HSTalks
VIDEO LECTURES & CASE STUDIES
BY LEADING WORLD EXPERTS

The Business & Management Collection
www.hstalks.com/business
ABOUT THE COLLECTION

Over 900 video lectures & case studies

All talks are specially commissioned from leading world experts including industry professionals

Lectures are appropriate for graduate students, undergraduates and continuing professional development

The collection is updated on a monthly basis with new talks and series

CATEGORIES

MARKETING & SALES

STRATEGY

TECHNOLOGY & OPERATIONS

“HSTalks have been an important and useful tool in the process of writing my Master’s thesis about branding in the pharmaceutical industry... The technology is simple and very user-friendly for everyone”

Mr. Johan B. Petersen | Copenhagen Business School | Denmark Graduate Student
“These resources present an engaging and informative way for students to enhance their learning experience in the areas of sport management and marketing... These complement the use of weblearn which my university is using to develop more flexible methods of learning.”

Mr Paul Kitchin | London Metropolitan University | Senior Lecturer in Sports Management and Marketing
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The Business & Management Collection

SELECTIONS FROM OUR COLLECTION OF OVER 900

Fiscal policy: the budget
Mr. Sanjay Raja
KPMG, UK

This talk is part of the Macroeconomics series edited by Dr. Ivan Cohen

Teams and learning in organizations
Prof. Amy C. Edmondson
Harvard Business School, USA

This talk is part of the Team Effectiveness series edited by Dr. Ruth Wageman

Scenario planning
Prof. Paul J. H. Schoemaker
The Wharton School, University of Pennsylvania, USA

This talk is part of the Making Decisions series edited by Prof. J. Edward Russo

Innovation in China
Dr. Xiaobai Shen
Edinburgh Business School, UK

This talk is part of the Hot Topics series

What an excellent resource! My field is logistics and supply chain management, and I am hugely impressed by the top names that you have managed to involve in the preparation and delivery of the lectures.

Dr Peter Tatham | Griffith University | Lecturer of International Business and Asian Studies
VIDEO LECTURES AND CASE STUDIES:

**Entry mode strategy in global marketing**

Dr. Svend Hollensen  
University of Southern Denmark, Denmark

This talk is part of the *Exporting, International and Global Marketing Management* series edited by Prof. Stan Paliwoda

**Knowledge empowering risk management**

Mr. Atul Vashistha  
Neo Group, USA

This talk is part of the *Hot Topics* series

**Sustainability in operations**

Dr. Arnd Huchzemeier  
Otto Beisheim School of Management, Germany

This talk is part of the *Operations Strategy* series edited by Prof. Jan A. Van Mieghem

**Social values and cross-cultural factors in consumer behaviour**

Prof. Lynn R. Kahle  
Lundquist College of Business, University of Oregon, USA

This talk is part of the *Why We Buy: Understanding Consumer Behaviour* series edited by Prof. Michael Solomon

*These are some of the best lectures I have found on the web, and the authors are the speakers - a great opportunity for our students to hear research from the “horse’s mouth”!* 

Mrs Anne-Marie McDermott | Coventry University | Lecturer
FOR FACULTY

- Keep abreast of the latest developments or immerse yourself in a new field.
- Provide your students with immediate access to many of the world’s leading experts in a wide variety of fields.
- Our business content consultants will be more than happy to help identify talks to match your courses.

USE IN YOUR COURSE

Embed in Moodle, Blackboard or other online learning environment – use the talk in your course or recommend as additional learning material.

WE CAN HELP

Send us your syllabus and our team of consultants will suggest relevant video lectures and case studies.

The topics are very current and relevant not only to the students but also to the lecturers. The talks are very informative, clear and detailed notes are given in the slides...I’m sure students would like to listen to the international leading experts and practitioners rather than just listening to our lectures which are more inclined to the text book.

Prof Norjaya Mohd | Yasir National University of Malaysia | Head of Doctoral Programmes
FOR LIBRARIANS

We provide detailed MARC records, usage statistics, and promotional materials.

Access is available via IP authentication, username and password and Shibboleth.

Each lecture is listed in all the major third party discovery systems.

SUPPORTING DISCOVERY

Compatible with leading online catalogues and discovery services.

PROMOTIONAL MATERIAL

Posters, banners and a wide selection of promotional material ready for use.

“I have been using these talks through the trial period and after we took out a subscription. They are an excellent resource for teaching and help me to use my time more effectively… We have no budgets for visiting speakers and connection to practitioners or other academics and this talks series is invaluable in this climate.”

Dr. Finola Kerrigan | King’s College London | Lecturer in Marketing
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