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Digital Marketing Essentials You Always Wanted to Know - Vibrant Publishers 2020-07-23

The Internet has changed how we communicate, and that includes how we market. From corporate websites, to social media platforms, search engines, and more, there are many ways to reach your market in the digital age. The vast amount of data that can be generated (Big Data), ads to the complexity of marketing decisions, but also lets you understand your market better than ever before. Digital Marketing Essentials You Always Wanted To Know includes easy-to-understand concepts, tips, and insights to understand how to gain and retain happy customers through the use of digital technologies. This book will help you understand the principles that boost marketing productivity, including the tools required to create and implement a winning digital marketing strategy. It shows how to integrate your digital activities across channels to improve your marketing performance. Whether you are a beginner, looking to understand the basics of digital marketing, or an expert marketer, searching for a way to increase your digital marketing ROI, Digital Marketing Essentials will help you achieve your goals.

Managing Up (HBR 20-Minute Manager Series) - Harvard Business Review 2014-02-18

Your boss plays an important role in your career. So how do you navigate this delicate, significant professional relationship without playing political games or compromising your character? Managing Up offers concise, expert tips on: Understanding your manager's priorities and pressures Setting a positive tone for the relationship Managing expectations--and egos Earning trust and respect Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic. Advice you can quickly read and apply, for ambitious professionals and aspiring executives--from the most trusted source in business. Also available as an ebook.

Green's Dictionary of Slang (multi-volume set) - Jonathon Green 2017-07-01

The three volumes of Green's Dictionary of Slang demonstrate the sheer scope of a lifetime of research by Jonathon Green, the leading slang lexicographer of our time. A remarkable collection of this often reviled but endlessly fascinating area of the English language, it covers slang from the past five centuries right up to the present day, from all the different English-speaking countries and regions. Every word and phrase is authenticated by genuine and fully-referenced citations of its use,

giving the work a level of authority and scholarship unmatched by any other publication in this field. Green's Dictionary of Slang is a groundbreaking work. Quite simply, it is the most authoritative and comprehensive record of slang ever to be made available.

How to Teach - Chris Curtis 2019-07-17

Written by Chris Curtis, *How to Teach: English: Novels, non-fiction and their artful navigation* is jam-packed with enlivening ideas to help teachers make the subject of English more intellectually challenging for students - and to make it fun too! Never underestimate your duty and power as a teacher of English. English teachers help students to think and feel. They prompt them to reflect on their actions. They hold a mirror to society and inspire students to see how they can make it better. What other subject does that? This insightful interpretation of what makes excellent secondary school English teaching is the work of a man whose humility fails to hide his brilliance and provides educators with a sophisticated yet simple framework upon which to hook their lessons. Covering poetry, grammar, Shakespeare and how to teach writing, Chris Curtis has furnished every page of this book with exciting ideas that can be put into practice immediately. Each chapter presents a store of practical strategies to help students in key areas - providing apposite examples, teaching sequences and the rationale behind them - and has been accessibly laid out so that teachers can pinpoint the solutions they need without having to spend an age wading through academic theory and pontification. The book explores the wealth of learning opportunities that can be derived from both classic and more contemporary literature and offers expert guidance on how teachers can exploit their own chosen texts to best effect with their students. Furthermore, it is replete with ready-to-use approaches that will help teachers upgrade their lesson planning, enhance their classroom practice and ensure that the content they cover sticks in their students' heads for months and years afterwards. Suitable for all English teachers of students aged 11-18.

Exploring America - Ray Notgrass 2014

Euclid Squares on Infinite Planes - W. B. Vasantha Kandasamy

2015-07-05

In this book the authors for the first time study special type of Euclid squares in the real plane, complex plane, neutrosophic plane, dual number plane and their specializations. This study can be visualized as a blend of algebra, geometry and analysis.

Cringeworthy - Melissa Dahl 2018

Examines the ways that embracing socially awkward situations, even when they lead to embarrassment and self-consciousness, also provide the opportunity to test oneself and to recognize how people are connected to each other.

Beyond the MBA Hype - Sameer Kamat 2011-09-20

ACCA P5 Advanced Performance Management - BPP Learning Media 2017-02-17

BPP Learning Media is an ACCA Approved Content Provider. Our partnership with ACCA means that our Study Texts, Practice & Revision Kits and iPass (for CBE papers only) are subject to a thorough ACCA examining team review. Our suite of study tools will provide you with all the accurate and up-to-date material you need for exam success.

Managing Cultural Diversity - Beatrice Van Der Heijden 2011

Flexible Strategic Management - Audley Genus 1995

This book illustrates the central necessity for flexibility in strategic management if organisations are to cope with the turbulent competition of the 1990s. The problems of actually implementing strategy in the face of uncertainty and complexity are analysed in a more functionally-integrated and multi-disciplinary way than is usually found in strategic management texts. This book illustrates the central necessity for flexibility in strategic management if organisations are to cope with the turbulent competition of the 1990s. The problems of actually implementing strategy in the face of uncertainty and complexity are analysed in a more functionally-integrated and multi-disciplinary way than is usually found in strategic management texts.

The Deserted Village and Other Poems - Oliver 1730?-1774

Goldsmith 2021-09-09

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Canadian Human Resource Management - Hermann F. Schwind
2019

HBR's 10 Must Reads on Strategy for Healthcare (featuring articles by Michael E. Porter and Thomas H. Lee, MD) - Harvard Business Review 2018-05-15

Prepare for an uncertain future with a solid vision and innovative practices. Is your healthcare organization spending too much time on strategy--with too little to show for it? If you read nothing else on strategy, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones for healthcare professionals to help you catalyze your organization's strategy development and execution. Leading strategy experts, such as Michael E. Porter, Jim Collins, W. Chan Kim, and Renee Mauborgne, provide the insights and advice you need to: Understand how the rules of corporate competition translate to the healthcare sector Craft a vision for an uncertain future Segment your market to better serve diverse patient populations Achieve the best health outcomes--at the lowest cost Learn what disruptive innovation means for healthcare Use the Balanced Scorecard to measure your progress This collection of articles includes

"What Is Strategy?" by Michael E. Porter; "The Five Competitive Forces That Shape Strategy," by Michael E. Porter; "Health Care Needs Real Competition," by Leemore S. Dafny and Thomas H. Lee; "Building Your Company's Vision," by Jim Collins and Jerry I. Porras; "Reinventing Your Business Model," by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann; "Will Disruptive Innovations Cure Health Care?" by Clayton M. Christensen, Richard Bohmer, and John Kenagy; "Blue Ocean Strategy," by W. Chan Kim and Renee Mauborgne; "Rediscovering Market Segmentation," by Daniel Yankelovich and David Meer; "The Office of Strategy Management," by Robert S. Kaplan and David P. Norton; and "The Strategy That Will Fix Health Care," by Michael E. Porter and Thomas H. Lee.

Gruber's Complete GRE Guide 2019-2020 - Gary Gruber 2019-09-24
The ultimate guide to improving GRE scores with practical strategies and examples, comprehensive subject reviews, practice tests and explanations, and much more! Every college-bound student wants the best test scores possible. But with a wide variety of test-prep books available, how do you know you're choosing the right one to help you most? Fortunately, that just happens to be Dr. Gary Gruber's life's work: rather than rote memorization of individual problem solutions, his Gruber Method teaches adaptive strategies to think about test problems as categories, allowing students to solve thousands of questions quickly and effectively. In Gruber's Complete GRE Guide 2019-2020, you'll find all the resources you need to develop the test-taking skills and critical-thinking strategies that are proven to increase your test score. With essential strategies illustrated with examples, four practice tests, information on how GRE questions are created, and much more, you'll see how, for over thirty years, the Gruber Method has helped millions of students master the ability to solve any problem—even the most difficult—easily and efficiently. So read Gruber's Complete GRE Guide 2019-2020, study its lessons, and watch your GRE score increase and your future possibilities expand. Also included in Gruber's Complete GRE Guide 2019-2020: The World's Shortest Practice Test for the GRE® Exam: estimate your score in only 20 questions! A diagnostic test to

reveal your strengths and weaknesses The 101 most important math questions every student needs to be able to answer Nineteen simple-to-learn Math Strategies for solving every type of question by breaking them down to their easiest forms Mini Math Refresher + Complete Math Refresher Guides to help you master the GRE® basics Four practice tests with explanatory answers Explanations of why you got questions wrong—plus how to get them right Exclusive four-hour study program for the week before the test

The Story Begins - Amos 'Oz 1999

A collection of essays on works by writers such as Gogol, Kafka, and Garcia Marquez that analyze the opening sections of works to explore the author's intentions in enticing the reader into reading the book *IIMA-Speak with Impact* - Meenakshi Sharma 2016-03-01

If you are among those who tremble and break into a sweat at the thought of facing an audience, or hesitate in offering an opinion, you are not alone. When this happens a few times, we begin to feel that spoken communication is not our forte and we begin to avoid it as far as possible, and when we cannot avoid it, we go through it anyhow, reconciled to not making much of an impact. Prof Meenakshi Sharma in *Speak With Impact* shows you how to get results and to leave a mark. Interactive, accessible, and with a host of useful examples, *Speak With Impact* equips you to sharpen your ability to leave an impact on others with your every interaction..

International Business Communication - David A. Victor 1992

Addressing communication on a global scale, this text introduces a comprehensive system by which business can be conducted across cultures. The text's premise is that by following a framework for asking the right questions, students can develop the skills needed to communicate in international business. Using a system known as the LESCANT model, the book encourages the assessment of needs in any international business interaction by isolating and evaluating those aspects of culture most likely to affect communication.

A Guide to Managing and Maintaining Your PC - Clint Saxton 1998

This Lab Manual offers the most comprehensive method for learning PC

Repair. When combined with "A Guide to Managing & Maintaining Your PC, Second Edition," users will get clear, concise instruction along with essential hands-on practice.

Data Science Fundamentals and Practical Approaches - Dr. Gypsy Nandi 2020-06-02

Learn how to process and analysis data using Python KEY FEATURES - The book has theories explained elaborately along with Python code and corresponding output to support the theoretical explanations. The Python codes are provided with step-by-step comments to explain each instruction of the code. - The book is not just dealing with the background mathematics alone or only the programs but beautifully correlates the background mathematics to the theory and then finally translating it into the programs. - A rich set of chapter-end exercises are provided, consisting of both short-answer questions and long-answer questions. DESCRIPTION This book introduces the fundamental concepts of Data Science, which has proved to be a major game-changer in business solving problems. Topics covered in the book include fundamentals of Data Science, data preprocessing, data plotting and visualization, statistical data analysis, machine learning for data analysis, time-series analysis, deep learning for Data Science, social media analytics, business analytics, and Big Data analytics. The content of the book describes the fundamentals of each of the Data Science related topics together with illustrative examples as to how various data analysis techniques can be implemented using different tools and libraries of Python programming language. Each chapter contains numerous examples and illustrative output to explain the important basic concepts. An appropriate number of questions is presented at the end of each chapter for self-assessing the conceptual understanding. The references presented at the end of every chapter will help the readers to explore more on a given topic. WHAT WILL YOU LEARN Perform processing on data for making it ready for visual plot and understand the pattern in data over time. Understand what machine learning is and how learning can be incorporated into a program. Know how tools can be used to perform analysis on big data using python and other standard tools.

Perform social media analytics, business analytics, and data analytics on any data of a company or organization. WHO THIS BOOK IS FOR The book is for readers with basic programming and mathematical skills. The book is for any engineering graduates that wish to apply data science in their projects or wish to build a career in this direction. The book can be read by anyone who has an interest in data analysis and would like to explore more out of interest or to apply it to certain real-life problems.

TABLE OF CONTENTS 1. Fundamentals of Data Science 2. Data Preprocessing 3. Data Plotting and Visualization 4. Statistical Data Analysis 5. Machine Learning for Data Science 6. Time-Series Analysis 7. Deep Learning for Data Science 8. Social Media Analytics 9. Business Analytics 10. Big Data Analytics

Principles of Human Resource Management - Rebecca Dei Mensah
2020-12-30

PRINCIPLES OF HUMAN RESOURCE MANAGEMENT The second edition of this best-selling textbook Principles of Human Resource Management has been fully revised and updated in line with topical changes in the work environment. It covers essential topics on HRM and provides students with a working knowledge of the subject area. In particular, issues such as work analysis, job design and the changing nature of work, occupational health, safety and wellbeing, employee work life balance have been thoroughly discussed in this edition. The author describes, assesses and evaluates the role and contribution of the HR manager in the contemporary organisation in Ghana and globally. This book is essential for both undergraduate and postgraduate HRM students as well as practitioners and general readers. It compares some HRM issues in Ghana to other countries such as UK, USA and the Czech Republic and draws similarities and differences. Some of the topics discussed are as follows; Overview of Human Resource Management Equal Employment Opportunity and HRM Sexual Harassment in the Work Environment Work Analysis, Job Design and Human Resource Planning Recruitment and Selection of Employees Tips on Job Hunt, CVs, Cover Letters and Interviews Compensation and Reward Systems Performance Management and Appraisals Career Planning,

Development, and Management Industrial Relations in Organisations Occupational Health, Safety and Well-being at the Workplace Work-life Balance a Retention Strategy The Importance of Leadership, Teamwork, and Communication in Organisations If you are looking for a book that is simple, practical and easy to read, this book offers the combination of all that and more and you will find it very worthwhile.

Managing Time - Harvard Business Review 2014

Managing time quickly walks you through the basics: assess how you spend your time now, prioritize your tasks, plan the right time to work on each one, and avoid procrastination and interruptions.

Introduction to Organisational Behaviour - Michael Butler
2011-01-27

Ideal for anyone studying an introductory module in organisational behaviour, Introduction to Organisational Behaviour is a rigorous critique of all essential organisational behaviour topics. A comprehensive book with extensive accompanying online resources makes this a must-have package for anyone wanting to understand the theory and practice of organisational behaviour. Practitioner case studies, supporting video interviews where solutions and approaches are discussed, review questions at the end of every chapter make this an essential resource. Covering organisational behaviour in the context of individuals, groups and teams and managing organisations as well as the importance of organisational structures and emerging issues, Introduction to Organisational Behaviour gives understanding and guidance on the full spectrum of organisational behaviour issues. Supported by extensive online resources including video interviews, clips of key skills lecture slides, additional tutorial activities and a test bank of multiple choice questions make this a truly integrated print and electronic learning package.

Organisational Environment - Institute of Leadership & Management
2007-06-01

With forty well structured and easy to follow topics to choose from, each workbook has a wide range of case studies, questions and activities to meet both an individual or organization's training needs. Whether

studying for an ILM qualification or looking to enhance the skills of your employees, Super Series provides essential solutions, frameworks and techniques to support management and leadership development.

Co-partnership - 1963

Ah, Music! - Aliko 2003-04-01

What is Music? Music is rhythm. Music is melody. Music is feeling... and oh, so much more. In this richly layered compendium, Aliko shares her keen insight about music and all its themes and variations. Ah, Music! is about composers and instruments. It's about artists and performers. It's about history -- from the earliest music through classical, modern, jazz, and popular times. It's about diversity and pleasure. If you have a love of music in your bones, or if you are just learning, or if you are about to play in your first recital, it's about you. Ah, music!

Waiting for the Mahatma - R. K. Narayan 2012-07-25

In the novels of R. K. Narayan (1906-2001), the forefather of modern Indian fiction, human-scale hopes and epiphanies express the promise of a nation as it awakens to its place in the world. In *Waiting for the Mahatma*, a young drifter meets the most beautiful girl he has ever seen--an adherent of Mahatma Gandhi--and commits himself to Gandhi's Quit India campaign, a decision that will test the integrity of his ideals against the strength of his passions. This novel, written after India's independence, is a masterpiece of social comedy, rich in local color and abounding in affectionate humor and generosity of spirit.

Agile - Robert McCarthy 2020-07-17

If you've always wanted to learn about Agile methodology but never found reliable and simple information, then keep reading... Are you tired of not fully understanding how Agile works? Have you read endless articles but never found reliable, simple enough practical information in one place? Do you finally want to say goodbye to not knowing what Agile, Scrum, Kanban, and Lean are? If so, then you've come to the right place. Understanding the Agile methodology doesn't have to be difficult. Even if you've read many other articles and books in the past... In fact, it's easier than you think. Agile thinking and Agile frameworks such as Scrum,

Kanban, and Lean are becoming highly popular in many industries. An increasing number of businesses are starting to use Agile values and principles to achieve their goals. Therefore, understanding the Agile way of working is more important than ever before. Here's just a tiny fraction of what you'll discover: Understand the purpose of project management and how it has evolved over the centuries Get to know what Agile and the Agile Manifesto truly are Figure out the 4 values and 12 principles of Agile Identify what an Agile team looks like and different Agile roles Learn about the goals of Agile and whether Agile is only for software development Identify the difference between Agile and other methodologies Get to know what Scrum is and the difference between Agile and Scrum Find out about Scrum roles, ceremonies, and artifacts Understand how Scrum works from a real-life example Get to know about the Kanban Method and the similarities between Agile and Kanban Learn about the origins of Kanban Identify the values and philosophies behind the Kanban Method Understand the goals of Kanban Get advice on how to form Kanban teams and implement Kanban Find out what Lean is and a simple comparison of Lean and Agile Learn about the 5 Lean principles Get to know the 8 Wastes of Lean Truly understand what Lean Management is And much, much more! Take a second to imagine how you'll feel once you finally understand what Agile is and how Agile, Scrum, Kanban, and Lean are related. Imagine how your colleagues and friends will react to your newfound knowledge of the Agile methodology. Even if you have always found Agile confusing, you can easily learn to understand and utilize it. Get this book to apply Agile values, principles, and frameworks to your workplace or business.

The English Medium Myth - Sankrant Sanu 2018

Home Language and Mother Tongue - Statistics Canada 1993

Managerial Economics For Dummies - Robert Graham 2013-02-14

The easy way to make sense of managerial economics Does the study of Managerial Economics make your head spin? Relax! This hands-on, friendly guide helps you make sense of complex business concepts and

explains to you in plain English how Managerial Economics enhances analytical skills, assists in rational configuration, and aids in problem-solving. Managerial Economics For Dummies gives you a better understanding of all the major concepts you'll encounter in the classroom: supply and demand, elasticity, decision-making, quantitative analysis of business situations, risk analysis, production analysis, pricing analysis, capital budgeting, critical thinking skills, and much more. Tracks to a typical Managerial Economics course Includes easy-to-understand explanations and examples Serves as a valuable classroom supplement If you're enrolled in business courses looking for a supplemental guide to aid your understand of the complex theories associated with this difficult topic, or a manager already in the corporate world looking for a refresher, Managerial Economics For Dummies has you covered.

Captivate - Vanessa Van Edwards 2017-04-25

Do you feel awkward at networking events? Do you wonder what your date really thinks of you? Do you wish you could decode people? You need to learn the science of people. As a human behavior hacker, Vanessa Van Edwards created a research lab to study the hidden forces that drive us. And she's cracked the code. In Captivate, she shares shortcuts, systems, and secrets for taking charge of your interactions at work, at home, and in any social situation. These aren't the people skills you learned in school. This is the first comprehensive, science backed, real life manual on how to captivate anyone—and a completely new approach to building connections. Just like knowing the formulas to use in a chemistry lab, or the right programming language to build an app, Captivate provides simple ways to solve people problems. You'll learn, for example... · How to work a room: Every party, networking event, and social situation has a predictable map. Discover the sweet spot for making the most connections. · How to read faces: It's easier than you think to speed-read facial expressions and use them to predict people's emotions. · How to talk to anyone: Every conversation can be memorable—once you learn how certain words generate the pleasure hormone dopamine in listeners. When you understand the laws of human

behavior, your influence, impact, and income will increase significantly. What's more, you will improve your interpersonal intelligence, make a killer first impression, and build rapport quickly and authentically in any situation—negotiations, interviews, parties, and pitches. You'll never interact the same way again.

Rewire Your Brain for Love - Marsha Lucas, Ph.D. 2013-02-04

On the way to finding and creating vibrant, successful relationships, too many of us end up tangled in the same old patterns, tripped up by relationship habits that get in our way whether we "know better" or not. In *Rewire Your Brain for Love*, neuropsychologist and psychotherapist Marsha Lucas, PhD, helps you untangle those relationship snarls, bringing together the latest neuroscience with a practice consistently heralded by top academic institutions for its effectiveness in changing the brain: the practice of mindfulness meditation. Dr. Lucas's clear, unintimidating, often laugh-out-loud style invites you to explore how the brain functions in relationships, helping you understand how your current relationship wiring developed and showing you how you can rewire your relationship brain through mindfulness meditation. A down-to-earth therapist and self-described neuroscience geek, Dr. Lucas has written a chapter-by-chapter guide with compassion, wisdom, and humor. In *Rewire Your Brain for Love*, she takes you on a journey through seven high-voltage relationship benefits—everything from keeping your fear from running the show to cultivating healthy, balanced empathy—and offers specific mindfulness practices to help bring those benefits into your life. With a few minutes of practice a day, you can change the way you interact with everyone around you . . . especially those closest to you. You can transform your brain from an enemy to an ally in all matters of the heart, creating more loving communication, building emotional resilience, and reducing overreactivity—not to mention enjoying better sex. You don't have to become a monk, or a vegetarian, or spend hours contemplating your navel—you just need to update the relationship wiring of your brain. The simple practice of mindfulness can help get you there, with Dr. Lucas showing you how.

[Human Resources at Its Best!](#) - Roberta Cava 2020-05-29

If the Human Resource function in a company is second-rate, the performance of the employees working in that company can turn out to be second-rate as well. *Human Resources at its Best - How to Manage an HR Department* offers detailed, proven strategies for handling the majority of Human Resource areas. Chapters include: -Hiring the right employee-Employment Interview Tips-After the Interview / Job Descriptions-Performance Appraisals-How to keep employees motivated to do a good job-Training and Development-Counselling Interviews-Discipline Problems-Disciplinary Interviews *Human Resources at its Best - How to Manage an HR Department* is an absolute must for anyone who works in or manages a Human Resources Department.

Fundamentals of Flight - Richard Shepherd Shevell 1989

Nominee Directors - Institute of Directors 1992

Business and the Sustainable Development Goals - Norma Schönherr 2019-05-10

This innovative and engaging book discusses the contribution of business to the Sustainable Development Goals (SDGs) adopted by the United Nations in 2015. It critically analyses selected impact measurement and management tools to highlight their respective benefits and limitations, and also provides guidance on critical management decisions to support high-quality impact measurement and management. The analyses underlying this book are the result of a three year research project conducted by an international consortium in the EU-funded research project GLOBAL VALUE - Managing Business Impact on Development. The research is complemented by examples from corporate practice and expert interviews to demonstrate and measure the contribution of business to sustainable development in the context of the SDGs.

Strategic Management - Lesley Partridge, Margaret Sinclair-Hunt

This title gives you an opportunity to stand back from operational day-to-day issues and take a longer-term, broad view of the organisation and its environment. It gives you a range of strategic management tools to assist your thinking and analysis so that you can identify and promote options for developing the business and implement strategic change successfully.

Perfect Phrases for Managers and Supervisors, Second Edition - Meryl Runion 2010-08-20

The Right Phrase for Every Situation . . . Every Time Communication is the single most important skill for excelling as a manager. What you say and how you say it sets the tone for your department and your entire organization. *Perfect Phrases for Managers and Supervisors*, second edition, has been completely revised to help you communicate in today's workplace, where collaboration, cooperation, and personalization are critical to building an efficient, productive work environment. Learn the most effective language for: Setting a tone of mutual trust and respect Dealing with difficult employees and delicate problems Conducting interviews and performance reviews Empowering your people Disciplining workers or terminating employment

1,001 Phrases You Need to Get a Job - Nancy Schuman 2012-04-18

Find the right words for the best job! It's not enough to have the talent and experience to land the right job—you have to be able to put that talent and experience into words. With just the right phrase, you can highlight your achievements in your resume, make the cover letter pitch that sets you apart from the crowd, and underscore your unique skill set in the interview that lands you the job. In *1,001 Phrases You Need to Get a Job*, employment gurus Nancy Schuman and Burton Jay Nadler show you how to walk the walk and talk the talk you need to win the job you want.