

The Commercialization of Outer Space

Opportunities and Obstacles
for American Expansion

Jonathan M. Goodrich

The Commercialization Of Outer Space Opportunities And Obstacles For American Business

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The Commercialization Of Outer Space Opportunities And Obstacles For American Business:

The Commercialization of Outer Space Jonathan N. Goodrich, 1989-03-13 The spectacular achievements of space exploration have long overshadowed the commercial impacts of space development Here Jonathan Goodrich brings together in a single source detailed information about the significant business aspects of space commercialization Intended for top executives in the space and aerospace industries as well as for firms contemplating entering the space business the book addresses the marketing legal economic technological and insurance issues involved in space exploration and development Throughout Goodrich focuses both on opportunities in and obstacles to space business in order to help firms tailor their decision making and strategic planning activities appropriately and profitably Following an introductory chapter on the uses and importance of outer space to America Goodrich devotes separate chapters to such important facets of space business as space operators materials processing in space spinoffs from space technology that can be incorporated into products for ordinary use the potential profits offered by the Strategic Defense Initiative SDI program identifying customers for orbital facilities the role of space insurance and major space laws Of particular interest is a chapter entitled How to Market to NASA which identifies the major NASA field operations and their needs explains the procurement process offers practical guidelines for marketing your capabilities to NASA and lists available special assistance programs In his conclusion Goodrich assesses the future of space business Two appendixes list space business publications and firms involved in space commerce respectively Invaluable for any firm that seeks to capitalize on the opportunities presented by space exploration this book offers a clear headed appraisal of the potential profits possible as well as a guide to minimizing the substantial risks involved in pursuing those profits

Issues in NASA Program and Project Management. Special Report: 1993 Conference, 1993

Encyclopedia of Business in Today's World Charles Wankel, 2009-06-12 Serving as a general nontechnical resource for students and academics these volumes provide an understanding of the development of business as practiced around the world

Tourism Marketing and Management in the Caribbean (RLE Marketing) Dennis J. Gayle, Jonathan N. Goodrich, 2014-09-15 The Caribbean now has one of the largest regional tourism industries in the world amongst developing countries When originally published this volume was the first to provide a comprehensive discussion of tourism in this part of the world It begins with an overview of the industry and then examines aspect of tourism marketing and management on a region by region basis covering the Bahamas Jamaica Barbados St Lucia Trinidad and Tobago Guyana and Cuba Detailed analysis follows of sectors within the industry such as heritage and health care with central issues such as the intense competition between the cruise ship and hotel industries being highlighted Discussion of the impact of US and EU policies on Caribbean tourism provides an important international perspective Throughout the focus is on the contribution of the regional tourism industry to Caribbean economic growth and development

Corporate Social Responsibility Jerry W. Anderson Jr., 1989-03-24 In the past few decades the concept of social responsibility has emerged as an increasingly

important feature of the business landscape No longer can businesses base their decisions solely on economic criteria now they must also consider the legal ethical moral philanthropic and social impacts of each business decision This volume intended for corporate managers and executives brings this newly emphasized area of social concern and responsibility into clear focus The author provides a complete overview of all aspects of social responsibility including its roots in early civilizations the historical evolution of the concept and the role of governmental intervention in developing the social concepts that prevail in American business today In addition Anderson provides a wealth of practical advice backed by numerous case studies for the executive who seeks a clear workable understanding of corporate social responsibility Divided into four principal sections the book begins with an introduction to the concept of social responsibility in the corporation The second section on the history and development of social responsibility addresses the social responsibility doctrines of great thinkers such as Plato Aristotle Adam Smith and Marx it also assesses the impact of the transition from an agricultural to an industrialized society on concepts of social responsibility and finally it discusses the passage of major pieces of social responsibility legislation Part Three examines the legal issues involved in social responsibility among them sexual harassment maternity leave drugs in the workplace and discrimination Of particular interest is a chapter on ethical moral standards and how to establish administer and control them The final section demonstrates how to conduct a company social responsibility audit and points to future developments in corporate social responsibility Each chapter is followed by a list of references many chapters also include real world scenarios highlighting important social responsibility issues

The Rules of the Game in the Global Economy Lee E. Preston, Duane Windsor, 2013-11-11 This study has been long in the making and the world has changed dramatically while we have been at work We initially anticipated a substantial section on the Soviet dominated Council for Mutual Economic Assistance CMEA or COMECON which offered an interesting contrast to the kind of international business regime typically found among market oriented countries and industries As we moved toward publication the CMEA vanished and so we mention it only in passing The USSR subsequently disintegrated into a Commonwealth of Independent States CIS On the other hand we began with the assumption that the historic rule of capture no longer played a significant role in international economic relations The seizure of Kuwait's territory and wealth by the government of Iraq suggests that this assumption was heavily influenced by wishful thinking Even though this seizure has been reversed by military action the experience remains a challenge to generally held beliefs about the strength of order versus chaos in contemporary international affairs Some readers of this volume have suggested that it gives insufficient attention to the fact that many of the important business and economic regimes of the postwar period are currently under significant pressure perhaps even in danger of collapse We acknowledge that there are many evidences of strain in for example the free trade and money exchange regimes and in many areas of environmental protection

Commercialization of Space United States. Congress. Senate. Committee on Commerce, Science, and Transportation. Subcommittee on Science, Technology, and

Space,1999 *Space Commercialization* United States. Congress. House. Committee on Science and Technology.
Subcommittee on Space Science and Applications,1986 Risks, Opportunities, and Oversight of Commercial Space United
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