Marketing Management", Strategic Direction, Vol. 27, No. 1	1,255
25	(2006), "Easyjet and Ryanair flying high on the Southwest model: Charting the ups and downs of low-cost carriers", Strategic Direction, Vol. 22, No. 6, pp 18-21	1,234