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*Big Data-Enabled Nursing Social Entrepreneurship* **Trends and Innovations in Information Systems and Technologies** A Guide to the Project Management Body of Knowledge (PMBOK® Guide) - Seventh Edition and The Standard for Project Management (BRAZILIAN PORTUGUESE) **Social Entrepreneurship** *Freecad [How-To] Software Technologies* Trends and Advances in Information Systems and Technologies BIM Handbook **The Current Situation in Croatia** **The Collaboration Challenge** Innovations in Public Administration *Green BIM* How To Read Annual Reports & Balance Sheets **Economics: Concepts, Methodologies, Tools, and Applications** **An Introduction to Information Systems** **Statistics for Management** Financial Accounting for Management: An Analytical Perspective **Data Structures and Program Design in C** International Symposium for the Organization and Management of Construction: Managing construction information *Artificial Intelligence in Perspective* **Open Innovation Bio-inspiring Cyber Security and Cloud Services: Trends and Innovations** *Organisational Behaviour* *Introduction to Marketing* *An Introduction to Electronic Commerce* Managing Electronic Records **Contemporary Business Communication (5Th Ed. (With Cd))** **Basic Business Communication** Contemporary Issues in Banking **Combinatorial Pattern Matching** Organizational Behaviour : Concepts, Controversies, Applications, Third Canadian Edition. Test Item File Multimedia Systems and

## Applications **Internationalization of Business**

**Social Entrepreneurship** Jun 29 2022 Until very recently, popular belief held that business skills were not needed at charitable organizations. No longer. Far from interfering with an organization's ability to provide needed services, techniques such as marketing, cash flow analysis, property management, and good use of technology all contribute to a charitable organization's mission capability. Unlike a not-for-profit that thinks of itself as a charity, the successful not-for-profit is really a mission-based

business. In an era of rapid change, increasing competition, and the need for more accountability to governments, foundations, insurers, and donors, knowing how to innovate, compete, and take reasonable risks on behalf of the mission is critical. It is, in short, the era of the social entrepreneur. The skilled social entrepreneur has the ability to get the most mission out of the resources at hand including traditional business techniques. Finally, here is a book that will help you learn their techniques. In *Social Entrepreneurship*, you will learn how successful

social entrepreneurs: \* Focus on community wants and needs \* Match those with core competencies to provide the quality services \* Assess risk and gauge opportunity \* Develop new project ideas and test their feasibility \* Write a business plan \* Project finances in the plan \* Tap into new sources of funding \* Develop the idea of social entrepreneurship throughout the organization \* Make sure that mission, not money, is the bottom line Also included are the seven essential steps of the not-for-profit business development process, real-

world case studies, sample business plans, and a self-assessment process to determine if your organization is ready for social entrepreneurship. In addition to entrepreneurs, middle managers, policy setters, volunteers, and a host of other important staff members will get value from the mission-beneficial information in this book. Most important, Social Entrepreneurship will help you to help your organization succeed and thrive and make your job more interesting and productive. Praise for Social Entrepreneurship The Art of Mission-Based Venture Development "A great read . . . contains both the theoretical

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underpinnings and practical applications that those of us in nonprofit leadership badly need. I will share it with my management team and board." Joseph M. Hafey, President and CEO, Public Health Institute "A sound, practical guide for developing social entrepreneurs. Brinckerhoff makes taking mission-related business risks on behalf of the people served less risky with the step-by-step application of business ideas and techniques. Warnings, real-world examples, and hands-on advice keep the reader on track to sensible risk taking." Connie Kirk, President and CEO, Tommy Nobis Center "Peter C. Brinckerhoff's new and masterfully written book

has a lot of practical information in it for any organization that wants to learn how to become and stay entrepreneurial. Brinckerhoff provides the right kind of information to any organization interested in succeeding in a highly competitive and service-oriented environment . . . [and] stresses the importance of an organization's encouraging innovation and risk only if it does not lose sight of its core values, its strengths, and its mission. That is excellent advice for any organization and for anyone who ventures into entrepreneurial waters." Andrew H. Souerwine, PhD, Emeritus Professor of Management and Organization

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The School of Business  
Administration, University of  
Connecticut  
Organizational Behaviour :  
Concepts, Controversies,  
Applications, Third Canadian  
Edition. Test Item File Mar 03  
2020

*Organisational Behaviour* Nov  
10 2020

*Artificial Intelligence in*  
*Perspective* Feb 11 2021 This  
major collection of short essays  
reviews the scope and progress  
of research in artificial  
intelligence over the past two  
decades. Seminal and most-  
cited papers from the journal  
*Artificial Intelligence* are  
revisited by the authors who  
describe how their research  
has been developed, both by

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themselves and by others, since  
the journals first  
publication. The twenty-eight  
papers span a wide variety of  
domains, including truth  
maintainance systems and  
qualitative process theory,  
chemical structure analysis,  
diagnosis of faulty circuits, and  
understanding visual scenes;  
they also span a broad range of  
methodologies, from AI's  
mathematical foundations to  
systems architecture. The  
volume is dedicated to Allen  
Newell and concludes with a  
section of fourteen essays  
devoted to a retrospective on  
the strength and vision of his  
work. Sections/Contributors: -  
*Artificial Intelligence in*  
*Perspective*, D. G. Bobrow.-

Foundations. J. McCarthy, R. C.  
Moore, A. Newell, N. J. Nilsson,  
J. Gordon and E. H. Shortliffe,  
J. Pearl, A. K. Mackworth and  
E. C. Freuder, J. de Kleer.-  
*Vision*. H. G. Barrow and J. M.  
Tenenbaum, B. K. P. Horn and  
B. Schunck, K. Ikeuchi, T.  
Kanade.- *Qualitative*  
*Reasoning*. J. de Kleer, K. D.  
Forbus, B. J. Kuipers, Y.  
Iwasake and H. A. Simon.-  
*Diagnosis*. R. Davis, M. R.  
Genesereth, P. Szolovits and S.  
G. Pauker, R. Davis, B. G.  
Buchanan and E. H. Shortliffe,  
W. J. Clancey.- *Architectures*. J.  
S. Aikins, B. Hayes-Roth, M. J.  
Stefik et al.- *Systems*. R. E.  
Fikes and N. J. Nilsson, E. A.  
Feigenbaum and B. G.  
Buchanan, J. McDermott. Allen

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Newell, H. A. Simon, M. J. Stefik and S. W. Smoliar, M. A. Arbib, D. C. Dennett, Purves, R. C. Schank and M. Y. Jona, P. S. Rosenbloom and J. E. Laird, P. E. Agre.

Multimedia Systems and

Applications Jan 31 2020 This book brings together a collection of international contributions on multimedia systems and applications and looks in detail at current issues in R&D of multimedia and the applications which exploit it. Part I on systems looks at technology, interfaces and techniques; Part II on applications looks at simulation, education, publishing and the future of multimedia.

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*Big Data-Enabled Nursing* Nov 03 2022 Historically, nursing, in all of its missions of research/scholarship, education and practice, has not had access to large patient databases. Nursing consequently adopted qualitative methodologies with small sample sizes, clinical trials and lab research. Historically, large data methods were limited to traditional biostatistical analyses. In the United States, large payer data has been amassed and structures/organizations have been created to welcome scientists to explore these large data to advance knowledge discovery. Health systems electronic health records

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(EHRs) have now matured to generate massive databases with longitudinal trending. This text reflects how the learning health system infrastructure is maturing, and being advanced by health information exchanges (HIEs) with multiple organizations blending their data, or enabling distributed computing. It educates the readers on the evolution of knowledge discovery methods that span qualitative as well as quantitative data mining, including the expanse of data visualization capacities, are enabling sophisticated discovery. New opportunities for nursing and call for new skills in research methodologies are being

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further enabled by new partnerships spanning all sectors.

Contemporary Issues in Banking May 05 2020 This book offers insights into the contemporary issues in banking with a special focus on the recent European regulatory reforms, governance and the performance of firms. Written by prestigious professors and expert academics in the field, the book also covers a diverse set of topics that have gained great importance in this sector such as firm financing, culture, risk and other challenges faced by banks. The book is of interest to scholars, students and professionals in banking.

How To Read Annual Reports &

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Balance Sheets Sep 20 2021

This book introduces the reader to the Annual Report and discusses its various components namely, the directors report, the audit report and the financial statements. It helps the reader to unravel the mysteries of the financial statements and comprehend the innovativeness of creative accounting.

Financial Accounting for Management: An Analytical Perspective May 17 2021

Financial Accounting for Management: An Analytical Perspective focuses on the analysis and interpretation of financial information for strategic decision making to enable students and managers

to formulate business strategies for revenue enhancement, cost economies, efficiency improvements, restructuring of operations, and further expansion or diversification for creating and enhancing the shareholder's value. MBA, MFC and MBE students are its primary audience but its practical orientation will also be useful to corporate sector managers and CA, CWA, CS, CFA and CAIIB students.

Trends and Advances in Information Systems and Technologies Mar 27 2022 This book includes a selection of papers from the 2018 World Conference on Information Systems and Technologies

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(WorldCIST'18), held in Naples, Italy on March 27-29, 2018. WorldCIST is a global forum for researchers and practitioners to present and discuss recent results and innovations, current trends, professional experiences and the challenges of modern information systems and technologies research together with their technological development and applications. The main topics covered are: A) Information and Knowledge Management; B) Organizational Models and Information Systems; C) Software and Systems Modeling; D) Software Systems, Architectures, Applications and Tools; E) Multimedia Systems and

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Applications; F) Computer Networks, Mobility and Pervasive Systems; G) Intelligent and Decision Support Systems; H) Big Data Analytics and Applications; I) Human-Computer Interaction; J) Ethics, Computers & Security; K) Health Informatics; L) Information Technologies in Education; M) Information Technologies in Radiocommunications; N) Technologies for Biomedical Applications.

### **Bio-inspiring Cyber Security and Cloud Services: Trends and Innovations** Dec 12 2020

This volume presents recent research in cyber security and reports how organizations can gain competitive advantages by

applying the different security techniques in real-world scenarios. The volume provides reviews of cutting-edge technologies, algorithms, applications and insights for bio-inspiring cyber security-based systems. The book will be a valuable companion and comprehensive reference for both postgraduate and senior undergraduate students who are taking a course in cyber security. The volume is organized in self-contained chapters to provide greatest reading flexibility.

**Basic Business Communication** Jun 05 2020  
Lesikar and Flatley's, Basic Business Communication (BBC): Skills for Empowering

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the Internet Generation, has long been known as a solid introductory business communication book that gets to the writing skills sooner than most other texts and gives students true 'how-to' skills in all areas of business communication. It has solid examples, and is both consumer-and service-oriented. Its strength has also been its use of margin notes, cartoons and photos that relate to the concepts and use of cases. Recent editions have established BBC as truly cutting edge; it was the first text in the market with PowerPoint as part of its package, the first to have an online chapter, and with the

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9th Edition is now the first to offer writing tips and templates for PDAs (personal digital assistants).).

**Internationalization of Business** Jan 01 2020 This book illustrates the various facets of internationalization in managerial practice, starting with a strategic outline of the many options firms have when formulating internationalization strategies. Designed as a textbook for Bachelor, Master and MBA classrooms, the core of the book consists of six case studies on firms from diverse industries, such as sporting goods, aviation, grocery discount, motorcycle, computer and IT, and fast-food. The cases

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present a variety of ways of entering and operating in foreign markets, such as export, franchising, joint ventures, strategic alliances, greenfield-investments, acquisitions and mergers. In addition to market entry strategies, the cases provide readers, educators and students with insights into target market strategies, timing strategies, allocation strategies and coordination strategies of well-known companies.

**An Introduction to Information Systems** Jul 19 2021

**Open Innovation** Jan 13 2021  
' Open Innovation: A Multifaceted Perspective

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unveils research on open innovation from multidisciplinary perspectives and with practical insights from leaders and policy-makers. The first section addresses the links between open innovation and various disciplines, methods, concepts and policy instruments. The second section reviews selectively the literature, focusing essentially on open service innovation and innovation in financial services industries. It also explores different forms and types of practices reflecting the adoption and implementation of open innovation. The third section focuses on the management of open

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innovation, paying specific attention to the individual, intra- and inter-organizational levels. Contents:Part I:Unfolding Fifty Shades of Open Innovation: Stimulating Insights & Foresights (Anne-Laure Mention and Marko Torkkeli)Open Questions about Open Innovations (Leonid Chechurin)Open Data For Open Science: Aspirations, Realities, Challenges and Opportunities (Vera Lipton)Open Innovation or Innovation in the Open? An Exploration of the Strategy-Innovation Link in Five Scale-Intensive Services (Karl Joachim Breunig, Tor Helge Aas and Katja Maria Hydle)Sustainable Innovation: Solving Wicked Problems

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Through Innovation (Antti Hautamäki and Kaisa Oksanen)Futures of Innovation Systems and Innovation Management: Open Innovation Paradigm Analysed from Futures Perspectives (Jari Kaivo-oja and Teemu Santonen)Leveraging Design Thinking to Innovate (Denis Dennehy, Frederic Adam and Fergal Carton)Open Innovation Adoption Practices and Evaluation Methods in the Global Process Industry (Jarkko Pellikka, Miika Kajanus and Marko Seppänen)Open Innovation Networks: Exploring Actor Roles and Network Orchestration in Living Lab (Dimitri Schuurman, Bram Lievens, Carina

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Veeckman, Lieven De Marez and Pieter Ballon)Open Innovation and Territory (Marcin Baron)Living Labs and Open Innovation in European Context (Bror Salmelin)Part II:The Feasibility of Open Service Innovation (Tor Helge Aas and Per Egil Pedersen)Financial Services and Open Innovation (Patrick Schueffel and Justin Vadana)How to Motivate and Reward Customers in an Online Co-Creation Process? (Maria Antikainen and Marketta Niemelä)Customer Involvement in Innovation in Service Sector (Jaakko Paasi)Can Crowdsourcing Platforms Be Used in B2B Innovation? (Hannu Kärkkäinen, Jari

Jussila, Jani Multasuo and Nina Helander)Crowdsourcing for Value Creation in Lean Start-Ups (Pia Erkinheimo, Hannu Kärkkäinen and Jari Jussila)Open Innovation in University-Industry Collaboration: Communities of Practice (Päivi Iskanius)Characteristics of Open Innovation Cultures in Different Regional Contexts (Peter Prud"homme van Reine)Ambidextrous Organisational and Individual Competencies in OI: The Dawn of a New Research Agenda (Joachim Hafkesbrink and Markus Schroll)Understanding Open Service Innovation and the Role of Intermediaries (Wil Janssen, Timber Haaker and

Harry Bouwman)Intra-Organisational Knowledge Flows: A Coopetition Perspective on Post-Acquisition and -Merger Activities (Audrey Depeige and Stavros Sindakis)Management of Diversity in Open Innovation Processes (Teemu Santonen)Readership: Graduate students, researchers, innovation managers, executives, policy makers in the field of innovation. Key Features:Multidisciplinary and inter disciplinaryTheory, Practice and Policy perspectives with contributors from all these economic segmentsDiversity of themes coveredKeywords:Open Innovation;Innovation

Management;Innovation Economics;Crowdsourcing;Living Labs;Ecosystems;Skills and Competencies;Quadruple Helix Model;Communities of Practice;Strategy;Open Data;Multidisciplinary "In a world of accelerating change, open innovation is of growing interest to both researchers and practitioners as a powerful mechanism for understanding and driving renewal of smart service systems and networks. This book provides multiple perspectives on open innovation theory and practice for academic, industry, and government leaders including public policy makers seeking sustainable economic growth. The breadth and depth of the

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chapters is wonderful stimulation for inspiring needed "adaptive T-shaped makers" of tomorrow"s innovation ecosystems." Dr James C Spohrer Director, IBM University Programs (IBM UP) and Cognitive Systems Institute "How best to innovate and grow in an open internet world economy? This book takes Open Innovation into the real world. Required reading for all who want faster innovation now." Robert Madelin Director-General for DG CONNECT: Communications Networks, Content and Technology, European Commission '  
[BIM Handbook](#) Feb 23 2022  
Discover BIM: A better way to build better buildings Building

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Information Modeling (BIM) offers a novel approach to design, construction, and facility management in which a digital representation of the building product and process is used to facilitate the exchange and interoperability of information in digital format. BIM is beginning to change the way buildings look, the way they function, and the ways in which they are designed and built. The BIM Handbook, Third Edition provides an in-depth understanding of BIM technologies, the business and organizational issues associated with its implementation, and the profound advantages that effective use of BIM can

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provide to all members of a project team. Updates to this edition include: Information on the ways in which professionals should use BIM to gain maximum value New topics such as collaborative working, national and major construction clients, BIM standards and guides A discussion on how various professional roles have expanded through the widespread use and the new avenues of BIM practices and services A wealth of new case studies that clearly illustrate exactly how BIM is applied in a wide variety of conditions Painting a colorful and thorough picture of the state of the art in building information

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modeling, the BIM Handbook, Third Edition guides readers to successful implementations, helping them to avoid needless frustration and costs and take full advantage of this paradigm-shifting approach to construct better buildings that consume fewer materials and require less time, labor, and capital resources.

### **Trends and Innovations in Information Systems and Technologies** Sep 01 2022

This book gathers selected papers presented at the 2020 World Conference on Information Systems and Technologies (WorldCIST'20), held in Budva, Montenegro, from April 7 to 10, 2020. WorldCIST provides a global

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forum for researchers and practitioners to present and discuss recent results and innovations, current trends, professional experiences with and challenges regarding various aspects of modern information systems and technologies. The main topics covered are A) Information and Knowledge Management; B) Organizational Models and Information Systems; C) Software and Systems Modeling; D) Software Systems, Architectures, Applications and Tools; E) Multimedia Systems and Applications; F) Computer Networks, Mobility and Pervasive Systems; G) Intelligent and Decision

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Support Systems; H) Big Data Analytics and Applications; I) Human-Computer Interaction; J) Ethics, Computers & Security; K) Health Informatics; L) Information Technologies in Education; M) Information Technologies in Radiocommunications; and N) Technologies for Biomedical Applications.

### **Combinatorial Pattern**

**Matching** Apr 03 2020 The papers contained in this volume were presented at the Fourth Annual Symposium on Combinatorial Pattern Matching, held in Padova, Italy, in June 1993. Combinatorial pattern matching addresses issues of searching and matching of strings and more

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complicated patterns such as trees, regular expressions, extended expressions, etc. The goal is to derive nontrivial combinatorial properties for such structures and then to exploit these properties in order to achieve superior performance for the corresponding computational problems. In recent years, a steady flow of high-quality scientific studies of this subject has changed a sparse set of isolated results into a full-fledged area of algorithmics. The area is expected to grow even further due to the increasing demand for speed and efficiency that comes especially from molecular biology and the Genome

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project, but also from other diverse areas such as information retrieval, pattern recognition, compilers, data compression, and program analysis.

*Software Technologies* Apr 27 2022 This book constitutes the thoroughly refereed proceedings of the 15th International Conference on Software Technologies, ICSOFT 2020, which was held virtually due to the Covid-19 pandemic. The 12 revised full papers were carefully reviewed and selected from 95 submissions. The papers deal with the following topics: business process modelling; IT service management; interoperability and service-

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oriented architecture; project management software; scheduling and estimating; software metrics; requirements elicitation and specification; software and systems integration among others.

### Managing Electronic Records

Aug 08 2020 One of the biggest challenges faced by any organization today is that of managing electronic records, a vital but complex undertaking involving multiple roles within the organization and strategies that are still evolving. Bringing together for the first time the views, experience and expertise of international experts in the records management field in the public and the private sectors, this

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book covers the theory and practice of managing electronic records as business and information assets. It focuses on the strategies, systems and procedures necessary to ensure that electronic records are appropriately created, captured, organized and retained over time to meet business and legal requirements. In addition to chapters covering principles, research and developments, there are case studies relating to practice and lessons learned. The chapters are written by a fully international line-up of contributors. Readership: This book explores issues and addresses solutions, not only for records professionals but

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also for information, IT and business administration specialists, who, as key stakeholders in managing electronic information, may have taken on crucial roles in managing electronic records in their organization. It will also be a key textbook for records management courses.

### **The Collaboration Challenge**

Dec 24 2021 Presented by The Drucker Foundation "Austin has uncovered the common elements and key strategies that make for effective collaborations.... In The Collaboration Challenge, he illuminates these key lessons for all leaders, and makes it possible for each of us to meet the collaboration challenge."

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—Frances Hesselbein, chairman of the board of governors, The Drucker Foundation, and John C. Whitehead, founder, The John C. Whitehead Fund for Not-for-Profit Management, Harvard Business School "Austin has performed a valuable service for nonprofit organizations and their corporate partners by illuminating the dynamics of successful relationships. His useful book deserves to be widely read by leaders in both sectors concerned about increasing the effectiveness of their social action agenda."

—Rosabeth Moss Kanter, Harvard Business School, author of *World Class* and Rosabeth Moss Kanter on the

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Frontiers of Management "The entire nonprofit sector has been searching for the expertise and tools this book provides. Nothing else like it exists." —Bill Shore, executive director of Share-Our-Strength and author of *The Cathedral Within and Revolution of the Heart* In these complex times, when no organization can succeed alone, nonprofits and businesses are embracing collaboration for mutual benefits. Nonprofits are partnering with businesses to further their missions, develop resources, strengthen programs, and thrive in the competitive world. Companies are also discovering that alliances with nonprofits

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generate significant rewards: increased customer preference, improved employee morale, greater brand identity, stronger corporate culture, and higher innovation. In this timely and insightful book, James E. Austin provides a practical framework for understanding how traditional philanthropic relationships can be transformed into powerful strategic alliances. He offers advice and lessons drawn from the experiences of numerous collaborations, including Timberland and City Year; Starbucks and CARE; Georgia-Pacific and The Nature Conservancy; MCI WorldCom and The National Geographic Society; Reebok and Amnesty

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International; and Hewlett-Packard and the National Science Resource Center. Readers will learn how to: Find and connect with high-potential partners Ensure strategic fit with the partner's mission and values Generate greater value for each partner and society Manage the partnering relationship effectively *Green BIM* Oct 22 2021 Meet the challenge of integrating Building Information Modeling and sustainability with this in-depth guide, which pairs these two revolutionary movements to create environmentally friendly design through a streamlined process. Written by an award-winning team that has gone beyond theory to lead

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the implementation of Green BIM projects, this comprehensive reference features practical strategies, techniques, and real-world expertise so that you can create sustainable BIM projects, no matter what their scale. [Innovations in Public Administration](#) Nov 22 2021 *An Introduction to Electronic Commerce* Sep 08 2020 An Introduction to Electronic Commerce This book explores some essential strategic issues. Among the central issues we discuss are defining electronic commerce, identifying the extent of a firm's Internet usage, explaining how electronic commerce can

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address the three strategic challenges facing all firms, and understanding the parameters of disintermediation. Chapter Outline: Electronic commerce defined Who should use the Internet? Why use the Internet? Disintermediation Key themes addressed The Open Courses Library introduces you to the best Open Source Courses. *Social Entrepreneurship* Oct 02 2022 Social Entrepreneurship is a global phenomenon that impacts the lives of citizens by using innovative approaches to solving social problems. This book offers a comprehensive examination of this growing area of research and provides an excellent introduction to

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social entrepreneurship theory and a framework for future research.

[A Guide to the Project Management Body of Knowledge \(PMBOK® Guide\) – Seventh Edition and The Standard for Project Management \(BRAZILIAN PORTUGUESE\)](#) Jul 31 2022

PMBOK® Guide is the go-to resource for project management practitioners. The project management profession has significantly evolved due to emerging technology, new approaches and rapid market changes. Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and the

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PMBOK® Guide &– Seventh Edition is structured around eight project performance domains. This edition is designed to address practitioners' current and future needs and to help them be more proactive, innovative and nimble in enabling desired project outcomes. This edition of the PMBOK® Guide: • Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.); • Provides an entire section devoted to tailoring the development approach and processes; • Includes an expanded list of models, methods, and artifacts; • Focuses on not just delivering project outputs but

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also enabling outcomes; and • Integrates with PMStandards+™ for information and standards application content based on project type, development approach, and industry sector.

**Data Structures and Program Design in C** Apr 15 2021

[FreeCAD \[How-To\]](#) May 29 2022  
A hands-on guided introduction to the most powerful and flexible open-source CAD application.

[International Symposium for the Organization and Management of Construction: Managing construction information](#) Mar 15 2021

**Economics: Concepts, Methodologies, Tools, and**

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**Applications** Aug 20 2021 Organizations, governments, and corporations are all concerned with distributing their goods and services to those who need them most, consequently benefiting in the process. Only by carefully considering the interrelated nature of social systems can organizations achieve the success they strive for. **Economics: Concepts, Methodologies, Tools, and Applications** explores the interactions between market agents and their impact on global prosperity. Incorporating both theoretical background and advanced concepts in the discipline, this multi-volume reference is

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intended for policymakers, economists, business leaders, governmental and non-governmental organizations, and students of economic theory.

**Introduction to Marketing** Oct 10 2020 This new, innovative textbook provides a highly accessible introduction to the principles of marketing, presenting a theoretical foundation and illustrating the application of the theory through a wealth of case studies.

**The Current Situation in Croatia** Jan 25 2022  
**Contemporary Business Communication (5Th Ed. (With Cd))** Jul 07 2020 In this book, each chapter begins with

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an on-the-job interview with managers from MNCs, small entrepreneurial companies and nonprofit organisations. The text places minor emphasis on traditional technology (such as word processing) and major emphasis on newer technologies (such as teleconferencing, videoconferencing, and video and electronic presentations). To make the book reader friendly, continuing examples are used throughout the chapter (and sometimes carried forward to the next Chapter). It contains mini-cases based on current events appear at the end of each chapter so that students can practice solving real-world communication

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problems · Chapter 1  
Understanding Business  
Communication · Chapter 2.  
Work-Team Communication ·  
Chapter 3. Communicating  
Technology · Chapter 4.  
Writing with Style: Individual  
Elements · Chapter 5. Writing  
With Style: Overall Tone and

Readability · Chapter 6. The  
Process of Writing · Chapter 7.  
Routine Messages 8.  
Persuasive Messages · Chapter  
9. Bad-News Messages ·  
Chapter 10. Planning the  
Report · Chapter 11. Collecting  
and Analyzing the Data ·  
Chapter 12. Writing the Report ·  
Chapter 13. Planning the

Business Presentation ·  
Chapter 14. Illustrating and  
Delivering the Business  
Presentation · Chapter 15.  
Employment Communication ·  
Chapter 16. Indian Case  
Studies  
**Statistics for Management**  
Jun 17 2021