

## **Effective Multi Unit Leadership Local Leadership In Multi Site Situations**

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This course is only available to those already working in Multi-Unit Leader roles. Our postgraduate diploma in Multi-Unit Leadership and Strategy is designed to help those currently working as an area manager gain the extra skills and knowledge needed to become a successful multi-unit manager.

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There is a growing recognition of the increasing importance of 'local leadership' practice within multi-unit service contexts, given the threat to costly land-based retail infrastructures from smart technologies. Multi-site organizations are economically significant, but currently under-researched and poorly understood.

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Central to this is 'portfolio optimisation through social exchange' (POSE) where MULs apply 'local leadership', leveraging their portfolios through the deft application of exchange-based currencies. The second book, International Multi-Unit

Leadership, takes a broader cross-border perspective on 'leading from the middle' in international subsidiaries that are committing significant capital to land-based infrastructures in emerging markets.

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