

smu cape business storytelling

SMU CAPE Business Storytelling: Mastering the Art of Narrative in the Corporate World

Introduction:

Unlocking the Power of Narrative: Why Business Storytelling Matters at SMU CAPE

In today's competitive business landscape, the ability to craft compelling narratives is no longer a luxury—it's a necessity. SMU CAPE (Singapore Management University, Centre for Asian Pacific Aviation) recognizes this, equipping its students with the skills to weave captivating business stories that resonate with stakeholders, investors, and customers. This comprehensive guide delves into the nuances of business storytelling as taught within the SMU CAPE program, exploring its practical applications and demonstrating its transformative power in various business contexts. We'll examine the key components of effective business storytelling and how SMU CAPE's curriculum fosters these crucial skills.

Article Outline:

- I. The Importance of Business Storytelling in Today's Market
- II. Key Elements of Effective Business Storytelling (as taught at SMU CAPE)
 - a. Understanding Your Audience
 - b. Crafting a Compelling Narrative Structure
 - c. Using Data to Support Your Story
 - d. Delivering Your Story with Impact (oral and written)
- III. Practical Applications of Business Storytelling at SMU CAPE
 - a. Case Studies and Real-world Examples
 - b. Integration with Other Business Skills
- IV. Beyond the Classroom: Applying SMU CAPE's Storytelling Techniques
- V. The Future of Business Storytelling

Explanatory Sentences:

- I. The Importance of Business Storytelling in Today's Market:

Connecting with Your Audience on an Emotional Level: The Power of Narrative

Business storytelling transcends mere data presentation; it connects with audiences on an emotional

level, fostering trust and building lasting relationships. By weaving narratives, businesses can communicate their values, vision, and mission in a memorable and impactful way.

Building Brand Loyalty and Differentiation through Authentic Stories

In a saturated market, a compelling brand story can be the differentiating factor that sets a business apart from its competitors. Authentic storytelling builds brand loyalty and fosters a deeper connection with consumers.

Enhancing Investor Relations and Securing Funding with Engaging Narratives

Investors are more likely to invest in businesses with clear, compelling narratives that demonstrate a strong understanding of the market, the business model, and the potential for growth.

II. Key Elements of Effective Business Storytelling (as taught at SMU CAPE):

Understanding Your Target Audience: Tailoring Your Narrative for Maximum Impact

SMU CAPE emphasizes the crucial first step: understanding the target audience. Effective storytelling requires tailoring the message to resonate specifically with the intended recipients, considering their background, values, and needs.

Crafting a Compelling Narrative Structure: Beginning, Middle, and End

SMU CAPE teaches students the importance of a strong narrative structure. This includes a captivating beginning that grabs attention, a well-developed middle that builds suspense and provides relevant details, and a satisfying conclusion that leaves a lasting impression.

Using Data to Support Your Story: Evidence-Based

Storytelling

While emotional connection is key, SMU CAPE also stresses the importance of evidence-based storytelling. Data and metrics provide credibility and strengthen the narrative's impact, transforming anecdotal evidence into compelling arguments.

Delivering Your Story with Impact (Oral and Written): Mastering Communication Techniques

SMU CAPE equips students with both written and oral communication skills necessary to effectively deliver their stories. This includes learning techniques for public speaking, presentations, and crafting compelling written materials.

III. Practical Applications of Business Storytelling at SMU CAPE:

Real-world Case Studies: Learning from Successes and Challenges

Through case studies and real-world examples, SMU CAPE's curriculum provides students with practical insights into how storytelling is applied in various business settings, including marketing, investor relations, and internal communication.

Integration with Other Business Skills: A Holistic Approach to Storytelling

SMU CAPE emphasizes the integration of storytelling with other critical business skills like strategic planning, market analysis, and financial modeling. This holistic approach ensures students can effectively use storytelling in diverse business contexts.

IV. Beyond the Classroom: Applying SMU CAPE's Storytelling Techniques:

Building a Personal Brand: Using Storytelling to Showcase Your Skills

The skills learned at SMU CAPE can extend beyond the classroom to enhance personal branding, making graduates more attractive to potential employers. A well-crafted personal narrative can be a powerful tool in the job market.

Driving Innovation and Creativity: The Narrative as a Catalyst for Change

Storytelling can also be a powerful tool for fostering innovation and creativity. By framing challenges as opportunities within a compelling narrative, businesses can inspire and motivate their teams to find innovative solutions.

V. The Future of Business Storytelling:

Embracing Digital Platforms: Storytelling in the Age of Social Media

In the digital age, businesses must adapt their storytelling strategies to leverage various online platforms. SMU CAPE prepares students to effectively use social media, websites, and other digital channels to share their stories.

The Rise of Data-Driven Storytelling: Combining Narrative with Analytics

The future of storytelling lies in the integration of data and analytics with compelling narratives. SMU CAPE's focus on data-driven storytelling equips graduates to harness the power of data visualization and insightful analysis to strengthen their narratives.

Conclusion:

SMU CAPE's approach to business storytelling equips students with invaluable skills that are highly sought after in today's business world. By mastering the art of narrative, graduates can build stronger brands, enhance investor relations, and drive innovation. The program's emphasis on both emotional resonance and data-driven storytelling ensures that students are well-prepared to navigate the evolving landscape of corporate communication.

Frequently Asked Questions (FAQs):

Q: Is business storytelling a crucial skill for future business leaders? A: Absolutely. The ability to communicate effectively through compelling narratives is becoming increasingly critical for success in all areas of business.

Q: How does SMU CAPE's program differentiate itself in teaching business storytelling? A: SMU CAPE integrates storytelling with other core business skills, using a holistic approach, real-world case studies, and focuses on both narrative and data-driven approaches.

Q: What kind of career paths benefit most from SMU CAPE's business storytelling training? A: Numerous careers benefit, including marketing, public relations, investor relations, management consulting, and entrepreneurship.

Q: Is the program only for aviation-related businesses? A: No, the principles of business storytelling taught are applicable across all industries.

Related Keywords:

SMU CAPE, business storytelling, narrative, storytelling techniques, corporate communication, brand storytelling, investor relations, marketing storytelling, data-driven storytelling, communication skills, Singapore Management University, aviation business, business communication, persuasive communication, impactful storytelling, storytelling for business, digital storytelling.

smu cape business storytelling: A World Scientific Encyclopedia Of Business Storytelling, Set 1: Corporate And Business Strategies Of Business Storytelling (A 5-volume Set) , 2023-08-17 This set of multi-reference works is meant to be read together as the five volumes interlace one another like the laces of a shoe in the famous painting by Vincent van Gogh. Who will wear the shoes is a question long debated in art history and philosophy. If we take these five volumes from different points of view on the theory and practice of business storytelling then we have a crisscrossing, a new and impressive dialogue for the reader. This set is presented as a new way to lace up the laces of business storytelling. Volume 1 aims to recount narratives in a variety of ways so that the precepts of entrepreneurial storytelling can be made accessible to a variety of audiences — academic, practitioner, student, and community member. Entrepreneurship has a long history and tradition but there are disputed ways of doing business storytelling in entrepreneurship that the next four volumes articulate. Volume 2 provides insights into stories fostering the idea of business (and not necessarily business itself). It focuses specifically on history — contributing to the current debates within management and organizational history around the idea of 'the historic turn'. It reflects on the idea of business and beyond; could there be more to history and business storytelling than what has previously been accepted in the field? This book sets out to explore a diverse array of alternative modes and multiple ways of storying organizations. The editors intentionally sought to involve an international network of authors with diverse storytelling accounts of history as a way of helping build out this new storytelling paradigm in a diverse and inclusive ethic. As a result, this volume showcases a broad spectrum of critical storytelling from geographically diverse authors working in universities, small businesses, and public service throughout Brazil, Canada, Finland, the United Kingdom, and the United States. To reflect these dynamics, and for the stories in this volume to fit together, chapters were organized into three themes: stories of processing history, tales of history-as-method, and narratives of history through a business opportunity. Volume 3 features stories that reflect the exacerbated inequalities of race, gender, and income across the world. These inequalities and power relations remain continuously contested, particularly in these trying times, despite being captive to a particular economic ideology built on the premise of exploitation and subjugation. The stories told in this volume tell against the orthodoxy, the colonizer, and the (seemingly) powerful. They are organized as stories of resistance, emancipation, and transformation. They invite us to rethink the multiple ways to (re)structure power relations between the colonizer and the colonized, and open up spaces for the marginalized underprivileged voices. Volume 4 is designed to create a new business storytelling paradigm that critically approaches business narratives that have historically privileged a corporate agenda. It explores the various ways that images of the other in business are developed, presented, and accounted for through powerful and dominant narratives. The stories in this volume, collectively, help readers to understand, resist, and provide strategies for change through various analyses of how business narratives come to develop, get written, are legitimized, are challenged, and get

changed over time. Volume 5 brings together the practices specific to the socioeconomic approach to management (SEAM). SEAM is a method of change management developed through research interventions carried out in more than 2,000 companies and organizations since 1975. This method is systemic, it considers the whole company, and tends to simultaneously increase social and economic performance by focusing mainly on the development of human skills and behaviors, making it possible to reduce dysfunctions and recycle hidden costs into added value.

smu cape business storytelling: Cool Infographics Randy Krum, 2013-10-23 Make information memorable with creative visual design techniques Research shows that visual information is more quickly and easily understood, and much more likely to be remembered. This innovative book presents the design process and the best software tools for creating infographics that communicate. Including a special section on how to construct the increasingly popular infographic resume, the book offers graphic designers, marketers, and business professionals vital information on the most effective ways to present data. Explains why infographics and data visualizations work Shares the tools and techniques for creating great infographics Covers online infographics used for marketing, including social media and search engine optimization (SEO) Shows how to market your skills with a visual, infographic resume Explores the many internal business uses of infographics, including board meeting presentations, annual reports, consumer research statistics, marketing strategies, business plans, and visual explanations of products and services to your customers With *Cool Infographics*, you'll learn to create infographics to successfully reach your target audience and tell clear stories with your data.

smu cape business storytelling: Recruit Yourself Mickey Dollens, 2013-09 Social media has forever transformed the recruiting process for college football. For coaches, it's an efficient way to connect, recruit, and collect information about players. For the players, it's a powerful and revolutionary tool to promote themselves by providing information that may not otherwise be available to coaches. Through the use of three popular web-based resources: YouTube, Twitter, and Facebook, a student-athlete can build a multi-media platform to effectively showcase their strengths, abilities, and interests. This presents an overall public image that will promote positive interest from college coaches. The days of having to pay hundreds of dollars for an online recruiting service to market yourself as an athlete are over. Now you can create a free and effective web-based platform to connect with college coaches and effectively promote your talent for football. *Recruit Yourself* gives valuable advice on the modern NCAA scholarship process and reflects the knowledge and insight that Mickey Dollens has accumulated throughout his experience as a high school and collegiate athlete.

smu cape business storytelling: Fundamentals of HR Analytics Fermin Diez, Mark Bussin, Venessa Lee, 2019-11-11 Providing practical, hands-on approaches to connect data to HR policies and practices to help influence overall business performance, this book is an essential resource for aspiring, new and experienced HR professionals across a wide range of industrial contexts.

smu cape business storytelling: The Shooting Star Shivya Nath, 2018-09-14 Shivya Nath quit her corporate job at age twenty-three to travel the world. She gave up her home and the need for a permanent address, sold most of her possessions and embarked on a nomadic journey that has taken her everywhere from remote Himalayan villages to the Amazon rainforests of Ecuador. Along the way, she lived with an indigenous Mayan community in Guatemala, hiked alone in the Ecuadorian Andes, got mugged in Costa Rica, swam across the border from Costa Rica to Panama, slept under a meteor shower in the cracked salt desert of Gujarat and learnt to conquer her deepest fears. With its vivid descriptions, cinematic landscapes, moving encounters and uplifting adventures, *The Shooting Star* is a travel memoir that maps not just the world but the human spirit.

smu cape business storytelling: "We Are All Fast-Food Workers Now" Annelise Orleck, 2018-02-27 The story of low-wage workers rising up around the world to demand respect and a living wage. Tracing a new labor movement sparked and sustained by low-wage workers from across the globe, "*We Are All Fast-Food Workers Now*" is an urgent, illuminating look at globalization as seen through the eyes of workers-activists: small farmers, fast-food servers, retail workers, hotel

housekeepers, home-healthcare aides, airport workers, and adjunct professors who are fighting for respect, safety, and a living wage. With original photographs by Liz Cooke and drawing on interviews with activists in many US cities and countries around the world, including Bangladesh, Cambodia, Mexico, South Africa, and the Philippines, it features stories of resistance and rebellion, as well as reflections on hope and change as it rises from the bottom up.

smu cape business storytelling: *Sing Her Name* Rosalyn Story, 2022-04-12 *Sing Her Name* follows two musically gifted women whose lives overlap across the boundaries of time. This third novel by Rosalyn Story, whose critically acclaimed books treat the central role of Black people in American music, is her best and most rewarding yet. Beautiful and brilliantly talented Celia DeMille is a nineteenth-century concert artist who has garnered fame, sung all over the world, and amassed a fortune. But prejudice bars her from achieving her place in history as one of the world's greatest singers, and she dies in poverty and obscurity. In 21st-century New Orleans, Eden Malveaux, a thirty-something waitress with a beautiful but untutored voice, is the sole guardian of her 17-year-old brother. Motherless for most of their lives, she has struggled for years to make ends meet as she fights to keep the promise she made to their dying father: to protect her wayward brother and raise him as if he were her own child. After a hurricane displaces them to New York City, Eden seeks safe refuge—not only from the ensuing flood, but also to hide her brother from the law, while she works to divert him from a path of crime, prison, or worse. Months into their New York stay, Eden's estranged Great Aunt Julia summons her back to New Orleans for a brief visit, and the older woman gives Eden something that alters the course of her life: a box she found in the midst of flooded rubble containing a hundred-year-old scrapbook and a mysterious and valuable gold pendant necklace belonging to one of the greatest singers in history—Celia DeMille. Eden returns to New York, but as she explores the artifacts of Celia DeMille's extraordinary life, curiosity grows into obsession, then into an inspiration that propels Eden into a world she never dreamed. With the help of new friends, and buoyed by the diva's story, Eden's new life in New York takes a dramatic turn toward unimagined success. But just as she is poised to make her mark on the world stage, her brother's dangerous choices catch up with them, and Eden must confront buried secrets from her complicated childhood. To face the promise of her future, Eden must first reconcile years of regrets and leave behind the guilt of the past—and perhaps even the brother she loves.

smu cape business storytelling: *Terra Flamma* Stuart Palley, 2018 From the towering pines of Shasta Trinity National Forest, to the chaparral scrub of San Diego's Mexican border, to Yosemite and the Western Sierras, trained wildland firefighter and photojournalist Stuart Palley documents California's raging wildfires and the forces behind them during the state's worst fire season in modern history. The dramatic images, a half-decade in the making, capture the simultaneous beauty and destruction that wildfires bring as fire seasons get longer and more deadly, expensive, and destructive. In the wake of California's record-breaking series of wildfires in 2017, the images encompass five fire seasons and forty-five fires. They are presented chronologically and culminate with the wine country fire siege that devastated Sonoma and Napa counties in October 2017 and the Thomas Fire in Southern California, the largest in recorded state history. This timely book defines the state's drought and urban sprawl challenges, drawing a broader picture of global warming and its acute effects worldwide.

smu cape business storytelling: *Oilfield Revolutionary* Houston Faust Mount II, 2014-10-01 Everette Lee DeGolyer wore many hats—and he wore them with distinction. Though not a geophysicist, he helped make geophysics central to oil exploration. Though not a politician, he played an important role in the national politics of energy. Though trained as a geologist, he became an important business executive. DeGolyer left his stamp on oil exploration and his name on a number of philanthropic institutions, including the DeGolyer Library at Southern Methodist University. This account of DeGolyer's life, at once readable and yet authoritative, covers the period from his training with the United States Geological Survey in the American West, to his geological exploration of Mexico during the Revolution of the 1910s, his pioneering investment in geophysical prospecting technologies, and his work on behalf of the United States government in World War II,

including a ground-breaking mission to the Middle East. Houston Mount develops his account of the career of Everette Lee DeGolyer in a way that provides a useful lens through which to examine the rising fortunes of earth scientists in the oil industry and in government—a process for which DeGolyer's spectacular career was both an exemplar and a catalyst.

smu cape business storytelling: Climate Change and Cities Cynthia Rosenzweig, William D. Solecki, Patricia Romero-Lankao, Shagun Mehrotra, Shobhakar Dhakal, Somayya Ali Ibrahim, 2018-03-29 Climate Change and Cities bridges science-to-action for climate change adaptation and mitigation efforts in cities around the world.

smu cape business storytelling: *Transnational Marketing and Transnational Consumers* Ibrahim Sirkeci, 2013-05-17 Transnational Marketing and Transnational Consumers are becoming increasingly common in today's globalizing and fast moving world of business. This book presents a fresh perspective focusing on the transnational character of organizations and firms while underlining the importance of the transnationality of marketing strategies for success. At the same time, it introduces the novel concepts of Transnational Consumers and Transnational Mobile Consumers which take into account the increasing human mobility and its implications for marketing success. This book gives flesh to the ever popular shorthand glocal referring to strategies thinking globally but acting locally. This is the reality of current business environment where the norm is fast mobility of goods, services, finance, and consumers. Transnational Mobility of Consumers is of increasing importance for understanding transnational marketing. Prof. Ibrahim Sirkeci's new book, *Transnational Marketing and Transnational Consumers*, deals with this important issue in an excellent way. The book is highly recommendable for both academics and practitioners in International Marketing. Svend Hollensen University of Southern Denmark Author of 'Global Marketing' (Pearson)

smu cape business storytelling: Pmi-Rmp Exam Prep Study Guide Belinda Fremouw, 2017-04-12 Ideal for: - Self Study - Study Groups - Training Courses Based on A Guide to the Project Management Body of Knowledge (PMBOK(R) Guide) - Fifth Edition and the Practice Standard for Project Risk Management, this comprehensive PMI-RMP Exam Prep Study Guide provides learners with all of the information needed to be successful on the PMI-RMP exam. Exercises throughout the Study Guide ensure maximum learner engagement and retention. Aligned with: - PMI-RMP Examination Content Outline - Practice Standard for Project Risk Management - PMBOK(R) Guide - Fifth Edition

smu cape business storytelling: The Interconnected Arctic — UArctic Congress 2016 Kirsi Latola, Hannele Savela, 2017-06-15 This open access book presents the most current research results and knowledge from five multidisciplinary themes: Vulnerability of Arctic Environments, Vulnerability of Arctic Societies, Local and Traditional Knowledge, Building Long-term Human Capacity, New Markets for the Arctic, including tourism and safety. The themes are those discussed at the first ever UArctic Congress Science Section, St. Petersburg, Russia, September 2016. The book looks at the Arctic from a holistic perspective; how the environment (both marine and terrestrial) and communities can adapt and manage the changes due to climate change. The chapters provide examples of the state-of-the-art research, bringing together both scientific and local knowledge to form a comprehensive and cohesive volume. Except where otherwise noted, this book is licensed under a Creative Commons Attribution 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by/4.0/>.

smu cape business storytelling: Three Seconds in Munich David A. F. Sweet, 2019-09 One. Two. Three. That's as long as it took to sear the souls of a dozen young American men, thanks to the craziest, most controversial finish in the history of the Olympics--the 1972 gold-medal basketball contest between the United States of America and the Union of Soviet Socialist Republics, the world's two superpowers at the time. The U.S. team, whose unbeaten Olympic streak dated back to when Adolf Hitler reigned over the Berlin Games, believed it had won the gold medal that September in Munich--not once, but twice. But it was the third time the final seconds were played that counted. What happened? The head of international basketball--flouting rules he himself had

created--trotted onto the court and demanded twice that time be put back on the clock. A referee allowed an illegal substitution and an illegal free-throw shooter for the Soviets while calling a slew of late fouls on the U.S. players. The American players became the only Olympic athletes in the history of the games to refuse their medals. Of course, the 1972 Olympics are remembered primarily for a far graver matter, when eleven Israeli team members were killed by Palestinian terrorists, stunning the world and temporarily stopping the games. One American player, Tommy Burleson, had a gun to his head as the hostages were marched past him before their deaths. Through interviews with many of the American players and others, the author relates the horror of terrorism, the pain of losing the most controversial championship game in sports history to a hated rival, and the consequences of the players' decision to shun their Olympic medals to this day.

smu cape business storytelling: *What a Body Can Do* Ben Spatz, 2015-03-05 In *What a Body Can Do*, Ben Spatz develops, for the first time, a rigorous theory of embodied technique as knowledge. He argues that viewing technique as both training and research has much to offer current debates over the role of practice in the university, including the debates around practice as research. Drawing on critical perspectives from the sociology of knowledge, phenomenology, dance studies, enactive cognition, and other areas, Spatz argues that technique is a major area of historical and ongoing research in physical culture, performing arts, and everyday life.

smu cape business storytelling: *Class Action Dilemmas* Deborah R. Hensler, Bonnie Dombey-Moore, Elizabeth Giddens, Jennifer Gross, Erik Moller, 2000-08-02 Class action lawsuits--allowing one or a few plaintiffs to represent many who seek redress--have long been controversial. The current controversy, centered on lawsuits for money damages, is characterized by sharp disagreement among stakeholders about the kinds of suits being filed, whether plaintiffs' claims are meritorious, and whether resolutions to class actions are fair or socially desirable. Ultimately, these concerns lead many to wonder, Are class actions worth their costs to society and to business? Do they do more harm than good? To describe the landscape of current damage class action litigation, elucidate problems, and identify solutions, the RAND Institute for Civil Justice conducted a study using qualitative and quantitative research methods. The researchers concluded that the controversy over damage class actions has proven intractable because it implicates deeply held but sharply contested ideological views among stakeholders. Nevertheless, many of the political antagonists agree that class action practices merit improvement. The authors argue that both practices and outcomes could be substantially improved if more judges would supervise class action litigation more actively and scrutinize proposed settlements and fee awards more carefully. Educating and empowering judges to take more responsibility for case outcomes--and ensuring that they have the resources to do so--can help the civil justice system achieve a better balance between the public goals of class actions and the private interests that drive them.

smu cape business storytelling: *Hyrnas of the Limpopo* Xolani Tshabalala, 2017-11-03 An increasing number of people today cross the Beitbridge border of South Africa and Zimbabwe. This comes with a corresponding growth of creative strategies that seek to aid the crossing of those people and goods that may lack the necessary documentation. Such 'informal' border crossings have come to define one of the important economic regions in Southern Africa, the post-1994 Limpopo Valley. This thesis approaches routine acts of facilitating undocumented border crossings as an everyday social politics with deep historical roots. By use of archival and ethnographic methods, the thesis examines the social history and embodied practices of a variety of actors who engage in undocumented border crossings. A particular focus is placed on the role of private transporters (omalayitsha), who represent an important link between an exclusionary and yet fragmentary migration regime and undocumented travellers. In three theoretical and four empirical chapters, and inspired by border studies as well as the critical realist approach in migration studies, the thesis connects border practice to irregular movement and cheap labour within a regional context defined, in part, by dispossession. Through thick interpretations of the lived experience of border practice, the study also connects such political economic processes (e.g. migrant irregularity, labour precarity and economic informality) to questions of social identity and migrant subjectivities. By situating the

figure of the hyena at the centre of Southern African border struggles, the thesis invents an analytical concept that serves both an empirical and a theoretical task. Empirically, it enables a synthetic understanding of how everyday contestations around the possibility to work across the border for low-skill migrants have been interacting, through time, with broader processes of capital accumulation to partly shape the region's migrant labour system. Theoretically, it shows how facilitation of undocumented border crossings calls for new sociological models that can account for processes that escape binary classification (as formal or informal, inclusive or exclusive, legal or illegal, ordered or disordered), thus contributing to a better understanding of the role of migration in the contemporary world. Allt fler människor korsar idag gränsen vid Beitbridge mellan Sydafrika och Zimbabwe. Samtidigt sker en motsvarande ökning av kreativa strategier som gör att även personer och varor som saknar rätt handlingar kan ta sig över gränsen. Dessa 'informella' gränsövergångar har kommit att definiera vad som efter 1994 blivit en av de viktigaste ekonomiska regionerna i södra Afrika, Limpopodalen. I denna avhandling betraktas rutinerna vid sådana oregistrerade gränsövergångar som en vardagens politik med djupa historiska rötter. Genom arkivstudier och etnografiska observationer undersöker avhandlingen en samhällshistoria och en mänsklig aktivitet där en rad aktörer är inblandade i en pågående, papperslös migration. En viktig roll i sammanhanget har omalayitsha, dvs. privata transportörer, som ofta är en viktig länk mellan de papperslösa resenärerna och den migrationsregim som å ena sidan stänger dem ute och å andra sidan är så fragmenterad att de tillåts passera igenom. I tre teoretiska och fyra empiriska kapitel, samt med ett angreppssätt hämtat från gränsstudier (border studies) och den kritiskt realistiska skolan inom migrationsstudier, syftar avhandlingen till att förstå gränsövergångens praktik i förhållande till den irreguljära mobilitet och det överskott på billig arbetskraft som sätter sin prägel på en region där många är fattiga och fördrivna. I avhandlingens djuptolkningar av migranternas levda erfarenhet vid gränsen förbinds i sin tur de politiskt-ekonomiska processerna (irreguljär migration, prekära arbetsvillkor och ekonomisk informalitet) med frågor om samhällelig identitet och migrantens subjektivitet. Avhandlingen ser hyenafiguren som central för förståelsen av de 'gränskamper' (border struggles) som utkämpas i södra Afrika; med hyenan introduceras också ett analytiskt begrepp. Empiriskt sett möjliggör begreppet en syntetisk förståelse av hur vardagliga tvister och problem som präglar arbetsmigrantens försök att jobba på andra sidan gränsen över tid samverkar med större processer av kapitalackumulation, som delvis formar regionens migrantarbetarsystem. I teoretiskt avseende visar begreppet hur förhandlingarna som sker vid gränskontrollen klargör behovet av nya sociologiska modeller som kan redogöra för samhällsprocesser som undflyr varje binär klassificering (som formell eller informell, inkluderande eller exkluderande, legal eller illegal, ordnad eller oordnad), och på så vis bidrar det till en bättre förståelse av migrationens betydelse i dagens värld.

smu cape business storytelling: The Global Findex Database 2017 Asli Demircug-Kunt, Leora Klapper, Dorothe Singer, Saniya Ansar, 2018-04-19 In 2011 the World Bank—with funding from the Bill and Melinda Gates Foundation—launched the Global Findex database, the world's most comprehensive data set on how adults save, borrow, make payments, and manage risk. Drawing on survey data collected in collaboration with Gallup, Inc., the Global Findex database covers more than 140 economies around the world. The initial survey round was followed by a second one in 2014 and by a third in 2017. Compiled using nationally representative surveys of more than 150,000 adults age 15 and above in over 140 economies, The Global Findex Database 2017: Measuring Financial Inclusion and the Fintech Revolution includes updated indicators on access to and use of formal and informal financial services. It has additional data on the use of financial technology (or fintech), including the use of mobile phones and the Internet to conduct financial transactions. The data reveal opportunities to expand access to financial services among people who do not have an account—the unbanked—as well as to promote greater use of digital financial services among those who do have an account. The Global Findex database has become a mainstay of global efforts to promote financial inclusion. In addition to being widely cited by scholars and development practitioners, Global Findex data are used to track progress toward the World Bank goal of

Universal Financial Access by 2020 and the United Nations Sustainable Development Goals. The database, the full text of the report, and the underlying country-level data for all figures—along with the questionnaire, the survey methodology, and other relevant materials—are available at www.worldbank.org/globalfindex.

smu cape business storytelling: *Practical Solutions to Everyday Problems* Neil A. Fiore, PhD, 2021-01-23 *Practical Solutions* gives readers, not just a sample but, the essence of applying strategic, Solution-Focused Therapy to resolving “normal problems.” By applying the exercises and novel perspective of *Practical Solutions* readers will be set free of erroneous concepts, feelings, and beliefs about themselves that may be keeping them from experiencing the full joy of their unique version of Life. In these pages, readers could find a new perspective on how to live their lives free of excessive anxiety, stress, and worry. They will learn how to tap deeper resources within themselves that have been repressed by early training and fear. This book will help them warm to life those aspects of their true self that they had to freeze away in order to fit in, or to just survive. Dr. Fiore’s *Practical Solutions* is the result of over forty years of work as a clinical psychologist with clients and as a coach to entrepreneurs and CEOs – and from work on himself -- to discover clear and practical paths to Inner Peace and Optimal Performance.

smu cape business storytelling: *The Routledge International Handbook of Mad Studies* Peter Beresford, Jasna Russo, 2021-11-04 By drawing broadly on international thinking and experience, this book offers a critical exploration of Mad Studies and advances its theory and practice. Comprised of 34 chapters written by international leading experts, activists and academics, this handbook introduces and advances Mad Studies, as well as exploring resistance and criticism, and clarifying its history, ideas, what it is, and what it can offer. It presents examples of mad studies in action, covering initiatives that have been taken, their achievements and what can be learned from them. In addition to sharing research findings and evidence, the book offers examples and insights for advancing understandings of experiences of madness and distress from the perspectives of those who have (had) those experiences, and also explores ways of supporting people oppressed by conventional understandings and systems. This book will be of interest to all scholars and students of Mad Studies, disability studies, sociology, socio- legal studies, mental health and medicine more generally.

smu cape business storytelling: *Cybersecurity for Business* Larry Clinton, 2022-04-03 Balance the benefits of digital transformation with the associated risks with this guide to effectively managing cybersecurity as a strategic business issue. Important and cost-effective innovations can substantially increase cyber risk and the loss of intellectual property, corporate reputation and consumer confidence. Over the past several years, organizations around the world have increasingly come to appreciate the need to address cybersecurity issues from a business perspective, not just from a technical or risk angle. *Cybersecurity for Business* builds on a set of principles developed with international leaders from technology, government and the boardroom to lay out a clear roadmap of how to meet goals without creating undue cyber risk. This essential guide outlines the true nature of modern cyber risk, and how it can be assessed and managed using modern analytical tools to put cybersecurity in business terms. It then describes the roles and responsibilities each part of the organization has in implementing an effective enterprise-wide cyber risk management program, covering critical issues such as incident response, supply chain management and creating a culture of security. Bringing together a range of experts and senior leaders, this edited collection enables leaders and students to understand how to manage digital transformation and cybersecurity from a business perspective.

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mechanisms of change in the geographical distribution of hunter-gatherer settlement and land use. It focuses on the long-term changes in the hunter-gatherer settlement on a global scale, including research from several continents. It will be of interest to archaeologists and cultural anthropologists working in the field of the forager/ collector model throughout the world.

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workplace to the marketplace, from the classroom to the living room, from the voting booth to the Oval Office. The Digital Age is here. The Net Generation has arrived. Meet the future.

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smu cape business storytelling: Here with the Winter J. Penrod Scott, 2021-05-20 The residents of West Emmette, Ohio welcome back Jessie Conrad, who moves to the newly constructed Meadow Drive. It is 1960, and Jessie and her two young children join old friends and new in the

challenging days of building a life without their husband and father. They have left behind important friends but have the counsel of wise townsfolk, including Jessie's father, Henry, the town patriarch who collects clocks and rifles. Henry, however, is suddenly under the watch of the confused and jealous son of one of his long-time friends, a young man who is obsessed with acquiring one of Henry's most prized possessions. A well-crafted, lyrical novel set in a bustling township, Here with the Winter threads together – through letters, music, seasons and the land itself – a charming story of building in the early Sixties.

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