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The App & Mobile Case Study Book **Case Study Research for Business Case Study Case Study Research Case Study Research in Practice** *The Advantages of Loyalty Programms for Customers. A Case Study of the Lufthansa Miles & More Programm* **Applications of Case Study Research** Public Office, Private Interests **Clinical Anatomy: A Case Study Approach** The Case Study Anthology **Case Study Research Case Study 5.03 Glass Half-Broken** **Rising Stars in Human-Robot Interaction** *Case Study Research In Educational Settings* *A Case Study Evaluation of StarTool, a Tool for Planning the Restructuring of Software* **Sustainable Construction** **Digital Technology and the Practices of Humanities Research** *Multiple Case Study Analysis* The Case Study Handbook, Revised Edition **An Evaluation of Pay and Performance – A Case Study of Mauritius** **Scientific and Technical Aerospace Reports** **Cases on Strategic Social Media Utilization in the Nonprofit Sector** Doing Your Child Observation Case Study **Industrial Transformation** *Comics for Film, Games, and Animation* *Investigations of E-Learning Patterns: Context Factors, Problems and Solutions* Digital Marketing. A Case Study of Adidas and Snapchat **Software Technologies Collaborating with Families Exclusive Dealing** **Rebuild America's Community Partnership Handbook** **Advances in Design and Digital Communication** **Skew-Elliptical Distributions and Their Applications** *Urban Action Clearinghouse Case Study* **How to do your Case Study** Female Celebrity and Ageing Management of Event Operations **A Practical Guide to Green Real Estate Management** **Urban Action Clearinghouse Case Study**

Public Office, Private Interests Mar 19 2022 “Public Office, Private Interests: Accountability through Income and Asset Disclosure” examines the objectives, design features, and implementation approaches that can contribute to the effectiveness of an income and asset disclosure (IAD) system, and enhance its impact as a prevention and enforcement tool. It draws on detailed case studies that are published in a companion volume: “Income and Asset Disclosure: Case Study Illustrations” The companion volume “Income and Asset Disclosure: Case Study Illustrations” includes case studies of the IAD systems in Argentina, Croatia, Guatemala, Hong Kong SAR, Indonesia, Jordan, the Kyrgyz Republic, Mongolia, Rwanda, Slovenia, and the United States. Case studies were conducted through review of the legal framework, desk research and interviews with practitioners, academics, and representatives of civil society. Each case study outlines the legal framework for the IAD regime, the mandate and structure of the IAD agency, and the resources and procedures of the IAD system. The characteristics of each system are highlighted along with other findings that illuminate the challenges faced in implementing the system, the steps taken, and the progress achieved by the IAD agency in fulfilling its mandate. There are a wide variety of approaches in IAD system design and implementation and a wide variety of challenges faced by different systems. New and emerging IAD systems may face challenges associated with resource and capacity constraints, political resistance to implementation, a lack of public awareness, or limited civil society capacity to support anticorruption efforts. Many established systems may also face the need to revise the legal framework, institutional arrangements, or enforcement mechanisms once it becomes apparent that original assumptions do not deliver expected results or unanticipated challenges emerge. There is no single optimal approach to IAD system design and implementation. Context is essential. These volumes do not, therefore, attempt to lay out a standard approach for IAD administration. Rather, they identify the objectives, features, and mechanisms that can contribute to the effectiveness of an IAD system and enhance its impact as a prevention and enforcement tool.

How to do your Case Study Oct 22 2019 Case Study is one of the most widely applied methods of research and instruction in use today. Cases are used to frame research, aid teaching and help learning the world over. Yet, despite being so widely used, there remains a great deal of uncertainty about what constitutes case study research and how case studies should be designed and carried out. In this lucid, accessible and often witty new text, Gary Thomas introduces students and researchers to the basics of case study research. Using a wide range of real-life examples, this book sets out for those new to the method how best to design and carry out case studies in the social sciences and humanities **How to do your case study: a guide for students and researchers** deals with the core issues and methods that anyone new to case study will need to understand: - What is a case study? - When and why should case study methods be used? - How are case studies designed? - What methods can be used? - How do we analyse and make sense of our data? - How do we write up and write about our case? **How to do your Case Study** will be essential reading for any student or researcher in the Social Sciences, Health Sciences, in Business Studies, in Education and the Humanities.

Doing Your Child Observation Case Study Nov 03 2020 Observation of young children, their development, and planning for next steps is a fundamental requirement of early years practice. Awareness of appropriate techniques, understanding what you are observing, as well as what it all means in terms of planning for learning is an essential yet difficult skill to acquire. This is a very practical book on observing young children that supports you in preparing a child observation case study. Taking a step-by-step approach the book covers the whole process beginning with choosing a child to study before discussing the fundamentals of child observation. It includes invaluable guidance on: The ethics of your study Appropriate techniques and tools for gathering data Observations that are useful How to select material to include Analyzing or interpreting the information Potential pitfalls The book includes many examples of good observations, which help show how your own observations can be evaluated, analyzed and used. In addition there is a fully worked example of a child observation case study in the penultimate chapter. If you are studying early years or early childhood studies at foundation, undergraduate or Master's degree level then this book will really help you get to grips with how a good child observation study unfolds and develops. Cath Arnold works at the Pen Green Centre, an internationally renowned Children's Centre in Corby, UK. She is author of *Observing Harry* (Open University Press 2003). This is a fascinating and accessible new book on child observation case study for students and professionals. Cath Arnold integrates theoretical perspectives and practical examples of observations with remarkable clarity in this comprehensive guidance to child case study. Shirley Allen, Senior Lecturer Early Childhood Studies, Middlesex University It is quickly evident to the reader that 'Doing Your Child Observation Case Study' is steeped in the expertise and extensive experience of its author. The practical guidance it offers is likely to prove invaluable for

childhood studies students and early career researchers in the field. Yet Cath Arnold's 'step-by-step guide' goes far beyond the practical. She shines vital light on the complex nuances of values, beliefs, ethics and rights inherent in child case study and addresses with clarity and credibility the crucial role that theory can play in supporting our understanding of children's actions. This text is an excellent addition to the childhood studies bookshelf. Dr Jane Murray, Centre for Education and Research, University of Northampton, UK Cath Arnold has provided a rich resource for those who want to understand more about children, their wellbeing and their learning. This detailed approach to child observation offers guidance on why, how and what to observe, and how to interpret what is observed. Rich in examples collected over many years 'Doing your Child Observation Case Study' will get many early years practitioners started on their own learning journeys as they watch and engage with young children to develop detailed impressions of children's development. Professor Cathy Nutbrown, Head of The School of Education, The University of Sheffield In this new book Cath is once more supporting early childhood educators to engage in the strong UK tradition of child observations; the tradition of Piaget, Novara, Darwin and Susan Isaacs. She has developed her own understanding of the importance of observational studies building on the giants whose shoulders we all stand on. This powerful publication combines insights into both the theory and practice of developing child observations in an early years setting. Cath demonstrates how detailed and powerful records of children's learning and development speak to practitioners and hold their value over time in a world where early educators are increasingly obliged to devote enormous amounts of their energy filling in forms, schedules and are hard pressed to reject the pressure of tick box developmental checks and imposed tracking schemes. This book lights the way to a much deeper way of documenting children's learning and development. As educators we need to match children's learning with rich curriculum content and this book reminds us that we can only achieve this critical pedagogical task if we have closely watched what it is that excites and interests each individual child. 'Doing Your Child Observation Case Study' shows us the way to be well informed practitioners able to offer children a really rich learning experience. Dr. Margy Whalley, Director of the Research, Development and Training Base at the Pen Green Centre and Centre for Children and their Families

The Case Study Handbook, Revised Edition Mar 07 2021 The guide all MBAs and executive education students need. If you're enrolled in an MBA or executive education program, you've probably encountered a powerful learning tool: the business case. But if you're like many people, you may find interpreting and writing about cases mystifying and time-consuming. In *The Case Study Handbook, Revised Edition*, William Ellet presents a potent new approach for efficiently analyzing, discussing, and writing about cases. Early chapters show how to classify cases according to the analytical task they require (making a decision, performing an evaluation, or diagnosing a problem) and quickly establish a base of knowledge about a case. Strategies and templates, in addition to several sample Harvard Business School cases, help you apply the author's framework. Later in the book, Ellet shows how to write persuasive case-analytical essays based on the process laid out earlier. Examples of effective writing further reinforce the methods. The book also includes a chapter on how to talk about cases more effectively in class. Any current or prospective MBA or executive education student needs this guide.

Comics for Film, Games, and Animation Sep 01 2020 Tyler Weaver teaches you how to integrate comic storytelling into your own transmedia work by exploring their past, present, and future. He discusses the creation of the unique mythologies in comic stories and digs into the details of comic construction, from pacing to scripting to collaboration.

Skew-Elliptical Distributions and Their Applications Dec 24 2019 This book reviews the state-of-the-art advances in skew-elliptical distributions and provides many new developments in a single volume, collecting theoretical results and applications previously scattered throughout the literature. The main goal of this research area is to develop flexible parametric classes of distributions beyond the classical normal distribution. The book is divided into two parts. The first part discusses theory and inference for skew-elliptical distribution. The second part examines applications and case studies, including areas such as economics, finance, oceanography, climatology, environmental metrics, engineering, image processing, astronomy, and biomedical science.

Sustainable Construction Jun 10 2021 **SUSTAINABLE CONSTRUCTION DISCOVER THE LATEST EDITION OF THE LEADING TEXTBOOK ON SUSTAINABLE CONSTRUCTION AND GREEN BUILDING** In the newly revised Fifth Edition of *Sustainable Construction: Green Building Design and Delivery*, the late Dr. Charles J. Kibert delivers a rigorous overview of the design, construction, and operation of high-performance green buildings. In the leading textbook on sustainable building, the author provides thoroughly updated information on everything from materials selection to building systems. Updated to reflect the latest building codes and standards, including LEED v4.1, the book offers readers coverage of international green building codes and standards, biomimicry, ecological design, focused assessment systems like SITES, EDGE, WELL, and Fitwell, and sustainable construction resilience. Readers will learn to think critically about all aspects of green building and benefit from the inclusion of: A thorough introduction to sustainable construction, including the landscape for green buildings, sustainable development, sustainable design, and the rationale for high-performance green buildings An exploration of the foundations of green buildings, including biomimicry and ecological design, basic concepts and vocabulary, and the green building movement Practical discussions of ecological design, including a historical perspective, contemporary ecological design In-depth examinations of high-performance green building assessment, including focused assessment systems and international building assessment systems Perfect for upper level undergraduate and graduate level students in architecture, architectural technology, civil engineering, and construction management, *Sustainable Construction* is also an indispensable resource for anyone studying for the LEED Green Associate exam, as well as industry professionals and building owners.

A Practical Guide to Green Real Estate Management Jul 19 2019

Rebuild America's Community Partnership Handbook Feb 24 2020 Guides you and your local community or regional group through the process of becoming a partner in the Rebuild America program. Helps you plan and implement the energy retrofit of your local building stock. Covers: how to form your partnership, how to collect and examine your data, how to conduct an initial screening, how to finance your retrofit program, how to develop an action plan, how to evaluate individual buildings, how to implement your program, and how to verify and report results. Appendices: unit conversions, monitoring, list of acronyms and units.

Case Study Research Jul 23 2022

Case Study Research Dec 16 2021 *Case Study Research: Principles and Practices* aims to provide a general understanding of the case study method as well as specific tools for its successful implementation. These tools can be utilized in all fields where the case study

method is prominent, including business, anthropology, communications, economics, education, medicine, political science, social work, and sociology. Topics include the definition of a 'case study,' the strengths and weaknesses of this distinctive method, strategies for choosing cases, an experimental template for understanding research design, and the role of singular observations in case study research. It is argued that a diversity of approaches - experimental, observational, qualitative, quantitative, ethnographic - may be successfully integrated into case study research. This book breaks down traditional boundaries between qualitative and quantitative, experimental and nonexperimental, positivist and interpretivist.

Case Study Aug 24 2022 **LONGLISTED FOR THE 2022 BOOKER PRIZE SHORTLISTED FOR THE 2022 GORDON BURN PRIZE** 'A page-turning blast.' Times 'Genuinely affecting ... a very funny book.' Guardian 'Burstingly alive and engaging.' Telegraph **FROM THE AUTHOR OF THE BOOKER PRIZE-SHORTLISTED HIS BLOODY PROJECT.** 'I have decided to write down everything that happens, because I feel, I suppose, I may be putting myself in danger.' London, 1965. An unworldly young woman suspects charismatic psychotherapist Collins Braithwaite of involvement in a death in her family. Determined to find out more, she becomes a client of his under a false identity. But she soon finds herself drawn into a world in which she can no longer be certain of anything. In *Case Study*, Graeme Macrae Burnet presents both sides: the woman's notes and the life of Collins Braithwaite. The result is a dazzling, page-turning and wickedly humorous meditation on the nature of sanity, identity and truth itself, by one of the most inventive novelists writing today.

Multiple Case Study Analysis Apr 08 2021 Examining situational complexity is a vital part of social and behavioral science research. This engaging text provides an effective process for studying multiple cases--such as sets of teachers, staff development sessions, or clinics operating in different locations--within one complex program. The process also can be used to investigate broadly occurring phenomena without programmatic links, such as leadership or sibling rivalry. Readers learn to design, analyze, and report studies that balance common issues across the group of cases with the unique features and context of each case. Three actual case reports from a transnational early childhood program illustrate the author's approach, and helpful reproducible worksheets facilitate multicase recording and analysis.

The App & Mobile Case Study Book Oct 26 2022 "The stories and statistics behind some of the most successful mobile content ever made"--Cover.

Software Technologies May 29 2020 This book constitutes the thoroughly refereed post-conference proceedings of the 14th International Conference on Software Technologies, ICSOFT 2019, held in Prague, Czech Republic, in July 2019. The 10 revised full papers were carefully reviewed and selected from 116 submissions. The topics covered in the papers include: business process modelling, IT service management, interoperability and service-oriented architecture, project management software, scheduling and estimating, software metrics, requirements elicitation and specification, software and systems integration, etc.

Glass Half-Broken Oct 14 2021 Why the gender gap persists and how we can close it. For years women have made up the majority of college-educated workers in the United States. In 2019, the gap between the percentage of women and the percentage of men in the workforce was the smallest on record. But despite these statistics, women remain underrepresented in positions of power and status, with the highest-paying jobs the most gender-imbalanced. Even in fields where the numbers of men and women are roughly equal, or where women actually make up the majority, leadership ranks remain male-dominated. The persistence of these inequalities begs the question: Why haven't we made more progress? In *Glass Half-Broken*, Colleen Ammerman and Boris Groysberg reveal the pervasive organizational obstacles and managerial actions—limited opportunities for development, lack of role models and sponsors, and bias in hiring, compensation, and promotion—that create gender imbalances. Bringing to light the key findings from the latest research in psychology, sociology, organizational behavior, and economics, Ammerman and Groysberg show that throughout their careers—from entry-level to mid-level to senior-level positions—women get pushed out of the leadership pipeline, each time for different reasons. Presenting organizational and managerial strategies designed to weaken and ultimately break down these barriers, *Glass Half-Broken* is the authoritative resource that managers and leaders at all levels can use to finally shatter the glass ceiling.

Advances in Design and Digital Communication Jan 25 2020 This book reports on research findings and practical lessons featuring advances in: digital and interaction design; graphic design and branding; design strategies and methodologies; design education; society and communication in design practice; and other related areas. Gathering the proceedings of the 4th International Conference on Digital Design and Communication, Digicom 2020, held virtually on November 5-6, 2020, the book describes cutting-edge perspectives on and analysis of and solutions to challenges digital communication is currently presenting to society, institutions and brands. It offers a timely guide and a source of inspiration for designers of all kinds, including graphic, digital and web designers, UI, UX and social media designers, and to researchers, advertisers, artists, and entrepreneurs, as well as brand or corporate communication managers.

Exclusive Dealing Mar 27 2020 This book will be of interest to all decision-makers and analysts concerned with supply contracts. The primary focus of this study is on one particular type of supply contract, namely, the exclusive dealing contract. Its essence is the agreement by a seller (or a lessor) and/or buyer (or lessee) to transact only with the other party for the duration of the contract. This analysis attempts to discern the economic reasons why that type of supply contract was utilized in individual cases, and to aggregate the results in a systematic fashion. It covers all the federal antitrust cases involving exclusive dealing that reached the Court of Appeals level and/or the Supreme Court through 1986. For the interested reader, careful referencing and an extensive bibliography provide easy access to treatments that are more theoretically disposed.

Collaborating with Families Apr 27 2020 Students in general education and special education classes will learn from and be moved by this collection of field-tested, personal cases. Overton asked family members from diverse income levels and racial and ethnic groups, whose children varied in age and learning challenge, to record their personal stories. Many of these family members were not well-known or active in their children's schools; their cases facilitate an understanding and respect for the variety of families in which children live. The resulting set of cases will stimulate reflection, provoke discussion, and encourage the determination of best practices to support and bring about collaboration with all families. Activities, margin notes, and author commentaries emphasize and clarify points, facilitate reflection, and tie theory and research to each story. This compelling book can make a difference for those who work with students with special needs and their family members.

Case Study 5.03 Nov 15 2021

Scientific and Technical Aerospace Reports Jan 05 2021 Lists citations with abstracts for aerospace related reports obtained from world wide sources and announces documents that have recently been entered into the NASA Scientific and Technical Information Database.

Urban Action Clearinghouse Case Study Nov 22 2019

Case Study Research for Business Sep 25 2022 Using a step-by-step approach, Case Study Research for Business takes students right through the case study research process from research design and data collection using qualitative and quantitative methods, to research analysis, writing up and presenting work. The book takes a multidisciplinary approach to case study research design by drawing on both positivist and interpretivist schools of thought to improve student understanding of these critical research traditions. It covers contemporary topics such as research ethics and includes practical examples from all areas of business. Pedagogical features including vignettes, exercises and cases which directly relate to business research.

Industrial Transformation Oct 02 2020 A comparative analysis of environmental policy innovations in the United States and Europe that use voluntary, collaborative, and information-based approaches.

Digital Technology and the Practices of Humanities Research May 09 2021 How does technology impact research practices in the humanities? How does digitisation shape scholarly identity? How do we negotiate trust in the digital realm? What is scholarship, what forms can it take, and how does it acquire authority? This diverse set of essays demonstrate the importance of asking such questions, bringing together established and emerging scholars from a variety of disciplines, at a time when data is increasingly being incorporated as an input and output in humanities sources and publications. Major themes addressed include the changing nature of scholarly publishing in a digital age, the different kinds of 'gate-keepers' for scholarship, and the difficulties of effectively assessing the impact of digital resources. The essays bring theoretical and practical perspectives into conversation, offering readers not only comprehensive examinations of past and present discourse on digital scholarship, but tightly-focused case studies. This timely volume illuminates the different forces underlying the shifting practices in humanities research today, with especial focus on how humanists take ownership of, and are empowered by, technology in unexpected ways. Digital Technology and the Practices of Humanities Research is essential reading for scholars, students, and general readers interested in the changing culture of research practices in the humanities, and in the future of the digital humanities on the whole.

Investigations of E-Learning Patterns: Context Factors, Problems and Solutions Jul 31 2020 "This book addresses e-learning patterns in software development, providing an accessible language to communicate sophisticated knowledge and important research methods and results"--Provided by publisher.

Management of Event Operations Aug 20 2019 An introduction to the management of operations and project planning for the event planner and venue provider, this work examines quality in the events industry, and its effect on customer satisfaction, resource efficiency and event success.

An Evaluation of Pay and Performance – A Case Study of Mauritius Feb 06 2021

Case Study Research in Practice Jun 22 2022 Case Study Research in Practice explores the theory and practice of case study research. Helen Simons draws on her extensive experience of teaching and conducting case study to provide a comprehensive and practical account of how to design, conduct and communicate case study research. It addresses questions often raised by students and common misconceptions about case research. In four sections the book covers - Rationale, concept and design of case study research - Methods, ethics and reflexivity in case study - Interpreting, analyzing and reporting the case - Generalizing and theorizing in case study research Rich with 'tales from the field' and summary memos as an aide-memoire to future action, the book provides fresh insights and challenges for researchers to guide their practice of case study research. This is an ideal text for those studying and conducting case study research in education, health and social care, and related social science disciplines. Helen Simons is Professor Emeritus of Education University of Southampton

Digital Marketing. A Case Study of Adidas and Snapchat Jun 29 2020 Seminar paper from the year 2018 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,3, International School of Management, Campus Munich, language: English, abstract: Since market power has moved from enterprises to consumers, and global competition has increased substantially, managers in almost all industries need to face enormous performance challenges. To avoid being replaced by rivals, they are forced to be more innovative in establishing and performing their competitive strategies. Long-term success will not be achieved solely through competitiveness but instead will depend on the ability to evolve new demand and create and gather new markets. Therefore, marketing is one of the most fundamental topics when concentrating on the customers' desires. Mainly it is about picking up the clients by delivering a unique feeling in form of a must-have product. Adidas is counted among one of the global players of sports and lifestyle brands, together with its biggest competitors Nike and Puma. With an annual revenue of EUR 21.218bn (in 2017), over 56,888 employees worldwide, and more than 900 million products produced per year, the German business is an omnipresent sports and lifestyle brand, which became more and more important over the last decades. According to Statista, it was voted one of the ten most reputable companies worldwide in 2018, being the only sports and lifestyle brand in this ranking. In addition, Forbes published an article, stating that Adidas reached the third place of the World's most valuable sports brands, following Nike and ESPN. Yet by comparing the global revenues of Adidas, Nike and Puma from 2006 to 2017 it can be seen, that the company founded in 1924 by Adi Dassler in a small village in Southern Germany called Herzogenaurach is lagging behind Nike's global revenues for many years. This is one of the core reasons driving the brand with the three stripes to establish new marketing strategies for diversifying and simultaneously increasing its customer portfolio. The sections below concern aspects referring to the research fields E-Marketing and E- Commerce, Online Marketing, Online Advertising and Social Media, and Mobile Marketing. A summary with the most fundamental information is provided at the end of each part.

Applications of Case Study Research Apr 20 2022 This book helps graduate students and seasoned researchers strengthen their own case study research and become more critical consumers of the case study research done by others. It presents a collection of 21 individual applications of the case study method, many shortened or re-written for this book. Following feedback from users of earlier editions of the book, the applications include a wide array of single-case studies, providing useful examples for solo researchers. New to This Edition: - Expanded from 10 to 15 chapters, and from 16 to 21 case study applications, the book provides many more examples of the case study method - Contains six entirely new chapters, all emphasizing single-case and simpler applications, and including an

introductory chapter which serves as a refresher on the case study method - Provides a new feature called inside stories, which are linked to suggested classroom exercises - Includes an expanded section of the book on case study evaluations, including a new chapter on the principles of case study evaluations along with a specific and new application.

Clinical Anatomy: A Case Study Approach Feb 18 2022 A UNIQUE TEXT THAT BRIDGES THE GAP BETWEEN BASIC AND CLINICAL ANATOMY Filled with 50 cases that consider 130 possible diagnoses, and more than 250 illustrations, this concise, highly accessible book is a must for medical students and professionals preparing for their courses, boards, and practice. With each chapter, you will gain insight into the fundamentals of human anatomy and--just as importantly--its relevance to actual clinical practice. Clinical Anatomy features an intuitive body region organization, which is consistent with the common instructional approach of medical gross anatomy courses. No other guide offers you the opportunity to interact with clinical conditions on a level that so closely approximates clinical practice. FEATURES A rigorous, case-based approach helps you master the basics of anatomy and apply what you have learned to real-world clinical scenarios 50 clinical cases include the patient complaint, relevant findings of the physical examination, and the signs and symptoms of related clinical problems More than 250 full-color ANATOMICAL AND CLINICAL images Definitions of clinical terms presented WITH each case Instructive overview of the nervous system in the first chapter Logical body region organization Chapter-ending USMLE-type (clinical-vignette) review questions Helpful appendices feature a comprehensive list of clinical terms (referenced by case) and explanations of the correct answers for the review questions

Urban Action Clearinghouse Case Study Jun 17 2019

Rising Stars in Human-Robot Interaction Sep 13 2021

Female Celebrity and Ageing Sep 20 2019 *Female Celebrity and Ageing: Back in the Spotlight* interrogates the myriad ways in which celebrity culture constructs highly visible ideologies of femininity and ageing, and how ageing female celebrities have negotiated the media in a variety of industrial, historical and national contexts. In the era when the 'baby boomers' have started drawing their pensions, the boundaries of what constitutes 'old age' have never seemed more fluid, and ageing has never been presented by advertisers and marketers in a more dynamic fashion. However, the fact remains that ageing is still widely feared, and growing old is an inherently gendered process, in which ageing women are paradoxically both rendered invisible and subjected to damning scrutiny. Nowhere is this conflicting state of affairs more evident than in celebrity culture, where ageing female stars are praised for 'growing old gracefully' one moment, and condemned for 'letting themselves go' the next, when they fail to age 'appropriately'. Examining a variety of themes and ageing women in the spotlight, from Barbara Stanwyck to Madonna to Charlotte Rampling, the essays collected here forge new critical and conceptual insights into how women grow older in the media, and the implications of this for what Susan Sontag memorably called "the double standard of ageing". This book is based on a special issue of *Celebrity Studies*.

A Case Study Evaluation of StarTool, a Tool for Planning the Restructuring of Software Jul 11 2021

The Advantages of Loyalty Programms for Customers. A Case Study of the Lufthansa Miles & More Programm May 21 2022

Bachelor Thesis from the year 2019 in the subject Business economics - Offline Marketing and Online Marketing, grade: 2,2, University of Applied Sciences Essen (FOM Hannover), language: English, abstract: This thesis firstly covers definitions of customer loyalty, loyalty cards and the different types of loyalty programs. Section two deals with some important details of Lufthansa's Miles & More program, such as the background of Miles & More, important facts about Star Alliance, the possibilities that Lufthansa offers its frequent flyers to earn and spend reward miles, information about the different status levels of Miles & More, and basic knowledge about data protection with Miles & More. In addition to the established research, an empirical study in the form of a 15-question survey was performed on several platforms to which frequent flyers have access. This survey is discussed in the third section of this thesis. To obtain information about how frequent flyers value the Miles & More program, this first-hand information was required and used to evaluate the Miles & More program. The performed survey can be found in Appendix 1, page 51 ff., and the results of the survey can be found in Appendix 2, page 58 ff. The survey consisted of four parts: the first part contained information about the topic itself and data protection. The second part comprised four questions about the flying pattern of each participant, and the frequent flyer status that each participant had with Miles & More. The third and most extensive part of the survey dealt with the number of miles that each participant owned, the benefits for frequent flyers with Miles & More, and the satisfaction of the participants with the program. The last part contained questions for statistical reasons, such as the gender and age of the participants. The fourth section of this thesis further addresses the results of the survey and provides explanations for why the most important benefit of Lufthansa's Miles & More program is so significant for customers. The fifth section deals with improvements to make the Miles & More program much more appealing to customers, regarding frequent flyer satisfaction, the earning and spending of frequent flyer miles, and the addition to the program of new benefits for frequent flyers. This thesis concludes the topic in the sixth section.

Cases on Strategic Social Media Utilization in the Nonprofit Sector Dec 04 2020 Typically utilized by larger corporations, social media marketing and strategy is lacking in small and medium-sized nonprofit organizations. Although these organizations are beginning to incorporate this form of online communication, there is still a need to understand the best practices and proper tools to enhance an organization's presence on the web. *Cases on Strategic Social Media Utilization in the Nonprofit Sector* brings together cases and chapters in order to examine both the practical and theoretical components of creating an online social community for nonprofit organizations. The technologies discussed in this publication provide organizations with the necessary cost-effective tools for fundraising, marketing, and civic engagement. This publication is an essential reference source for practitioners, academicians, researchers, and advanced-level students interested in learning how to effectively use social media technologies in the nonprofit sector.

Case Study Research In Educational Settings Aug 12 2021 Readers are taken through the various stages in conducting case study research, including a helpful account of data collection and data analysis methods. Structured, narrative and descriptive approaches to writing case study reports are also discussed.

The Case Study Anthology Jan 17 2022 Rather than descriptions of cases or short three paragraph samples, *The Case Study Anthology* provides readers with full cases drawn from a variety of disciplines that illustrate different case study techniques (descriptive, explanatory, cross-case, and methodological). Throughout the text, Robert K Yin provides thoughtful insights and guidelines on the cases and the different approaches to doing case study research.

