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KEY=BUSINESS - SANIYA GRETCHEN

Words Whispered in Water

Why the Levees Broke in Hurricane Katrina

Mango Media Inc. The New Orleans Flood, U.S. Corruption, and Other Types of Disasters In the aftermath of one of the worst disasters in U.S. history, Words Whispered in Water tells the story of one woman's fight—against all odds—to expose a mammoth federal agency—and win. It's a horror story, a mystery, and David and Goliath story all in one. In 2005, the entire world watched as a major U.S. city was nearly wiped off the map. The levees ruptured and New Orleans drowned. But while newscasters attributed the New Orleans flood to "natural catastrophes" and other types of disasters, citizen investigator Sandy Rosenthal set out to expose the true culprit and compel the media and

government to tell the truth. This is her story. When the protective steel flood-walls broke, the Army Corps of Engineers—with cooperation from big media—turned the blame on natural types of disasters. In the chaotic aftermath, Rosenthal uncovers the U.S. corruption, and big media at root. Follow this New Orleans hero as she exposes the federal agency's egregious design errors and eventually changes the narrative surrounding the New Orleans flood. In this engaging and revealing tale of man versus nature and man versus man, Words Whispered in Water proves that the power of a single individual is alive and well. If you enjoyed books like The Johnstown Flood,Breach of Faith, or The Great Deluge, then Words Whispered in Water is your next read!

Developing with PDF

Dive Into the Portable Document Format

"O'Reilly Media, Inc." PDF is becoming the standard for digital documents worldwide, but it's not easy to learn on your own. With capabilities that let you use a variety of images and text, embed audio and video, and provide links and navigation, there's a lot to explore. This practical guide helps you understand how to work with PDF to construct your own documents, troubleshoot problems, and even build your own tools. You'll also find best practices for producing, manipulating, and consuming PDF documents. In addition, this highly approachable reference will help you navigate the official (and complex) ISO documentation. Learn how to combine PDF objects into a cohesive whole Use PDF's imaging model to create vector and raster graphics Integrate text, and become familiar with fonts and glyphs Provide navigation within and between documents Use annotations to overlay or incorporate additional content Build interactive forms with the Widget annotation Embed related files such as multimedia, 3D content, and XML files Use optional content to enable non-printing graphics Tag content with HTML-like structures, including paragraphs and tables

English for Academic Correspondence

Springer Written specifically for researchers of all disciplines whose first language is not English, this guide presents easy-to-follow rules and tips, along with authentic examples taken from real emails, referees' reports and cover

letters, will show you how to: write effective emails (subject lines, structure, requests, level of formality) review other people's manuscripts reply effectively and constructively to referees' reports correspond with editors write letters regarding summer schools, internships, and PhD and postdoc programs write reference letters This new edition contains over 40% new material, including stimulating factoids and discussion points both for self-study and in-class use, as well as suggestions for drafting proposals for research projects and writing research statements. EAP teachers will find this book to be a great source of tips for training students, and for providing both instructive and entertaining lessons. Other books in the series cover: writing research papers; presentations at international conferences; English grammar, usage and style; and interacting on campus; plus exercise books and a teacher's guide to the whole series. Please visit http://www.springer.com/series/13913 for a full list of titles in the series.Adrian Wallwork is the author of more than 30 ELT and EAP textbooks. He has trained several thousand PhD students and academics from 35 countries to write research papers, prepare presentations, and communicate with editors, referees and fellow researchers.

Little Words

Their History, Phonology, Syntax, Semantics, Pragmatics, and Acquisition

Georgetown University Press Little Words is an interdisciplinary examination of the functions and change in the use of clitics, pronouns, determiners, conjunctions, discourse particles, auxiliary/light verbs, prepositions, and other "little words" that have played a central role in linguistic theory and in language acquisition research. Leading scholars present advanced research in phonology, morphology, syntax, semantics, discourse function, historical development, variation, and acquisition by children and adults. This unique volume integrates the views and findings of these different research areas into one professional source to be used within and across disciplines. Languages studied include English, Spanish, French, Romanian, German, Norwegian, Swedish, Slavonic, and Medieval Leonese.

Express Series English for Emails

Oxford University Press Please note that the Print Replica PDF digital version does not contain the audio. English for Emails is part of the EXPRESS SERIES. It is the ideal quick course for anyone who needs to write emails in a business context. It can be used to supplement a regular coursebook, on its own, as a standalone intensive specialist course, or for self-study. Keep English for Emails on your desk as a handy resource to refer to when writing emails.

English for Emails

Email Security with Cisco IronPort

Cisco Press Email Security with Cisco IronPort thoroughly illuminates the security and performance challenges associated with today's messaging environments and shows you how to systematically anticipate and respond to them using Cisco's IronPort Email Security Appliance (ESA). Going far beyond any IronPort user guide, leading Cisco expert Chris Porter shows you how to use IronPort to construct a robust, secure, high-performance email architecture that can resist future attacks. Email Security with Cisco IronPortpresents specific, proven architecture recommendations for deploying IronPort ESAs in diverse environments to optimize reliability and automatically handle failure. The author offers specific recipes for solving a wide range of messaging security problems, and he demonstrates how to use both basic and advanced features--including several hidden and undocumented commands. The author addresses issues ranging from directory integration to performance monitoring and optimization, and he offers powerful insights into often-ignored email security issues, such as preventing "bounce blowback." Throughout, he illustrates his solutions with detailed examples demonstrating how to control ESA configuration through each available interface. Chris Porter,Technical Solutions Architect at Cisco, focuses on the technical aspects of Cisco IronPort customer engagements. He has more than 12 years of experience in applications, computing, and security in finance, government, Fortune® 1000, entertainment, and higher education markets. ·Understand how the Cisco IronPort ESA addresses the key challenges of email security ·Select the best network deployment model for your environment, and walk through successful installation and configuration ·Configure and optimize Cisco IronPort ESA's powerful security,

message, and content filtering ·Understand the email pipeline so you can take full advantage of it–and troubleshoot problems if they occur ·Efficiently control Cisco IronPort ESA through its Web User Interface (WUI) and command-line interface (CLI) ·Implement reporting, monitoring, logging, and file management ·Integrate Cisco IronPort ESA and your mail policies with LDAP directories such as Microsoft Active Directory ·Automate and simplify email security administration ·Deploy multiple Cisco IronPort ESAs and advanced network configurations ·Prepare for emerging shifts in enterprise email usage and new security challenges This security book is part of the Cisco Press® Networking Technology Series. Security titles from Cisco Press help networking professionals secure critical data and resources, prevent and mitigate network attacks, and build end-to-end self-defending networks.

Corporate.PDF Or How I Stopped and Fell Flat in Love with a Copy Machine

iUniverse Corporate.pdf leaves you hanging on the edge of your toilet. Of course, those are my words, the words of the author, but what do others have to say about the book? "Yes, I liked the book Jeffrey, now clean the dishes," raved Sandra Horton, my mother. "I can't believe anybody in our family can write this good," is an honest to goodness quote from Grandma Wilma Horton. And Uncle Bob Bentz called the book "riveting, I couldn't wait to turn the page." Sure, my family loves me, but what about my friends? Big Mike Leonard was heard somewhere in Germany saying the book was "so descriptive you could smell the bird poop." Darron Vigliotti, not only a friend but a highly respected member of the Stratford High Book Review, deemed it "the culture-bearing work of the MTV generation." He even went as far as saying that I "crafted" the book. My former roommate, Kristen Vernet, said "It's about damn time," in an astounded tone. I think she's just glad she doesn't live with me anymore. And Erin Specht, a current coworker, read the first thirty pages but couldn't handle the pressure of coming up with a quote about it in two minutes. I can personally assure you that she hugely anticipates reading the rest of the book. Now you, you don't know me, but that's the point. Read the book and make up your own mind. If you enjoy laughing, crying, and taking dumps then you'll love it.

Essentials of Business Communication

Cengage Learning A trusted market leader, Guffey/Loewy's ESSENTIALS OF BUSINESS COMMUNICATION, 10E presents a streamlined approach to business communication that includes unparalleled learning resources for instructors and students. ESSENTIALS OF BUSINESS COMMUNICATION includes the authoritative text and a self-teaching grammar and mechanics handbook at the back of the text as well as extraordinary print and digital exercises designed to build grammar, punctuation, and writing skills. As students learn basic writing skills, they are encouraged to apply these skills to a variety of e-mails, memos, letters, reports, and resumes. Redesigned, updated model documents and extensively updated exercises and activities introduce students to the latest business communication practices. The latest edition of this award-winning text features complete coverage of social media communication, electronic messages, and digital media to prepare students for workplace communication success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Adobe Acrobat 7 Tips and Tricks

The 150 Best

Adobe Press A guide to both the standard and professional versions of Acrobat 7 provides information on creating PDF files, printing, working with forms, modifying a document, working with multimedia, and making documents secure.

Business Communication: Process and Product

Cengage Learning BUSINESS COMMUNICATION: PROCESS AND PRODUCT, 8e, is designed to prepare students for success in today's digital workplace. The textbook presents the basics of communicating in the workplace, using social media in a professional environment, working in teams, becoming a good listener, and presenting individual and team presentations. Authors Mary Ellen Guffey and Dana Loewy also offer a wealth of ideas for writing resumes and cover letters, participating in interviews, and completing follow-up activities. Optional grammar coverage in each chapter, including a comprehensive grammar guide in the end-of-book appendix, helps students improve their English language skills. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

ReadMe

Issue 3

Readme Flash Fiction

ReadMe

Issue 2

Readme Flash Fiction

Email and Commercial Correspondence

A Guide to Professional English

Springer If you write emails and letters as part of your work, then this book is for you. By applying the suggested guidelines, you will stand a much greater chance of getting the desired reply to your emails in the shortest time possible. Some of the key guidelines covered include: Write meaningful subject lines - otherwise recipients may not even open your mail. Always put the most important point in the first line - otherwise the reader may not read it. Be concise and only mention what is truly relevant. Write the minimum amount possible - you will also make fewer mistakes! Be a little too formal than too informal - you don't want to offend anyone. If you have two long important things to say, say them in separate emails. Give clear instructions and reasonable deadlines. If you need people to cooperate with you, it is essential to highlight the benefits for them of cooperating with you. Empathize with your recipient's busy workload. Never translate typical phrases literally - learn equivalent phrases. The book concludes with a chapter of useful phrases. There is also a brief introduction for trainers on how to teach Business / Commercial English.

IDBI Executive Guide 2021 - Access 150 Solved

Examples in PDF!

IDBI Executive Guide 2021 Released - Write Your IDBI Executive Success Story with this Guide.

Testbook.com Designed by banking experts, this in-depth IDBI Executive Guide includes 150 solved examples on IDBI Executive Mock Test. With special focus on exam pattern & syllabus, this guide unlocks your best attempt to crack the IDBI Executive post in 2021.

Company to Company Student's Book

Cambridge University Press Including work on email, fax and paper correspondence, this fourth edition is useful for those studying or working in business, commerce or administration who needs to correspond in English. It is also useful for learners at the lower-intermediate and intermediate levels, but more advanced learners who are unfamiliar with business correspondence.

Wedding Consultant Business

Step-by-Step Startup Guide

Entrepreneur Press Say I Do to Success From wedding bells to wedding bills, gain an inside look at the billion dollar wedding industry and learn how to earn your next pay check coordinating the big day of today's brides and grooms. Discover the newest wedding trends, such as destination weddings, tapas-style catering, disposable video cameras, wedding logos and more. Plus, learn everything else you need to know to start and run a successful wedding consultant business, including: • How to market your services and find customers • Using social media to attract and communicate with clients • Tips from the pros for handling the unexpected • What licenses and permits you need •

How to avoid common mistakes • How to negotiate with vendors and suppliers to get the best prices • The most important contacts to make • And more! You don't need an office or a lot of startup money. With your creativity and help from our experts, you'll be well on your way to success. The First Three Years In addition to industry specific information, you'll also tap into Entrepreneur's more than 30 years of small business expertise via the 2nd section of the guide - Start Your Own Business. SYOB offers critical startup essentials and a current, comprehensive view of what it takes to survive the crucial first three years, giving your exactly what you need to survive and succeed. Plus, you'll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of challenges. • Pin point your target market • Uncover creative financing for startup and growth • Use online resources to streamline your business plan • Learn the secrets of successful marketing • Discover digital and social media tools and how to use them • Take advantage of hundreds of resources • Receive vital forms, worksheets and checklists • From startup to retirement, millions of entrepreneurs and small business owners have trusted Entrepreneur to point them in the right direction. We'll teach you the secrets of the winners, and give you exactly what you need to lay the groundwork for success. BONUS: Entrepreneur's Startup Resource Kit! Every small business is unique. Therefore, it's essential to have tools that are customizable depending on your business's needs. That's why with Entrepreneur is also offering you access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more – all at your fingertips! You'll find the following: The Small Business Legal Toolkit When your business dreams go from idea to reality, you're suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you'll get answers to the "how do I get started?" questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business. Sample Business Letters 1000+ customizable business letters covering each type of written business communication you're likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style. Sample Sales Letters The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions, prospecting, setting up appointments, cover letters, proposal letters, the all-important follow-up letter and letters covering all aspects of sales operations to help you make the sale, generate new customers and huge profits.

The Governance Gap

Extractive Industries, Human Rights, and the Home State Advantage

Routledge This book explores the persistence of the governance gap with respect to the human rights-impacting conduct of transnational extractive corporations operating in zones of weak governance. The authors launch their account with a fascinating case study of Talisman Energy's experience in Sudan, informed by their own experience as members of the 1999 Canadian Assessment Mission to Sudan (Harker Mission). Drawing on new governance, reflexive law and responsive law theories, the authors assess legal and other non-binding governance mechanisms that have emerged since that time, including the UN Guiding Principles on Business and Human Rights. They conclude that such mechanisms are incapable of systematically preventing human rights violating behaviour by transnational corporations, or of assuring accountability of these actors or recompense for victims of such violations. The authors contend that home state regulation, while not a silver bullet, has a crucial role to play in regulating such conduct. They pick up where UN Special Representative John Ruggie's Guiding Principles on Business and Human Rights left off, and propose an innovative, robust and adaptable template for strengthening the regulatory framework of home states. Their model draws insights from the theoretical literature, leverages existing public, private, transnational, national, 'soft' and hard regulatory tools, and harnesses the specific strengths of state-based governance. This book will be of interest to academics, policy makers, students, civil society and business leaders.

Human Interface and the Management of Information.

Information and Interaction

Symposium on Human Interface 2009, Held as Part of HCI International 2009, San Diego, CA, USA, July 19-24, 2009, Proceedings, Part II

Springer Science & Business Media The 13th International Conference on Human–Computer Interaction, HCI Inter-tional 2009, was held in San Diego, California, USA, July 19-24, 2009, jointly with the Symposium on Human Interface (Japan) 2009, the 8th International Conference on Engineering Psychology and Cognitive Ergonomics, the 5th International Conference on Universal Access in Human–Computer Interaction, the Third International Conf- ence on Virtual and Mixed Reality, the Third International Conference on Internati- alization, Design and Global Development, the Third International Conference on Online Communities and Social Computing, the 5th International Conference on Augmented Cognition, the Second International Conference on Digital Human Mod- ing, and the First International Conference on Human-Centered Design. A total of 4,348 individuals from academia, research institutes, industry and gove- mental agencies from 73 countries submitted contributions, and 1,425 papers that were judged to be of high scientific quality were included in the program. These papers - dress the latest research and development efforts and highlight the human aspects of the design and use of computing systems. The papers accepted for presentation thoroughly cover the entire field of human–computer interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas.

Business Email

Write to Win. Business English & Professional Email Writing Essentials: How to Write Emails for Work, Including 100+ Business Email Templates: Business English Originals (c).

Independently Published About this Professional Email BookProfessional emails are too important to mess up. They are evidence of something that you said or did, and as such, they can be your best friend or your worst nightmare. Every day, a staggering amount of business communication takes place. This book will help you not only write more professional business e-mails but also improve your overall business English. "Know your context as well as your audience." Like everything in life, emails are not created equal. The same email can be digital gold or digital poop depending on the situation in which it's deployed, so you must always pay attention to context. Even if you send exactly the same email to the same audience, in a different context they will interpret your email differently, as they will approach it with a different mind-frame, together with a different set of beliefs and expectations. When you approach an email in a business setting, the first thing to do is to decide exactly what you want from the exchange and then, what context you are writing in. Is this a close colleague but there is a not-so close colleague included into the email exchange? Is this an invitation to have drinks after work with someone who has worked with you for years and has suddenly decided to change paths in their career? Are you about to fire someone you respect immensely? Are you sending a group email to organise a meeting, or are you asking someone to pay you because they haven't paid their invoice on time again? All these things matter, and are particularly important because you don't have the benefit of body language or facial expressions when you write. People also tend to forget verbal exchanges more readily, but the written word is powerful. "The pen is "mightier than the sword..." (Edward Bulwer-Lytton) and people will judge you based on how you use your pen.I could not possibly list all the people who have influenced me through their work, but I will try to mention a few of the ones who spring to mind in no particular order. These are my business heroes, and without their contribution through their work, I would never have been able to write this book. If I could write a note of

advice about emails and business communication to 25-year old me, I would probably send myself the following checklist. I wish someone had told me all this. 1.Forget your ego. Never write with the objective of impressing someone, even if that someone is you! Sometimes we write and then re-read what we have written a few times, then we give ourselves a mental round of applause before sending it. The problem is, our priority wasn't communication in this scenario, it was to feed our ego. Trying to impress people with long over-complicated sentences and words has the opposite effect. Always keep clear communication and context in mind in every exchange. 2.Aim to explain difficult concepts or problems in a simple easy-to-understand way. This shows intelligence, because it means you have digested the concepts and are skilful enough to explain them. When you make concepts sound more complicated than they are, it gives people the impression that you don't understand, because you probably don´t. 3.If it's not relevant to the situation or the decision being made, don't mention it, it will clutter your communication and could cause confusion. 4.When you need to write important or sensitive emails, stick to the facts. Your emotions or opinions are not important or relevant in most cases.BUSINESS EMAIL: WRITE TO WIN. Business English & Professional Email Writing Essentials: How to Write Emails for Work, Including 100+ Business Email Templates

Encyclopedia of Global Studies

SAGE Publications "With all entries followed by cross-references and further reading lists, this current resource is ideal for high school and college students looking for connecting ideas and additional sources on them. The work brings together the many facets of global studies into a solid reference tool and will help those developing and articulating an ideological perspective." — Library Journal The Encyclopedia of Global Studies is the reference work for the emerging field of global studies. It covers both transnational topics and intellectual approaches to the study of global themes, including the globalization of economies and technologies; the diaspora of cultures and dispersion of peoples; the transnational aspects of social and political change; the global impact of environmental, technological, and health changes; and the organizations and issues related to global civil society. Key Themes: • Global civil society • Global communications, transportation, technology • Global conflict and security • Global culture, media • Global demographic change • Global economic issues • Global environmental and energy issues • Global governance and world order • Global health and nutrition • Global historical antecedents • Global justice and legal issues • Global religions, beliefs, ideologies • Global studies • Identities in global society Readership: Students and academics in the fields of politics and international relations, international business, geography and environmental studies, sociology

and cultural studies, and health.

Business Vocabulary in Use Advanced with Answers

Cambridge University Press This is a new self-study reference and practice book for advanced learners of English who need vocabulary for business and professional purposes. It has been carefully researched using the Cambridge International Corpus to ensure that the 2,000 new words and expressions represent the English that native speakers actually use. The book consists of 50 units and follows the highly successful format of the English Vocabulary in Use range with presentation material on the left-hand page and practice exercises on the right-hand page. It covers a wide variety of up-to-date business topics and concepts including: people and organisations; quality; strategy; marketing; IT and the Internet; ethics and globalisation.

Model Business Letters, Emails and Other Business Documents

Pearson UK For anyone who wants to communicate effectively in business,this is your complete reference guide for any form of written communication. Packed with over 500 sample documents, over 100 tips for better business writing and useful templates you can apply to your writing immediately, Model Business Letters will help you put the key rules of good business writing into action.

Advancing Technology Industrialization Through Intelligent Software Methodologies, Tools and

Techniques

Proceedings of the 18th International Conference on New Trends in Intelligent Software Methodologies, Tools and Techniques (SoMeT_19)

IOS Press Software has become ever more crucial as an enabler, from daily routines to important national decisions. But from time to time, as society adapts to frequent and rapid changes in technology, software development fails to come up to expectations due to issues with efficiency, reliability and security, and with the robustness of methodologies, tools and techniques not keeping pace with the rapidly evolving market. This book presents the proceedings of SoMeT_19, the 18th International Conference on New Trends in Intelligent Software Methodologies, Tools and Techniques, held in Kuching, Malaysia, from 23–25 September 2019. The book explores new trends and theories that highlight the direction and development of software methodologies, tools and techniques, and aims to capture the essence of a new state of the art in software science and its supporting technology, and to identify the challenges that such a technology will have to master. The book also investigates other comparable theories and practices in software science, including emerging technologies, from their computational foundations in terms of models, methodologies, and tools. The 56 papers included here are divided into 5 chapters: Intelligent software systems design and techniques in software engineering; Machine learning techniques for software systems; Requirements engineering, software design and development techniques; Software methodologies, tools and techniques for industry; and Knowledge science and intelligent computing. This comprehensive overview of information systems and research projects will be invaluable to all those whose work involves the assessment and solution of real-world software problems.

Perfect Phrases for Business Letters

McGraw-Hill Education Whether it's writing a proposal, motivating employees, or reaching out to customers, the Perfect Phrases series has the tools you need for precise, effective communication. Distilling complex ideas into specific phrases that diplomatically and honestly depict the concepts at hand, this invaluable series provides: The best techniques to communicate messages and goals in business letters and proposals Tips for bringing out the best in every employee in every business Dialogues and scripts to practice interactions with customers or employees— tailorable to any industry or company culture Phrases for each step of the sales process

The Small Business Planner

The Complete Entrepreneurial Guide to Starting and Operating a Successful Small Business

Morgan James Publishing What are the ten most common marketing mistakes? How do you avoid costly mistakes when planning for a new business? What should be avoided when planning a business web site? These are only a few of many important questions answered in "The Small Business Planner", the most comprehensive book available to assist new and established entrepreneurs operate a successful enterprise. Written in understandable terms. "The Small Business Planner" provides access to numerous free templates on the companion web site including: Business and Marketing Plans in MS Word; Profit & Loss projections, Cash Flow projections, Start-Up Cost Analysis, and many more in MS Excel, all complete with formulas and ready to use. The companion site also includes a forum for entrepreneurs to post important questions regarding their business. "The Small Business Planner" provides a detailed check list for new entrepreneurs to ensure that important tasks and processes are not overlooked. The Feasibility Analysis will let you know if your business idea will be profitable and competitive. The 3 major business modules of Marketing, Finance and Operations are covered in detail. More than half of "The Small Business Planner" is dedicated to generating revenue. Essential Marketing topics include: Planning and Research where the author introduces his own easy to use

model to create an effective message, Advertising basics, Choosing the Right Media, Databases, Selling Skills, along with Customer Service. Finance covers: Bookkeeping Basics, Financial Statements, Setting Goals and Measuring Results, and Receivables Management. Operations topics include: Creating Effective Web Sites, Employee Relations and Contingency Planning. Entrepreneurship can be very rewarding if the functions in all three business modules are executed properly. Now the small business owner can wear all hats effectively and avoid making costly mistakes by using "The Small Business Planner".

Start Your Own Business 2012

Crimson Publishing Brought to you by the UK's leading small business websiteIf you're looking for a practical guide to help you start a business, this is the book for you. Covering each stage of starting up - from evaluating your business idea to marketing your product or service - this annually updated handbook includes the latest information on support and legal regulations for small businesses, plus advice on taking advantage of today's economic conditions. Whether you're looking to start up a cleaning business, set up as a freelancer, go into property development or start an eBay venture, you'll uncover the expert advice you need to succeed.Inside you'll find practical pointers and first-hand business insight from successful start-ups and top entrepreneurs.Find our how to:Turn an idea into a viable businessWrite an effective business planRaise finance for your start-upDeal with regulations and lawsPrice products or services competitivelyFind and retain customersMarket your business on a budgetHire the best employees

Authors And Creating Ebooks

Greenshoot Investments Pty Think Like a Publisher The truth is that if you think like a writer you may never see your manuscript as publishers would see it. If you think like a publisher you may never have written the manuscript in the first place. How do you act out both these parts? It's easy, by thinking like a property developer!! Award winning author Jonathan Drane reveals his adventure into the world of writing from a thirty year background in property development and multi-million dollar corporate deals. He finds the way to publish his works is not to think like a publisher and certainly not like a writer. Learn Jonathan's secrets in a process he calls 'book development' which will help you to self publish your own books, become the master of your own destiny and attract attention to your book and your brand. Jonathan has created a thriving e-business which has built a reader base from scratch, and now sells

his books 24/7 across the planet (while he sleeps). Through his e-book 'Think Like a Publisher', Jonathan introduces you to the key principles he uses in his business model, as well as an introduction to his on-line knowledge base 'The Author's Friend' which helps you to build your own model step by step, at a minimal cost.

Start Your Own Business 2013

Crimson Publishing In this book: Brought to you by the UK's leading small business website Startups.co.uk." Need a hand to get your business up and running? If you're looking for a practical guide to help you start a business, Start Your Own Business 2013,is the book for you. Covering each stage of starting up - from evaluating your business idea to marketing your product or service - this annually updated handbook includes the latest information on support and legal regulations for small businesses, plus advice on taking advantage of today's economic conditions. Whether you're looking to start up a cleaning business, set up as a freelancer, go into property development or start an eBay venture, you'll uncover the expert advice you need to succeed. Inside you'll find practical pointers and first-hand business insight from successful start-ups and top entrepreneurs including easyjet's Stelios and Betfair's Andrew Black. Find out how to: Turn an idea into a viable business Write an effective business plan Raise finance for your start-up Deal with regulations and laws Price products or services competitively Find and retain customers Market your business on a budget Hire the best employees . Other books in the Startups.co.uk series: Books on the following subjects are available from the Startups.co.uk series: Startups: Online Business, Startups: Bright Marketing, Startups: How to Start a Successful Business.

The Best iPhone, Android, and BlackBerry Apps

Vasanth Simon

It's All of Our Business

Communicating Competently in the Workplace

Oxford University Press "It's All of Our Business: Communicating in the Workplace is a brief, inexpensive, conversational and comprehensive text that balances practical skills and competence with scholarly insight. The text will address several topics often ignored or given only glancing coverage in competing texts including connecting bids, dialectics and conflict, anger management, difficult group members, virtual groups, cognitive dissonance, persuasion, power, and culture"--

Reconceptualizing English for International Business Contexts

A BELF Approach and its Educational Implications

Channel View Publications This book presents a critique of current English as a Business Lingua Franca (BELF) practices using research conducted in Bosnia and Herzegovina. The authors identify English communication behaviors that hinder or promote success in the workplace, and trace these back to curricula and teaching practices. The authors suggest which skills employers need and expect from employees, and question whether English courses concerned with general academic English skills and business vocabulary are sufficient training for linguistically-complex workplaces. The book also examines whether the focus on achieving native-like proficiency with high grammatical standards and a strong emphasis on form are adequately preparing students who aspire to use English in professional contexts as a means to 'get their job done'.

The Manager's Communication Toolbox

American Society for Training and Development Managers have a lot to handle. Many responsibilities involve working with people and require excellent communication skills. Drawn from seasoned managers, these tools will improve any

manager's day-to-day interactions. Learn to be proactive instead of reactive, and turn all managerial duties into experiences that work best for everyone involved.

Airline e-Commerce

Log on. Take off.

Routledge From the few tickets that were sold by Alaska Airlines and former British Midland in December 1995 via the industry's first airline booking engine websites, global online travel has grown to generate today more than half a trillion dollars in annual revenue. This development has brought significant changes to the airline business, travel markets, and consumers. Today, airlines worldwide not only use e-commerce for online marketing and selling but also as a platform to offer unique services and capabilities that have no counterpart in the physical world. This book is an in-depth introduction to airline e-commerce. It covers a broad scope of areas that are essential to an airline's ongoing digital transformation. Digital properties & features E-marketing E-sales & distribution Web customer service E-commerce organization E-commerce strategy Written by an airline e-commerce expert and illustrated with numerous examples of leading airlines in this area, Dr. Hanke provides for comprehensive "behind-the-scenes" details of how airline e-commerce works. This book is a crucial companion for students and practitioners alike because it allows the reader to acquire a thorough foundation of airline e-commerce. Furthermore, the book enables the reader to appreciate the ramifications of airline e-commerce in certain corporate areas and to take effective action for a successful e-commerce strategy.

Business Communication and Character

Cengage Learning Discover how your communication conveys your character -- or who you are as a person -- as you learn to make effective written and oral communication choices in your professional and personal life. Master your own natural, conversational style to earn trust and respect, to differentiate yourself in your career, or to gather funding. This edition addresses today's most important business communication concepts as new self-reflection questions help you develop a deeper understanding of yourself to better communicate and reach personal and professional goals. A

new communication model emphasizes character check, audience analysis, message and medium (CAM) within in-person, online or social media communication. Intriguing examples from real companies illustrate principles at work. You also learn to communicate within a team, resolve conflict and maximize some of today's most advanced communication and collaboration technology tools. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

RRB PO Practice Set 2021: Download 200 Solved Examples in PDF!

RRB PO Practice Set 2021 Announced: An One-Stop Guide to Crack the RRB Officer Scale-I Exam!

Testbook.com This exclusive ebook on RRB PO Practice Set 2021 is expert-curated to cover latest RRB Officer Scale-I exam concepts. This guide comes with 200 solved examples & free answer key on IBPS RRB PO Mains Syllabus to help you ace the crucial Banking spot.

Business Data Communications and Networking

John Wiley & Sons Business Data Communications and Networking, 14th Edition presents a classroom-tested approach to the subject, combining foundational concepts, practical exercises, and real-world case studies. The text provides a balanced, well-rounded presentation of data communications while highlighting its importance to nearly every aspect of modern business. This fully-updated new edition helps students understand how networks work and what is required to build and manage scalable, mobile, and secure networks. Clear, student-friendly chapters introduce, explain, and summarize fundamental concepts and applications such as server architecture, network and transport layers, network design processes and tools, wired and wireless networking, and network security and management. An array of pedagogical features teaches students how to select the appropriate technologies necessary to build and

manage networks that meet organizational needs, maximize competitive advantage, and protect networks and data from cybersecurity threats. Discussions of real-world management and technical issues, from improving device performance to assessing and controlling costs, provide students with insight into the daily networking operations of actual businesses.

Commercial Data Mining

Processing, Analysis and Modeling for Predictive Analytics Projects

Elsevier Whether you are brand new to data mining or working on your tenth predictive analytics project, Commercial Data Mining will be there for you as an accessible reference outlining the entire process and related themes. In this book, you'll learn that your organization does not need a huge volume of data or a Fortune 500 budget to generate business using existing information assets. Expert author David Nettleton guides you through the process from beginning to end and covers everything from business objectives to data sources, and selection to analysis and predictive modeling. Commercial Data Mining includes case studies and practical examples from Nettleton's more than 20 years of commercial experience. Real-world cases covering customer loyalty, cross-selling, and audience prediction in industries including insurance, banking, and media illustrate the concepts and techniques explained throughout the book. Illustrates cost-benefit evaluation of potential projects Includes vendor-agnostic advice on what to look for in off-the-shelf solutions as well as tips on building your own data mining tools Approachable reference can be read from cover to cover by readers of all experience levels Includes practical examples and case studies as well as actionable business insights from author's own experience

Your Career: How to Make it Happen

Cengage Learning Moving you from job seeker to job finder, Owens/Kadakia's bestselling YOUR CAREER: HOW TO MAKE IT HAPPEN, 10th edition, equips you with the tips, tools and step-by-step instructions to land an ideal job now and at

every stage of your career. Marketing yourself to prospective employers can be overwhelming, so the authors break it down into small chunks that build your skills -- and confidence -- one chapter at a time. Real-life stories help you relate to chapter content, while clear instructions guide you through self-assessment, employer research, networking, resume writing, successful interviewing and more. Helping you build a strong foundation for current and future job searches, YOUR CAREER gives you the tools to stand out as a strong candidate for jobs, gain a competitive advantage in the workplace and reach your career potential. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.