

## The Business of Pandemics

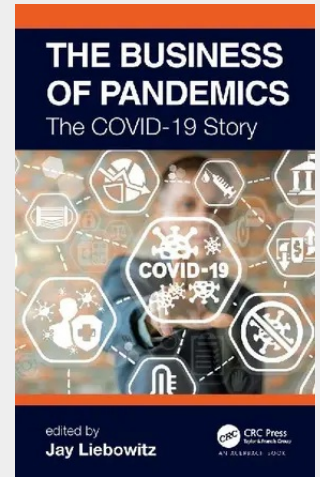
The COVID-19 Story

Nations and businesses across the globe have been working through the difficulties of dealing with the COVID-19 pandemic. Industry, academia, NGOs, and governments have been "feverishly" searching for ways to address this deadly virus, which may continue to spread for at least the next year and perhaps beyond (in terms of a resurgence and different strains). From a business standpoint, there have been dramatic effects on logistics and supply chains, economic downturns, bailouts of major industries and small businesses, and far-reaching calamities from around the world. Even though the COVID-19 story is still in its making, this book focuses on the business of pandemics as applied to COVID-19. The book brings together a global panel of experts across industries and NGOs to help guide business executives and managers through the complex array of issues affecting business in the time of a pandemic. Offering solutions to the business of pandemics as applied to COVID-19, the book is written for organizational decision makers and leaders, as well as those involved in crisis management, public health, and related fields. Its chapters focus on key areas that relate to the business of pandemics, including

- Lessons learned to date
- Big data and simulation
- Logistics and supply-chain management challenges
- Conducting global business virtually
- Global economic impact
- Media and risk communication
- IT infrastructure and networking
- Social impact
- Online learning and educational innovations
- The new work-from-home environment
- Re-opening markets and businesses
- Crisis decision making using analytics and intuition

With chapters authored by experts from leading organizations, including the World Health Organization, the RAND Corporation, and various universities throughout the world, *The Business of Pandemics: The COVID-19 Story* provides high-level guidance and insight for business leaders who must deal with the complexities and challenges presented by this unprecedented crisis.

A timely collection of chapters to guide managers dealing with the COVID-19 Pandemic, this book starts with a review of lessons learned from the early days of the pandemic. It then discusses the challenges and solutions for the supply chain, virtual business, IT infrastructure, the work from home environment, and online education.



**90,00 €**

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