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BUSINESS PERFORMANCE MEASUREMENT - ANDY NEELY 2002-03-07

A MULTIDISCIPLINARY BOOK ON PERFORMANCE MEASUREMENT THAT WILL APPEAL TO STUDENTS, RESEARCHERS AND MANAGERS.

RESEARCH METHODS IN HUMAN DEVELOPMENT - PAUL C. COZBY 1989

FOR UNDERGRADUTE SOCIAL SCIENCE MAJORS. A TEXTBOOK ON THE INTERPRETATION AND USE OF RESEARCH. ANNOTATION COPYRIGHT BOOK NEWS, INC. PORTLAND, OR.

THE CRAFT OF RESEARCH, 2ND EDITION - WAYNE C. BOOTH 2008-04-15

SINCE 1995, MORE THAN 150,000 STUDENTS AND RESEARCHERS HAVE TURNED TO THE CRAFT OF RESEARCH FOR CLEAR AND HELPFUL GUIDANCE ON HOW TO CONDUCT RESEARCH AND REPORT IT EFFECTIVELY. NOW, MASTER TEACHERS WAYNE C. BOOTH, GREGORY G. COLOMB, AND JOSEPH M. WILLIAMS PRESENT A COMPLETELY REVISED AND UPDATED VERSION OF THEIR CLASSIC HANDBOOK. LIKE ITS PREDECESSOR, THIS NEW EDITION REFLECTS THE WAY RESEARCHERS ACTUALLY WORK: IN A COMPLEX CIRCUIT OF THINKING, WRITING, REVISING, AND RETHINKING. IT SHOWS HOW EACH PART OF THIS PROCESS INFLUENCES THE OTHERS AND HOW A SUCCESSFUL RESEARCH REPORT IS AN ORCHESTRATED CONVERSATION BETWEEN A RESEARCHER AND A READER. ALONG WITH MANY OTHER TOPICS, THE CRAFT OF RESEARCH EXPLAINS HOW TO BUILD AN ARGUMENT THAT MOTIVATES READERS TO ACCEPT A CLAIM; HOW TO ANTICIPATE THE RESERVATIONS OF THOUGHTFUL YET CRITICAL READERS AND TO RESPOND TO THEM APPROPRIATELY; AND HOW TO CREATE INTRODUCTIONS AND CONCLUSIONS THAT ANSWER THAT MOST DEMANDING QUESTION, "SO WHAT?" CELEBRATED BY REVIEWERS FOR ITS LOGIC AND CLARITY, THIS POPULAR BOOK RETAINS ITS FIVE-PART STRUCTURE. PART 1 PROVIDES AN ORIENTATION TO THE RESEARCH PROCESS AND BEGINS THE DISCUSSION OF WHAT MOTIVATES RESEARCHERS AND THEIR READERS. PART 2 FOCUSES ON FINDING A TOPIC, PLANNING THE PROJECT, AND LOCATING APPROPRIATE SOURCES. THIS SECTION IS BROUGHT UP TO DATE WITH NEW INFORMATION ON THE ROLE OF THE INTERNET IN RESEARCH, INCLUDING HOW TO FIND AND EVALUATE SOURCES, AVOID THEIR MISUSE, AND TEST THEIR RELIABILITY. PART 3 EXPLAINS THE ART OF MAKING AN ARGUMENT AND SUPPORTING IT. THE AUTHORS HAVE EXTENSIVELY REVISED THIS SECTION TO PRESENT THE STRUCTURE OF AN ARGUMENT IN CLEARER AND MORE ACCESSIBLE TERMS THAN IN THE FIRST EDITION. NEW DISTINCTIONS ARE MADE AMONG REASONS, EVIDENCE, AND REPORTS OF EVIDENCE. THE CONCEPTS OF QUALIFICATIONS AND REBUTTALS ARE RECAST AS ACKNOWLEDGMENT AND RESPONSE. PART 4 COVERS DRAFTING AND REVISING, AND OFFERS NEW INFORMATION ON THE VISUAL REPRESENTATION OF DATA. PART 5 CONCLUDES THE BOOK WITH AN UPDATED DISCUSSION OF THE ETHICS OF RESEARCH, AS WELL AS AN EXPANDED BIBLIOGRAPHY THAT INCLUDES MANY ELECTRONIC SOURCES. THE NEW EDITION RETAINS THE ACCESSIBILITY, INSIGHTS, AND DIRECTNESS THAT HAVE MADE THE CRAFT OF RESEARCH AN INDISPENSABLE GUIDE FOR ANYONE DOING RESEARCH, FROM STUDENTS IN HIGH SCHOOL THROUGH ADVANCED GRADUATE STUDY TO BUSINESSPEOPLE AND GOVERNMENT EMPLOYEES. THE AUTHORS DEMONSTRATE CONVINCINGLY THAT RESEARCHING AND REPORTING SKILLS CAN BE LEARNED AND USED BY ALL WHO UNDERTAKE RESEARCH PROJECTS. NEW TO THIS EDITION: EXTENSIVE COVERAGE OF HOW TO DO RESEARCH ON THE INTERNET, INCLUDING HOW TO EVALUATE AND TEST THE RELIABILITY OF SOURCES NEW INFORMATION ON THE VISUAL REPRESENTATION OF DATA EXPANDED BIBLIOGRAPHY WITH MANY ELECTRONIC SOURCES

SERVICE OPERATIONS MANAGEMENT - ROBERT JOHNSTON 2005

THE CENTRAL FOCUS OF THIS BOOK IS HOW ORGANIZATIONS DELIVER SERVICE AND THE OPERATIONAL DECISIONS THAT MANAGERS FACE IN MANAGING RESOURCES AND DELIVERING SERVICE TO THEIR CUSTOMERS.

PROJECT MANAGEMENT - H. N. AHUJA 1984-04-13

COMPLETELY REWRITTEN BOOK INTRODUCING QUANTITATIVE ANALYSIS TECHNIQUES FOR COMPLEX CONSTRUCTION PROJECTS. DISCUSSES AND EXPLAINS THE NEED FOR ANALYTIC TOOLS, AND THEN DEMONSTRATES THEIR USE IN PLANNING AND CONTROL OF PROJECTS. APPLIES A SYSTEMS APPROACH TO PROJECT PLANNING AND CONTROL, AND DESCRIBES THE METHODOLOGY STEP-BY-STEP. DESCRIBES THE USE OF COMPUTERS IN PROJECT PLANNING AND CONTROL.

PREPARING EFFECTIVE BUSINESS PLANS - BRUCE R. BARRINGER 2016

2021-09-28

(SERIES 60, iES60) (SERIES 80, iES80)

TEACHING AT ITS BEST - LINDA B. NILSON 2010-04-20

TEACHING AT ITS BEST THIS THIRD EDITION OF THE BEST-SELLING HANDBOOK OFFERS FACULTY AT ALL LEVELS AN ESSENTIAL TOOLBOX OF HUNDREDS OF PRACTICAL TEACHING TECHNIQUES, FORMATS, CLASSROOM ACTIVITIES, AND EXERCISES, ALL OF WHICH CAN BE IMPLEMENTED IMMEDIATELY. THIS THOROUGHLY REVISED EDITION INCLUDES THE NEWEST PORTRAIT OF THE MILLENNIAL STUDENT; CURRENT RESEARCH FROM COGNITIVE PSYCHOLOGY; A FOCUS ON OUTCOMES MAPS; THE LATEST LEGAL OPTIONS ON COPYRIGHT ISSUES; AND HOW TO BEST USE NEW TECHNOLOGY INCLUDING WIKIS, BLOGS, PODCASTS, VODCASTS, AND CLICKERS. ENTIRELY NEW CHAPTERS INCLUDE SUBJECTS SUCH AS MATCHING TEACHING METHODS WITH LEARNING OUTCOMES, INQUIRY-GUIDED LEARNING, AND USING VISUALS TO TEACH, AND NEW SECTIONS ADDRESS FELDER AND SILVERMAN'S INDEX OF LEARNING STYLES, SCALE-UP CLASSROOMS, MULTIPLE TRUE-FALSE TEST ITEMS, AND MUCH MORE. PRAISE FOR THE THIRD EDITION OF TEACHING AT ITS BEST EVERYONE VETERANS AS WELL AS NOVICES WILL PROFIT FROM READING TEACHING AT ITS BEST, FOR IT PROVIDES BOTH THEORY AND PRACTICAL SUGGESTIONS FOR HANDLING ALL OF THE PROBLEMS ONE ENCOUNTERS IN TEACHING CLASSES VARYING IN SIZE, ABILITY, AND MOTIVATION." WILBERT MCKEACHIE, DEPARTMENT OF PSYCHOLOGY, UNIVERSITY OF MICHIGAN, AND COAUTHOR, MCKEACHIE'S TEACHING TIPS THIS NEW EDITION OF DR. NILSON'S BOOK, WITH ITS COMPLETELY UPDATED MATERIAL AND SEVERAL NEW TOPICS, IS AN EVEN MORE POWERFUL COLLECTION OF IDEAS AND TOOLS THAN THE LAST. WHAT A GREAT RESOURCE, ESPECIALLY FOR BEGINNING TEACHERS BUT ALSO FOR US VETERANS!" L. DEE FINK, AUTHOR, CREATING SIGNIFICANT LEARNING EXPERIENCES THIS THIRD EDITION OF TEACHING AT ITS BEST IS SUCCESSFUL AT WEAVING THE LATEST RESEARCH ON TEACHING AND LEARNING INTO WHAT WAS ALREADY A THOROUGH EXPLORATION OF EACH TOPIC. NEW INFORMATION ON HOW WE LEARN, HOW STUDENTS DEVELOP, AND INNOVATIONS IN INSTRUCTIONAL STRATEGIES COMPLEMENT THE SOLID FOUNDATION ESTABLISHED IN THE FIRST TWO EDITIONS." MARILLA D. SVINICKI, DEPARTMENT OF PSYCHOLOGY, THE UNIVERSITY OF TEXAS, AUSTIN, AND COAUTHOR, MCKEACHIE'S TEACHING TIPS

MANAGING COVER CROPS PROFITABLY (3RD ED.) - ANDY CLARK 2008-07

COVER CROPS SLOW EROSION, IMPROVE SOIL, SMOTHER WEEDS, ENHANCE NUTRIENT AND MOISTURE AVAILABILITY, HELP CONTROL MANY PESTS AND BRING A HOST OF OTHER BENEFITS TO YOUR FARM. AT THE SAME TIME, THEY CAN REDUCE COSTS, INCREASE PROFITS AND EVEN CREATE NEW SOURCES OF INCOME. YOU'LL REAP DIVIDENDS ON YOUR COVER CROP INVESTMENTS FOR YEARS, SINCE THEIR BENEFITS ACCUMULATE OVER THE LONG TERM. THIS BOOK WILL HELP YOU FIND WHICH ONES ARE RIGHT FOR YOU. CAPTURES FARMER AND OTHER RESEARCH RESULTS FROM THE PAST TEN YEARS. THE AUTHORS VERIFIED THE INFO. FROM THE 2ND ED., ADDED NEW RESULTS AND UPDATED FARMER PROFILES AND RESEARCH DATA, AND ADDED 2 CHAP. INCLUDES MAPS AND CHARTS, DETAILED NARRATIVES ABOUT INDIVIDUAL COVER CROP SPECIES, AND CHAP. ABOUT ASPECTS OF COVER CROPPING.

THE INFORMATION - JAMES GLEICK 2011-03-01

FROM THE BESTSELLING AUTHOR OF THE ACCLAIMED CHAOS AND GENIUS COMES A THOUGHTFUL AND PROVOCATIVE EXPLORATION OF THE BIG IDEAS OF THE MODERN ERA: INFORMATION, COMMUNICATION, AND INFORMATION THEORY. ACCLAIMED SCIENCE WRITER JAMES GLEICK PRESENTS AN EYE-OPENING VISION OF HOW OUR RELATIONSHIP TO INFORMATION HAS TRANSFORMED THE VERY NATURE OF HUMAN CONSCIOUSNESS. A FASCINATING INTELLECTUAL JOURNEY THROUGH THE HISTORY OF COMMUNICATION AND INFORMATION, FROM THE LANGUAGE OF AFRICA'S TALKING DRUMS TO THE INVENTION OF WRITTEN ALPHABETS; FROM THE ELECTRONIC

TRANSMISSION OF CODE TO THE ORIGINS OF INFORMATION THEORY, INTO THE NEW INFORMATION AGE AND THE CURRENT DELUGE OF NEWS, TWEETS, IMAGES, AND BLOGS. ALONG THE WAY, GLEICK PROFILES KEY INNOVATORS, INCLUDING CHARLES BABBAGE, ADA LOVELACE, SAMUEL MORSE, AND CLAUDE SHANNON, AND REVEALS HOW OUR UNDERSTANDING OF INFORMATION IS TRANSFORMING NOT ONLY HOW WE LOOK AT THE WORLD, BUT HOW WE LIVE. A NEW YORK TIMES NOTABLE BOOK A LOS ANGELES TIMES AND CLEVELAND PLAIN DEALER BEST BOOK OF THE YEAR WINNER OF THE PEN/E. O. WILSON LITERARY SCIENCE WRITING AWARD
THE ONE-PAGE PROJECT MANAGER FOR IT PROJECTS - CLARK A. CAMPBELL 2010-12-17

CLARK A. CAMPBELL, AUTHOR OF A BEST-SELLING BOOK ON PROJECT MANAGEMENT, HAS WRITTEN A PROJECT MANAGEMENT GUIDE SPECIFICALLY FOR IT PROFESSIONALS WHO WANT TO SAVE TIME AND WORK MORE EFFICIENTLY. *THE ONE PAGE PROJECT MANAGER FOR IT PROJECTS: COMMUNICATE AND MANAGE ANY PROJECT WITH A SINGLE SHEET OF PAPER* PRESENTS YOU WITH A WINNING FORMULA FOR MANAGING YOUR COMPLEX IT PROJECTS USING MINIMAL RESOURCES. COVERAGE OF VITAL TOPICS LIKE WORKING WITH OUTSIDE CONSULTANTS, ERP PROJECT MANAGEMENT, AND ISO 9000 WILL BE OF SPECIAL INTEREST TO IT MANAGERS AND CIOs.
REFLECTIVE PRACTICE IN NURSING - LIOBA HOWATSON-JONES 2016-02-27

WOULD YOU LIKE TO DEVELOP SOME STRATEGIES TO MANAGE KNOWLEDGE DEFICITS, NEAR MISSES AND MISTAKES IN PRACTICE? ARE YOU LOOKING TO IMPROVE YOUR REFLECTIVE WRITING FOR YOUR PORTFOLIO, ESSAYS OR ASSIGNMENTS? REFLECTIVE PRACTICE ENABLES US TO MAKE SENSE OF, AND LEARN FROM, THE EXPERIENCES WE HAVE EACH DAY AND IF NURTURED PROPERLY CAN PROVIDE SKILLS THAT WILL YOU COME TO RELY ON THROUGHOUT YOUR NURSING CAREER. USING CLEAR LANGUAGE AND INSIGHTFUL EXAMPLES, SCENARIOS AND CASE STUDIES THE THIRD EDITION OF THIS POPULAR AND BESTSELLING BOOK SHOWS YOU WHAT REFLECTION IS, WHY IT IS SO IMPORTANT AND HOW YOU CAN USE IT TO IMPROVE YOUR NURSING PRACTICE. KEY FEATURES: • CLEAR AND STRAIGHTFORWARD INTRODUCTION TO REFLECTION DIRECTLY WRITTEN FOR NURSING STUDENTS AND NEW NURSES • FULL OF ACTIVITIES DESIGNED TO BUILD CONFIDENCE WHEN USING REFLECTIVE PRACTICE • EACH CHAPTER IS LINKED TO RELEVANT NMC STANDARDS AND ESSENTIAL SKILLS CLUSTERS

RESEARCH DESIGN - JOHN W. CRESWELL 2017-11-27

THIS BEST-SELLING TEXT PIONEERED THE COMPARISON OF QUALITATIVE, QUANTITATIVE, AND MIXED METHODS RESEARCH DESIGN. FOR ALL THREE APPROACHES, JOHN W. CRESWELL AND NEW CO-AUTHOR J. DAVID CRESWELL INCLUDE A PRELIMINARY CONSIDERATION OF PHILOSOPHICAL ASSUMPTIONS, KEY ELEMENTS OF THE RESEARCH PROCESS, A REVIEW OF THE LITERATURE, AN ASSESSMENT OF THE USE OF THEORY IN RESEARCH APPLICATIONS, AND REFLECTIONS ABOUT THE IMPORTANCE OF WRITING AND ETHICS IN SCHOLARLY INQUIRY. THE FIFTH EDITION INCLUDES MORE COVERAGE OF: EPISTEMOLOGICAL AND ONTOLOGICAL POSITIONING IN RELATION TO THE RESEARCH QUESTION AND CHOSEN METHODOLOGY; CASE STUDY, PAR, VISUAL AND ONLINE METHODS IN QUALITATIVE RESEARCH; QUALITATIVE AND QUANTITATIVE DATA ANALYSIS SOFTWARE; AND IN QUANTITATIVE METHODS MORE ON POWER ANALYSIS TO DETERMINE SAMPLE SIZE, AND MORE COVERAGE OF EXPERIMENTAL AND SURVEY DESIGNS; AND UPDATED WITH THE LATEST THINKING AND RESEARCH IN MIXED METHODS. SHARE THIS COMPARISON OF RESEARCH APPROACHES POSTER WITH YOUR STUDENTS TO HELP THEM NAVIGATE THE DISTINCTION BETWEEN THE THREE APPROACHES TO RESEARCH.

COMMUNICATION BETWEEN CULTURES - LARRY A. SAMOVAR 2016-01-01

PACKED WITH CURRENT RESEARCH AND EXAMPLES, BESTSELLING *COMMUNICATION BETWEEN CULTURES*, 9E EQUIPS READERS WITH A DEEP UNDERSTANDING AND APPRECIATION OF DIFFERENT CULTURES WHILE HELPING THEM DEVELOP PRACTICAL COMMUNICATION SKILLS. PART I INTRODUCES THE STUDY OF COMMUNICATION AND CULTURE; PART II FOCUSES ON THE ABILITY OF CULTURE TO SHAPE AND MODIFY OUR VIEW OF REALITY; PART III PUTS THE THEORY OF INTERCULTURAL COMMUNICATION INTO PRACTICE; AND PART IV CONVERTS KNOWLEDGE INTO ACTION. THIS IS THE ONLY TEXT TO CONSISTENTLY EMPHASIZE RELIGION AND HISTORY AS KEY VARIABLES IN INTERCULTURAL COMMUNICATION. COMPELLING EXAMPLES HELP READERS EXAMINE THEIR OWN ASSUMPTIONS, PERCEPTIONS, AND CULTURAL BIASES--SO THEY CAN UNDERSTAND THE SUBTLE AND PROFOUND WAYS CULTURE AFFECTS COMMUNICATION. THE NINTH EDITION OFFERS EXPANDED DISCUSSIONS OF THE IMPACT OF GLOBALIZATION, A NEW CHAPTER ON INTERCULTURAL COMMUNICATION COMPETENCE, AND MORE COVERAGE OF NEW TECHNOLOGY. IMPORTANT NOTICE: MEDIA CONTENT REFERENCED WITHIN THE PRODUCT DESCRIPTION OR THE PRODUCT TEXT MAY NOT BE AVAILABLE IN THE EBOOK VERSION.

STANDARD METHODS FOR THE EXAMINATION OF WATER AND WASTEWATER - 1925

ARCHITECTURAL RESEARCH METHODS - LINDA N. GROAT 2013-04-03

A PRACTICAL GUIDE TO RESEARCH FOR ARCHITECTS AND DESIGNERS—NOW UPDATED AND EXPANDED! FROM SEARCHING FOR THE BEST GLASS TO PREVENT GLARE TO DETERMINING HOW CLIENTS MIGHT REACT TO THE COLOR CHOICE FOR RESTAURANT WALLS, RESEARCH IS A CRUCIAL TOOL THAT ARCHITECTS MUST MASTER IN ORDER TO EFFECTIVELY ADDRESS THE TECHNICAL, AESTHETIC, AND BEHAVIORAL ISSUES THAT ARISE IN THEIR WORK. THIS BOOK'S UNIQUE COVERAGE OF RESEARCH METHODS IS SPECIFICALLY TARGETED TO HELP PROFESSIONAL DESIGNERS AND RESEARCHERS BETTER CONDUCT AND UNDERSTAND RESEARCH. PART I EXPLORES BASIC RESEARCH ISSUES AND CONCEPTS, AND INCLUDES CHAPTERS ON RELATING THEORY TO METHOD AND DESIGN TO RESEARCH. PART II GIVES A COMPREHENSIVE TREATMENT OF SPECIFIC STRATEGIES FOR INVESTIGATING BUILT FORMS. IN ALL, THE BOOK COVERS SEVEN TYPES OF RESEARCH, INCLUDING HISTORICAL, QUALITATIVE, CORRELATIONAL, EXPERIMENTAL, SIMULATION, LOGICAL ARGUMENTATION, AND CASE STUDIES AND MIXED METHODS. FEATURES NEW TO THIS EDITION INCLUDE: STRATEGIES FOR

INVESTIGATION, PRACTICAL EXAMPLES, AND RESOURCES FOR ADDITIONAL INFORMATION A LOOK AT CURRENT TRENDS AND INNOVATIONS IN RESEARCH COVERAGE OF DESIGN STUDIO-BASED RESEARCH THAT SHOWS HOW STRATEGIES DESCRIBED IN THE BOOK CAN BE EMPLOYED IN REAL LIFE A DISCUSSION OF DIGITAL MEDIA AND ONLINE RESEARCH NEW AND UPDATED EXAMPLES OF RESEARCH STUDIES A NEW CHAPTER ON THE RELATIONSHIP BETWEEN DESIGN AND RESEARCH ARCHITECTURAL RESEARCH METHODS IS AN ESSENTIAL REFERENCE FOR ARCHITECTURE STUDENTS AND RESEARCHERS AS WELL AS ARCHITECTS, INTERIOR DESIGNERS, LANDSCAPE ARCHITECTS, AND BUILDING PRODUCT MANUFACTURERS.

THE ONE-PAGE PROJECT MANAGER FOR EXECUTION - CLARK A. CAMPBELL 2010-02-08

DRIVE STRATEGY WITH SIMPLICITY—ON A SINGLE SHEET OF PAPER! THE ONE-PAGE PROJECT MANAGER SET A NEW STANDARD AS AN UNDERSTANDABLE AND EASY-TO-APPLY ORGANIZATIONAL TOOL, ALLOWING MANAGERS TO SUMMARIZE COMPLEX PROJECTS ON A SINGLE INFORMATION-RICH PAGE. THIS BOOK, THIRD IN THE OPPM SERIES, DESCRIBES HOW TO COMBINE THE OPPM WITH THE TOYOTA A3 REPORT TO CREATE AN ENHANCED, INTEGRATED MANAGEMENT TOOL. WITH A REFRESHINGLY CLEAR STYLE, THE AUTHORS WALK USERS THROUGH IMPLEMENTING THE OPPM/A3 USING A VARIETY OF REAL-WORLD CASE STUDIES, AS WELL AS THEIR OWN EXPERIENCE AT O.C. TANNER COMPANY. RICH WITH TOOLS, TEMPLATES, AND TEACHING, THE EMPHASIS THROUGHOUT REMAINS ON MAINTAINING SIMPLICITY ACROSS THE ORGANIZATION—COMMUNICATING THE RIGHT INFORMATION TO THE RIGHT PEOPLE AT THE RIGHT TIME TO GET THE RIGHT THINGS DONE. PRAISE FOR THE ONE-PAGE PROJECT MANAGER “EXECUTIVES WANT THE ANSWERS TO TWO QUESTIONS: WHERE ARE WE TODAY? WHERE WILL WE END UP? DO YOU REALLY BELIEVE THIS CANNOT BE ACCOMPLISHED ON A SINGLE SHEET OF PAPER? THE ONE-PAGE PROJECT MANAGER SERIES OF BOOKS IS ENCOURAGING YOU TO DO JUST THAT. MAKING THIS PART OF YOUR PROJECT MANAGEMENT METHODOLOGY WILL SIMPLIFY AND IMPROVE YOUR PROJECT COMMUNICATION, ESPECIALLY FOR BUSY EXECUTIVES.” —HAROLD D. KERZNER, PhD, SENIOR EXECUTIVE DIRECTOR, INTERNATIONAL INSTITUTE FOR LEARNING, INC. “CLARK CAMPBELL FILLS A VOID AND BRIDGES A COMMUNICATION GAP THAT HAS LONG EXISTED BETWEEN COMPANY EXECUTIVES AND PROJECT OR PROGRAM MANAGERS. OPPM SUCCESSFULLY LINKS CORPORATE STRATEGY TO THOSE IN THE TRENCHES MANAGING PROJECTS.” —DR. DENIS R. PETERSEN, PMP®, PRESIDENT AND CEO, MILESTONE MANAGEMENT CONSULTANTS, LLC “CLARK CAMPBELL AND MIKE COLLINS PRESENT HOW OPPM WORKS TO DRIVE STRATEGY DEPLOYMENT. WITH OPPM IN OUR LEAN TOOL KIT, WE HAVE TAPPED INTO THE CREATIVITY OF OUR PEOPLE TO PUMP UP PRODUCTIVITY, CUT CYCLE TIMES, REDUCE INVENTORIES, AND SUSTAIN WORLD-CLASS QUALITY.” —HAROLD SIMONS, EXECUTIVE VICE PRESIDENT, SUPPLY CHAIN, O.C. TANNER COMPANY, MEMBER OF THE SHINGO PRIZE BOARD OF GOVERNORS (PMP AND PROJECT MANAGEMENT PROFESSIONAL ARE REGISTERED MARKS OF THE PROJECT MANAGEMENT INSTITUTE, INC.)

CALCULUS FOR BUSINESS, ECONOMICS, AND THE SOCIAL AND LIFE SCIENCES - LAURENCE D. HOFFMANN 2007-06-01

CALCULUS FOR BUSINESS, ECONOMICS, AND THE SOCIAL AND LIFE SCIENCES INTRODUCES CALCULUS IN REAL-WORLD CONTEXTS AND PROVIDES A SOUND, INTUITIVE UNDERSTANDING OF THE BASIC CONCEPTS STUDENTS NEED AS THEY PURSUE CAREERS IN BUSINESS, THE LIFE SCIENCES, AND THE SOCIAL SCIENCES. THE NEW NINTH EDITION BUILDS ON THE STRAIGHTFORWARD WRITING STYLE, PRACTICAL APPLICATIONS FROM A VARIETY OF DISCIPLINES, CLEAR STEP-BY-STEP PROBLEM SOLVING TECHNIQUES, AND COMPREHENSIVE EXERCISE SETS THAT HAVE BEEN HALLMARKS OF HOFFMANN/BRADLEY'S SUCCESS THROUGH THE YEARS.

CLINICAL CASE STUDIES FOR THE FAMILY NURSE PRACTITIONER - LESLIE NEAL-BOYLAN 2011-11-28

CLINICAL CASE STUDIES FOR THE FAMILY NURSE PRACTITIONER IS A KEY RESOURCE FOR ADVANCED PRACTICE NURSES AND GRADUATE STUDENTS SEEKING TO TEST THEIR SKILLS IN ASSESSING, DIAGNOSING, AND MANAGING CASES IN FAMILY AND PRIMARY CARE. COMPOSED OF MORE THAN 70 CASES RANGING FROM COMMON TO UNIQUE, THE BOOK COMPILES YEARS OF EXPERIENCE FROM EXPERTS IN THE FIELD. IT IS ORGANIZED CHRONOLOGICALLY, PRESENTING CASES FROM NEONATAL TO GERIATRIC CARE IN A STANDARD APPROACH BUILT ON THE SOAP FORMAT. THIS INCLUDES DIFFERENTIAL DIAGNOSIS AND A SERIES OF CRITICAL THINKING QUESTIONS IDEAL FOR SELF-ASSESSMENT OR CLASSROOM USE.

LEADING COMPLEX PROJECTS - EDWARD W. MERROW 2018-04-16

QUANTITATIVE ANALYSIS OF OUTCOMES VS PMs AT THE INDIVIDUAL LEVEL LEADING COMPLEX PROJECTS TAKES A UNIQUE APPROACH TO POST-MORTEM ANALYSIS TO PROVIDE PROJECT MANAGERS WITH INVALUABLE INSIGHT. FOR THE FIRST TIME, INDIVIDUAL PM CHARACTERISTICS ARE QUANTITATIVELY LINKED TO PROJECT OUTCOMES THROUGH A MAJOR STUDY INVESTIGATING THE ROLE OF PROJECT LEADERSHIP IN THE SUCCESS AND FAILURE OF COMPLEX INDUSTRIAL PROJECTS; HARD DATA ON THE BACKGROUNDS, EDUCATION, AND PERSONALITY CHARACTERISTICS OF OVER 100 DIRECTORS OF COMPLEX PROJECTS IS ANALYZED AGAINST THE BACKDROP OF PROJECT PERFORMANCE TO PROVIDE INSIGHT INTO CONTROLLABLE DETERMINANTS OF OUTCOMES. BY PLACING THESE ANALYSES ALONGSIDE THEIR OWN DATA, PMs WILL GAIN GREATER INSIGHT INTO AREAS OF WEAKNESS AND STRENGTH, LOCATE RECURRING OBSTACLES, AND IDENTIFY PROJECT COMPONENTS IN NEED OF GREATER PLANNING, OVERSIGHT, OR CONTROL. THE ROLE OF LEADERSHIP IS TO DELIVER RESULTS; IN PROJECT MANAGEMENT, THIS MEANS TAKING RESPONSIBILITY FOR PROJECT OUTCOMES. PMs ARE DRIVEN BY CONTINUOUS IMPROVEMENT, AND THIS BOOK PROVIDES A WEALTH OF INSIGHT TO HELP YOU ACHIEVE THE NEXT STEP FORWARD. UNDERSTAND WHY SMALL, SIMPLE PROJECTS CONSISTENTLY OUTPERFORM LARGER, MORE COMPLEX PROJECTS DELVE INTO THE PROJECT MANAGER'S ROLE IN GENERATING SUCCESSFUL OUTCOMES EXAMINE THE DATA FROM OVER 100 PMs OF COMPLEX INDUSTRIAL PROJECTS LINK PM CHARACTERISTICS TO PROJECT OUTCOME TO FIND AREAS FOR IMPROVEMENT COMPLEX INDUSTRIAL PROJECTS FROM AROUND THE WORLD PROVIDE A SOLID BASIS FOR QUANTITATIVE ANALYSIS OF

OUTCOMES—AND THE PMs WHO DRIVE THEM. ALTHOUGH THE MAJORITY OF THE DATA IS TAKEN FROM PROJECTS IN THE PETROLEUM INDUSTRY, THE INSIGHTS GLEANED FROM ANALYSIS ARE WIDELY APPLICABLE ACROSS INDUSTRY LINES FOR PMs WHO LEAD COMPLEX PROJECTS OF ANY STRIPE. LEADING COMPLEX PROJECTS PROVIDES CLEAR, DATA-BACKED IMPROVEMENT GUIDANCE FOR ANYONE IN A PROJECT MANAGEMENT ROLE.

PROJECT MANAGEMENT FOR THE UNOFFICIAL PROJECT MANAGER - KORY KOGON 2015-04-07

NO PROJECT MANAGEMENT TRAINING? NO PROBLEM! IN TODAY'S WORKPLACE, EMPLOYEES ARE ROUTINELY EXPECTED TO COORDINATE AND MANAGE PROJECTS. YET, CHANCES ARE, YOU AREN'T FORMALLY TRAINED IN MANAGING PROJECTS—YOU'RE AN UNOFFICIAL PROJECT MANAGER. FRANKLIN COVEY EXPERTS KORY KOGON, SUZETTE BLAKEMORE, AND JAMES WOOD UNDERSTAND THE IMPORTANCE OF LEADERSHIP IN PROJECT COMPLETION AND EXPLAIN THAT PEOPLE ARE CRUCIAL IN THE FORMULA FOR SUCCESS. PROJECT MANAGEMENT FOR THE UNOFFICIAL PROJECT MANAGER OFFERS PRACTICAL, REAL-WORLD INSIGHTS FOR EFFECTIVE PROJECT MANAGEMENT AND GUIDES YOU THROUGH THE ESSENTIALS OF THE PEOPLE AND PROJECT MANAGEMENT PROCESS: INITIATE PLAN EXECUTE MONITOR/CONTROL CLOSE UNOFFICIAL PROJECT MANAGERS IN ANY ARENA WILL BENEFIT FROM THE ACCESSIBLE, ENGAGING REAL-LIFE ANECDOTES, MEMORABLE "PROJECT MANAGEMENT PROVERBS," AND QUICK REVIEWS AT THE END OF EACH CHAPTER. IF YOU'RE STRUGGLING TO KEEP YOUR PROJECTS ORGANIZED, THIS BOOK IS FOR YOU. IF YOU MANAGE PROJECTS WITHOUT THE BENEFIT OF A TEAM, THIS BOOK IS ALSO FOR YOU. CHANGE THE WAY YOU THINK ABOUT PROJECT MANAGEMENT—"PROJECT MANAGER" MAY NOT BE YOUR OFFICIAL TITLE OR NECESSARILY YOUR DREAM JOB, BUT WITH THE RIGHT STRATEGIES, YOU CAN EXCEL.

PROJECT MANAGEMENT FOR CONSTRUCTION - CHRIS HENDRICKSON 1989

THE NEW ONE-PAGE PROJECT MANAGER - CLARK A. CAMPBELL 2012-11-30

HOW TO MANAGE ANY PROJECT ON JUST ONE PIECE OF PAPER THE NEW ONE-PAGE PROJECT MANAGER DEMONSTRATES HOW TO EFFICIENTLY AND EFFECTIVELY COMMUNICATE ESSENTIAL ELEMENTS OF A PROJECT'S STATUS. THE HANDS OF A POCKET WATCH REVEAL THE TIME OF DAY WITHOUT FOLLOWING EVERY SPRING, COG, AND MOVEMENT BEHIND THE FACE. SIMILARLY, AN OPPM TEMPLATE REDUCES ANY PROJECT—NO MATTER HOW LARGE OR COMPLICATED—TO A SIMPLE ONE-PAGE DOCUMENT, PERFECT FOR COMMUNICATING TO UPPER MANAGEMENT AND OTHER PROJECT STAKEHOLDERS. NOW IN ITS SECOND EDITION, THIS PRACTICAL GUIDE, CURRENTLY SAVING TIME AND EFFORT IN THOUSANDS OF ORGANIZATIONS WORLDWIDE, HAS ITSELF BEEN SIMPLIFIED, THEN REFINED AND EXTENDED TO INCLUDE THE INNOVATIVE AGILE OPPM TM. THIS SECOND EDITION WILL INCLUDE NEW MATERIAL AND UPDATES INCLUDING AN INTRODUCTION OF THE GROUND-BREAKING AGILE OPPM TM AND AN OVERVIEW OF MY OPPM TM TEMPLATE BUILDER, AVAILABLE ON-LINE INCLUDES REFERENCES THROUGHOUT THE BOOK TO THE AFFILIATED SECTIONS IN THE PROJECT MANAGEMENT BODY OF KNOWLEDGE (PMBOK®) SHOWS TEMPLATES FOR THE PROJECT MANAGEMENT OFFICE (PMO) THIS NEW AND UPDATED SECOND EDITION WILL HELP YOU MASTER THE ONE-PAGE APPROACH TO BOTH TRADITIONAL PROJECT MANAGEMENT AND AGILE PROJECT MANAGEMENT. (PMBOK IS A REGISTERED MARKS OF THE PROJECT MANAGEMENT INSTITUTE, INC.)

PRODUCT DESIGN AND DEVELOPMENT - KARL T. ULRICH 2003

TREATING SUCH CONTEMPORARY DESIGN AND DEVELOPMENT ISSUES AS IDENTIFYING CUSTOMER NEEDS, DESIGN FOR MANUFACTURING, PROTOTYPING, AND INDUSTRIAL DESIGN, PRODUCT DESIGN AND DEVELOPMENT, 3/E, BY ULRICH AND EPPINGER PRESENTS IN A CLEAR AND DETAILED WAY A SET OF PRODUCT DEVELOPMENT TECHNIQUES AIMED AT BRINGING TOGETHER THE MARKETING, DESIGN, AND MANUFACTURING FUNCTIONS OF THE ENTERPRISE. THE INTEGRATIVE METHODS IN THE BOOK FACILITATE PROBLEM SOLVING AND DECISION MAKING AMONG PEOPLE WITH DIFFERENT DISCIPLINARY PERSPECTIVES, REFLECTING THE CURRENT INDUSTRY TREND TO PERFORM PRODUCT DESIGN AND DEVELOPMENT IN CROSS-FUNCTIONAL TEAMS.

BECOMING AN INDEPENDENT INFORMATION PROFESSIONAL: HOW TO FREELANCE, CONSULT, AND CONTRACT FOR FUN AND PROFIT - MELISSA M. POWELL 2017-10-27

MANY LIS PROFESSIONALS AND LIS STUDENTS ARE INTERESTED IN INDEPENDENT WORK OPPORTUNITIES, EITHER AS A FULL-TIME CAREER OR ON A TEMPORARY OR PART-TIME BASIS. THIS BOOK SHARES THE EXPERIENCES OF SUCCESSFUL INFORMATION PROFESSIONALS WHO WORK AS CONTRACTORS OR CONSULTANTS, PROVIDING A COMPLETE PICTURE OF WHAT TO EXPECT AND A STEP-BY-STEP PLAN TO START YOUR INDEPENDENT CAREER. • HELPS LIBRARIANS TO DETERMINE WHETHER THEY ARE SUITED FOR THE CAREER OF BEING AN INDEPENDENT INFORMATION PROFESSIONAL • PRESENTS PRACTICAL ADVICE ON EVERY ASPECT OF LAUNCHING A SUCCESSFUL CAREER AS AN INDEPENDENT INFORMATION PROFESSIONAL—FROM LEGAL AND FINANCIAL NECESSITIES TO MARKETING AND MANAGEMENT STRATEGIES • OFFERS EXPERIENCE-BASED INSIGHTS INTO THE ETHICS AND VALUES OF WORKING INDEPENDENTLY • SHARES CANDID TESTIMONIALS FROM PRACTICING CONSULTANTS WHO DESCRIBE WHAT IT'S LIKE TO BE AN INDEPENDENT INFORMATION PROFESSIONAL

MANAGEMENT DE PROJET - ARNAUD GROB 2020-08-18

TOUS LES CONCEPTS ET LES OUTILS DU MANAGEMENT DE PROJET D'AUJOURD'HUI AVEC DES VIDÉOS EN COMPLÉMENT. COMMENT STRUCTURER ET ORGANISER UN PROJET AVEC RIGUEUR ? QUELLES NOTIONS FAUT-IL ABSOLUMENT MAÎTRISER EN MANAGEMENT DE PROJET ? QUELLES SONT LES MÉTHODES INCONTORNABLES ? QUELS SONT LES OUTILS LES PLUS EFFICACES POUR MENER BIEN UN PROJET ? FRUIT DE NOMBREUSES ANNÉES D'EXPIRIENCE PROFESSIONNELLE ET D'ENSEIGNEMENT, CE LIVRE EST UN OUVRAGE COMPLET ET RICHE SUR LE MANAGEMENT DE PROJET D'AUJOURD'HUI. IL : - EXPOSE L'INTÉGRALITÉ DES CONNAISSANCES ET COMPÉTENCES

ACQUÉRIR - ABORDE LES APPROCHES TRADITIONNELLES ET AGILES. - PROPOSE UNE VISION ACTUELLE DES PRATIQUES DU MANAGEMENT DE PROJET - INTRODUIT LES CONCEPTS MAJEURS DES GRANDS STANDARDS INTERNATIONAUX (PMI, PRINCE2, SCRUM) ET CONSTITUE AINSI UNE LECTURE PRATIQUE POUR CEUX QUI SOUHAITENT S'ENGAGER DANS UNE DÉMARCHE DE CERTIFICATION INDIVIDUELLE. IL INCLUT DES DÉFINITIONS DES CONCEPTS IMPORTANTS, PLUS DE 150 SCHÉMAS, DES EXEMPLES CONCRETS. DE COURTS ENTRETIENS AVEC DES PROFESSIONNELS COMPLÈTENT LA LECTURE. CES VIDÉOS SONT ACCESSIBLES SUR LA CHAÎNE YOUTUBE OKOS CONSULTING OU PAR FLASHCODE. LE LIVRE S'ADRESSE AUX : - ÉLÈVES DES ÉCOLES DE MANAGEMENT ET D'INGÉNIEURS - ÉTUDIANTS DES UNIVERSITÉS ET IAE - CHEFS DE PROJETS, PROFESSIONNELS DU MANAGEMENT DE PROJET, CONSULTANTS

THE ONE-PAGE PROJECT MANAGER - CLARK A. CAMPBELL 2010-09-24

THE ONE-PAGE PROJECT MANAGER SHOWS YOU HOW TO BOIL DOWN ANY PROJECT INTO A SIMPLE, ONE-PAGE DOCUMENT THAT CAN BE USED TO COMMUNICATE ALL ESSENTIAL DETAILS TO UPPER MANAGEMENT, OTHER DEPARTMENTS, SUPPLIERS, AND AUDIENCES. THIS PRACTICAL GUIDE WILL SAVE TIME AND EFFORT, HELPING YOU IDENTIFY THE VITAL PARTS OF A PROJECT AND COMMUNICATE THOSE PARTS AND DUTIES TO OTHER TEAM MEMBERS.

THE ONE-PAGE PROJECT MANAGER FOR EXECUTION - CLARK A. CAMPBELL 2010-01-15

DRIVE STRATEGY WITH SIMPLICITY—ON A SINGLE SHEET OF PAPER! THE ONE-PAGE PROJECT MANAGER SET A NEW STANDARD AS AN UNDERSTANDABLE AND EASY-TO-APPLY ORGANIZATIONAL TOOL, ALLOWING MANAGERS TO SUMMARIZE COMPLEX PROJECTS ON A SINGLE INFORMATION-RICH PAGE. THIS BOOK, THIRD IN THE OPPM SERIES, DESCRIBES HOW TO COMBINE THE OPPM WITH THE TOYOTA A3 REPORT TO CREATE AN ENHANCED, INTEGRATED MANAGEMENT TOOL. WITH A REFRESHINGLY CLEAR STYLE, THE AUTHORS WALK USERS THROUGH IMPLEMENTING THE OPPM/A3 USING A VARIETY OF REAL-WORLD CASE STUDIES, AS WELL AS THEIR OWN EXPERIENCE AT O.C. TANNER COMPANY. RICH WITH TOOLS, TEMPLATES, AND TEACHING, THE EMPHASIS THROUGHOUT REMAINS ON MAINTAINING SIMPLICITY ACROSS THE ORGANIZATION—COMMUNICATING THE RIGHT INFORMATION TO THE RIGHT PEOPLE AT THE RIGHT TIME TO GET THE RIGHT THINGS DONE. PRAISE FOR THE ONE-PAGE PROJECT MANAGER “EXECUTIVES WANT THE ANSWERS TO TWO QUESTIONS: WHERE ARE WE TODAY? WHERE WILL WE END UP? DO YOU REALLY BELIEVE THIS CANNOT BE ACCOMPLISHED ON A SINGLE SHEET OF PAPER? THE ONE-PAGE PROJECT MANAGER SERIES OF BOOKS IS ENCOURAGING YOU TO DO JUST THAT. MAKING THIS PART OF YOUR PROJECT MANAGEMENT METHODOLOGY WILL SIMPLIFY AND IMPROVE YOUR PROJECT COMMUNICATION, ESPECIALLY FOR BUSY EXECUTIVES.” —HAROLD D. KERZNER, PHD, SENIOR EXECUTIVE DIRECTOR, INTERNATIONAL INSTITUTE FOR LEARNING, INC. “CLARK CAMPBELL FILLS A VOID AND BRIDGES A COMMUNICATION GAP THAT HAS LONG EXISTED BETWEEN COMPANY EXECUTIVES AND PROJECT OR PROGRAM MANAGERS. OPPM SUCCESSFULLY LINKS CORPORATE STRATEGY TO THOSE IN THE TRENCHES MANAGING PROJECTS.” —DR. DENIS R. PETERSEN, PMP®, PRESIDENT AND CEO, MILESTONE MANAGEMENT CONSULTANTS, LLC “CLARK CAMPBELL AND MIKE COLLINS PRESENT HOW OPPM WORKS TO DRIVE STRATEGY DEPLOYMENT. WITH OPPM IN OUR LEAN TOOL KIT, WE HAVE TAPPED INTO THE CREATIVITY OF OUR PEOPLE TO PUMP UP PRODUCTIVITY, CUT CYCLE TIMES, REDUCE INVENTORIES, AND SUSTAIN WORLD-CLASS QUALITY.” —HAROLD SIMONS, EXECUTIVE VICE PRESIDENT, SUPPLY CHAIN, O.C. TANNER COMPANY, MEMBER OF THE SHINGO PRIZE BOARD OF GOVERNORS (PMP AND PROJECT MANAGEMENT PROFESSIONAL ARE REGISTERED MARKS OF THE PROJECT MANAGEMENT INSTITUTE, INC.)

PREPARING EFFECTIVE BUSINESS PLANS: PEARSON NEW INTERNATIONAL EDITION - BRUCE R. BARRINGER 2013-09-27

FOR UNDERGRADUATE AND GRADUATE COURSES IN ENTREPRENEURSHIP THIS BOOK IS FOR THE FUTURE ENTREPRENEUR WHO WANTS TO UNDERSTAND THE CRITICAL ISSUES AND FEASIBILITY OF DEVELOPING A BUSINESS VENTURE, WHILE DEVELOPING AN EXTENSIVE BUSINESS PLAN.

BECOME A PROBLEM SOLVING CRIME ANALYST - R. V. G. CLARKE 2003-09-01

CRIME ANALYSIS HAS BECOME AN INCREASINGLY IMPORTANT PART OF POLICING AND CRIME PREVENTION, AND THOUSANDS OF SPECIALIST CRIME ANALYSTS ARE NOW EMPLOYED BY POLICE FORCES WORLDWIDE. THIS IS THE FIRST BOOK TO SET OUT THE PRINCIPLES AND PRACTICE OF CRIME ANALYSIS, AND IS DESIGNED TO BE USED BOTH BY CRIME ANALYSTS THEMSELVES, BY THOSE RESPONSIBLE FOR THE TRAINING OF CRIME ANALYSTS AND TEACHING ITS PRINCIPLES, AND THOSE TEACHING THIS SUBJECT AS PART OF BROADER POLICING AND CRIMINAL JUSTICE COURSES. THE PARTICULAR FOCUS OF THIS BOOK IS ON THE ADOPTION OF A PROBLEM SOLVING APPROACH, SHOWING HOW CRIME ANALYSIS CAN BE USED AND DEVELOPED TO SUPPORT A PROBLEM ORIENTED POLICING APPROACH - BASED ON THE IDEA THAT THE POLICE SHOULD CONCENTRATE ON IDENTIFYING PATTERNS OF CRIME AND ANTICIPATING CRIMES RATHER THAN JUST REACTING TO CRIMES ONCE THEY HAVE BEEN COMMITTED. IN HIS FOREWORD TO THIS BOOK, NICK ROSS, PRESENTER OF BBC CRIME WATCH, ARGUES PASSIONATELY THAT CRIME ANALYSTS ARE 'THE NEW FACE OF POLICING', AND HAVE A CRUCIAL PART TO PLAY IN THE INCREASINGLY SOPHISTICATED POLICE RESPONSE TO CRIME AND ITS APPROACH TO CRIME PREVENTION - 'YOU ARE THE BRAINS, THE EXPERT, THE SPECIALIST, THE BOFFIN.'

THE NEW ONE-PAGE PROJECT MANAGER - CLARK A. CAMPBELL 2012-12-17

HOW TO MANAGE ANY PROJECT ON JUST ONE PIECE OF PAPER THE NEW ONE-PAGE PROJECT MANAGER DEMONSTRATES HOW TO EFFICIENTLY AND EFFECTIVELY COMMUNICATE ESSENTIAL ELEMENTS OF A PROJECT'S STATUS. THE HANDS OF A POCKET WATCH REVEAL THE TIME OF DAY WITHOUT FOLLOWING EVERY SPRING, COG, AND MOVEMENT BEHIND THE FACE. SIMILARLY, AN OPPM TEMPLATE REDUCES ANY PROJECT—NO MATTER HOW LARGE OR COMPLICATED—TO A SIMPLE ONE-PAGE DOCUMENT, PERFECT FOR

COMMUNICATING TO UPPER MANAGEMENT AND OTHER PROJECT STAKEHOLDERS. NOW IN ITS SECOND EDITION, THIS PRACTICAL GUIDE, CURRENTLY SAVING TIME AND EFFORT IN THOUSANDS OF ORGANIZATIONS WORLDWIDE, HAS ITSELF BEEN SIMPLIFIED, THEN REFINED AND EXTENDED TO INCLUDE THE INNOVATIVE AGILEOPPM[®]. THIS SECOND EDITION WILL INCLUDE NEW MATERIAL AND UPDATES INCLUDING AN INTRODUCTION OF THE GROUND-BREAKING AGILEOPPM[®] AND AN OVERVIEW OF MYOPPM[®] TEMPLATE BUILDER, AVAILABLE ON-LINE INCLUDES REFERENCES THROUGHOUT THE BOOK TO THE AFFILIATED SECTIONS IN THE PROJECT MANAGEMENT BODY OF KNOWLEDGE (PMBOK®) SHOWS TEMPLATES FOR THE PROJECT MANAGEMENT OFFICE (PMO) THIS NEW AND UPDATED SECOND EDITION WILL HELP YOU MASTER THE ONE-PAGE APPROACH TO BOTH TRADITIONAL PROJECT MANAGEMENT AND AGILE PROJECT MANAGEMENT. (PMBOK IS A REGISTERED MARKS OF THE PROJECT MANAGEMENT INSTITUTE, INC.)

HUMAN COMMUNICATION - SHERWYN P. MORREALE 2007

HUMAN COMMUNICATION: MOTIVATION, KNOWLEDGE AND SKILLS, SECOND EDITION, FEATURES THE COLLABORATIVE WORK OF RECOGNIZED EXPERTS IN THE FIELDS OF COMMUNICATION AND OFFERS A UNIFIED APPROACH TO THE BASIC PROCESSES OF HUMAN COMMUNICATION BACKED BY SKILL ASSESSMENT. BEGINNING WITH THE PREMISE THAT ALL FORMS OF COMMUNICATION HAVE THE POTENTIAL TO BE VIEWED AS COMPETENT DEPENDING ON THE CONTEXT OR SITUATION, THE TEXT HELPS READERS DEVELOP A FRAMEWORK FOR CHOOSING AMONG COMMUNICATION MESSAGES THAT WILL ALLOW THEM TO ACT COMPETENTLY. THE THEORETICALLY BASED AND SKILLS-ORIENTED FRAMEWORK EMPHASIZES THE BASIC THEMES OF MOTIVATION, KNOWLEDGE AND SKILLS ACROSS INTERPERSONAL COMMUNICATION, ELECTRONICALLY MEDIATED COMMUNICATION, SMALL GROUP COMMUNICATION, PUBLIC SPEAKING, AND-NEW TO THE SECOND EDITION-MASS COMMUNICATION TO HELP STUDENTS BECOME COMPETENT COMMUNICATORS IN THEIR OWN LIVES.

BUSINESS COMMUNICATION TODAY - COURTLAND L. BOVEE 2016

THE EVER-CHANGING MOLD OF MODERN BUSINESS COMMUNICATION. BUSINESS COMMUNICATION TODAY CONTINUALLY DEMONSTRATES THE INHERENT CONNECTION BETWEEN RECENT TECHNOLOGICAL DEVELOPMENTS AND MODERN BUSINESS PRACTICES.

MAKING SENSE OF CHANGE MANAGEMENT - ESTHER CAMERON 2015-03-03

THE DEFINITIVE, BESTSELLING TEXT IN THE FIELD OF CHANGE MANAGEMENT, MAKING SENSE OF CHANGE MANAGEMENT PROVIDES A THOROUGH OVERVIEW OF THE SUBJECT FOR BOTH STUDENTS AND PROFESSIONALS. ALONG WITH EXPLAINING THE THEORY OF CHANGE MANAGEMENT, IT COMPREHENSIVELY COVERS THE MODELS, TOOLS, AND TECHNIQUES OF SUCCESSFUL CHANGE MANAGEMENT SO ORGANIZATIONS CAN ADAPT TO TOUGH MARKET CONDITIONS AND SUCCEED BY CHANGING THEIR STRATEGIES, STRUCTURES, BOUNDARIES, MINDSETS, LEADERSHIP BEHAVIOURS AND OF COURSE THEIR EXPECTATIONS OF THE PEOPLE WHO WORK WITHIN THEM. THIS COMPLETELY REVISED AND UPDATED 4TH EDITION OF MAKING SENSE OF CHANGE MANAGEMENT INCLUDES MORE INTERNATIONAL EXAMPLES AND CASE STUDIES, EMERGING NEW THINKING AND PRACTICE IN THE AREA OF CULTURAL CHANGE AND A NEW CHAPTER ON THE INTERRELATIONSHIP WITH PROJECT MANAGEMENT (PM) AND CHANGE MANAGEMENT. IT ALSO COVERS COMPLEXITY MODELS, AGILE APPROACHES, AND STAKEHOLDER MANAGEMENT ALONG WITH CULTURAL SENSITIVITY AND WHAT TO DO WHEN CULTURES COLLIDE. MAKING SENSE OF CHANGE MANAGEMENT REMAINS ESSENTIAL READING FOR ANYONE WHO IS CURRENTLY PART OF, OR LEADING, A CHANGE INITIATIVE. ONLINE SUPPORTING RESOURCES INCLUDE LECTURE SLIDES, MAKING THIS AN IDEAL TEXTBOOK FOR MBA OR GRADUATE STUDENTS FOCUSING ON LEADING OR MANAGING CHANGE.

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DIGITAL MARKETING TRENDS AND PROSPECTS - DR. SHAKTI KUNDU 2021-01-15

FAMILIARIZE YOURSELF WITH DIFFERENT EFFECTIVE STRATEGIES IN DIGITAL MARKETING KEY FEATURES • UNDERSTAND THE BASICS TERMINOLOGIES IN DIGITAL MARKETING • UNDERSTAND THE IMPACT OF SEARCH ENGINE OPTIMIZATION (SEO) ON ONLINE BUSINESS • IDENTIFY IMPORTANT ELEMENTS OF E-MAIL MARKETING AND ITS APPLICABILITY IN THE DIGITAL WORLD • GET FAMILIAR WITH MOBILE MARKETING AND WEB ANALYTICS TOOLS • UNDERSTAND DIFFERENT TRADITIONAL MARKETING AND DIGITAL MARKETING TECHNIQUES DESCRIPTION THE BOOK STARTS WITH THE BASIC CONCEPTS OF MARKETING, BENEFITS & OPPORTUNITY OF DIGITAL MARKETING AND ITS USAGE IN VARIOUS DOMAINS OF BUSINESS. YOU WILL LEARN HOW TO WORK WITH SEO, E-MAIL MARKETING AND DIGITAL DISPLAY ADVERTISING. THE BOOK WILL THEN COVER THE KEY METRICS OF SMM & MOBILE MARKETING AND WEB ANALYTICS. THIS BOOK NOT ONLY FOCUSSES ON DIGITAL MARKETING BUT ALSO COVERS MANY REAL-WORLD EXAMPLES BASED ON THE LATEST MARKETING STRATEGIES OR TECHNIQUES IN DIGITAL MARKETING. WHAT YOU WILL LEARN • GET FAMILIAR WITH B2B SEO AND B2C SEO STRATEGIES IN DIGITAL MARKETING • UNDERSTAND THE IMPORTANCE OF GATHERING OFFLINE AND ONLINE DATA IN EMAIL MARKETING • LEARN HOW TO CREATE AND TEST LANDING PAGES • GENERATE TRAFFIC AND BEHAVIOR REPORT OF MARKETERS AND TARGETED USERS • GET FAMILIAR WITH THE WEB ANALYTICS TOOLS AND PROCESS. WHO THIS BOOK IS FOR THIS BOOK IS FOR ANYONE INTERESTED IN DIGITAL MARKETING. PROFESSIONALS WHO ARE WORKING IN THE DIGITAL MARKETING DOMAIN CAN USE THIS BOOK AS A REFERENCE. TABLE OF CONTENTS 1. INTRODUCTION TO DIGITAL MARKETING 2. SEARCH ENGINE OPTIMIZATION (SEO): THE CORE OF DIGITAL MARKETING 3. E-MAIL MARKETING AND DIGITAL DISPLAY ADVERTISING 4. SOCIAL MEDIA MARKETING 5. MOBILE MARKETING AND WEB ANALYTICS

MANAGING THE RISKS OF EXTREME EVENTS AND DISASTERS TO ADVANCE CLIMATE CHANGE ADAPTATION - CHRISTOPHER B. FIELD 2012-05-28

THIS INTERGOVERNMENTAL PANEL ON CLIMATE CHANGE SPECIAL REPORT (IPCC-SREX) EXPLORES THE CHALLENGE OF UNDERSTANDING AND MANAGING THE RISKS OF CLIMATE EXTREMES TO ADVANCE CLIMATE CHANGE ADAPTATION. EXTREME WEATHER AND CLIMATE EVENTS, INTERACTING WITH EXPOSED AND VULNERABLE HUMAN AND NATURAL SYSTEMS, CAN LEAD TO DISASTERS. CHANGES IN THE FREQUENCY AND SEVERITY OF THE PHYSICAL EVENTS AFFECT DISASTER RISK, BUT SO DO THE SPATIALLY DIVERSE AND TEMPORALLY DYNAMIC PATTERNS OF EXPOSURE AND VULNERABILITY. SOME TYPES OF EXTREME WEATHER AND CLIMATE EVENTS HAVE INCREASED IN FREQUENCY OR MAGNITUDE, BUT POPULATIONS AND ASSETS AT RISK HAVE ALSO INCREASED, WITH CONSEQUENCES FOR DISASTER RISK. OPPORTUNITIES FOR MANAGING RISKS OF WEATHER- AND CLIMATE-RELATED DISASTERS EXIST OR CAN BE DEVELOPED AT ANY SCALE, LOCAL TO INTERNATIONAL. PREPARED FOLLOWING STRICT IPCC PROCEDURES, SREX IS AN INVALUABLE ASSESSMENT FOR ANYONE INTERESTED IN CLIMATE EXTREMES, ENVIRONMENTAL DISASTERS AND ADAPTATION TO CLIMATE CHANGE, INCLUDING POLICYMAKERS, THE PRIVATE SECTOR AND ACADEMIC RESEARCHERS.

BASIC METHODS OF POLICY ANALYSIS AND PLANNING -- PEARSON ETEXT - CARL PATTON 2015-08-26

UPDATED IN ITS 3RD EDITION, BASIC METHODS OF POLICY ANALYSIS AND PLANNING PRESENTS QUICKLY APPLIED METHODS FOR ANALYZING AND RESOLVING PLANNING AND POLICY ISSUES AT STATE, REGIONAL, AND URBAN LEVELS. DIVIDED INTO TWO PARTS, METHODS WHICH PRESENTS QUICK METHODS IN NINE CHAPTERS AND IS ORGANIZED AROUND THE STEPS IN THE POLICY ANALYSIS PROCESS, AND CASES WHICH PRESENTS SEVEN POLICY CASES, RANGING IN DEGREE OF COMPLEXITY, THE TEXT PROVIDES READERS WITH THE RESOURCES THEY NEED FOR EFFECTIVE POLICY PLANNING AND ANALYSIS. QUANTITATIVE AND QUALITATIVE METHODS ARE SYSTEMATICALLY COMBINED TO ADDRESS POLICY DILEMMAS AND URBAN PLANNING PROBLEMS. READERS AND ANALYSTS UTILIZING THIS TEXT GAIN COMPREHENSIVE SKILLS AND BACKGROUND NEEDED TO IMPACT PUBLIC POLICY.

CASE STUDIES IN PROJECT, PROGRAM, AND ORGANIZATIONAL PROJECT MANAGEMENT - DRAGAN Z. MILOSEVIC 2011-08-17

THE EVER EXPANDING MARKET NEED FOR INFORMATION ON HOW TO APPLY PROJECT MANAGEMENT PRINCIPLES AND THE PMBOK® CONTENTS TO DAY-TO-DAY BUSINESS SITUATIONS HAS BEEN MET BY OUR CASE STUDIES BOOK BY HAROLD KERZNER. THAT BOOK WAS A SPIN-OFF FROM AND ANCILLARY TO HIS BEST SELLING TEXT BUT HAS GAINED A LIFE OF ITS OWN BEYOND ADOPTERS OF THAT TEXTBOOK. ALL INDICATIONS ARE THAT THE MARKET IS HUNGRY FOR MORE CASES WHILE OUR OWN NEED TO EXPAND THE CONTENT WE CONTROL, BOTH IN-PRINT AND ONLINE WOULD BENEFIT FROM SUCH AN EXPANSION OF PROJECT MANAGEMENT "CASE CONTENT". THE AUTHORS PROPOSE TO PRODUCE A BOOK OF CASES THAT COMPLIMENT KERZNER'S BOOK. A BOOK THAT OFFERS CASES BEYOND THE GENERAL PROJECT MANAGEMENT AREAS AND INTO PMI®'S GROWTH AREAS OF PROGRAM MANAGEMENT AND ORGANIZATIONAL PROJECT MANAGEMENT. THE BOOK WILL BE STRUCTURED TO FOLLOW THE PMBOK IN COVERAGE SO THAT IT CAN NOT ONLY BE USED TO SUPPLEMENT PROJECT MANAGEMENT COURSES, BUT ALSO FOR SELF STUDY AND TRAINING COURSES FOR THE PMP® EXAM. (PMI, PMBOK, PMP, AND PROJECT MANAGEMENT PROFESSIONAL ARE REGISTERED MARKS OF THE PROJECT MANAGEMENT INSTITUTE, INC.)

ONSITE WASTEWATER TREATMENT SYSTEMS MANUAL - 2002

"THIS MANUAL CONTAINS OVERVIEW INFORMATION ON TREATMENT TECHNOLOGIES, INSTALLATION PRACTICES, AND PAST PERFORMANCE."--INTRODUCTION.