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Consumer behaviour has an increasing impact on business decisions through various individual and environmental factors. This phenomenon can be observed through the different buying patterns of generations and cultures when acquiring products and services. The study of consumer behaviour provides insight into consumer information processing, decision making and consumption patterns and is, therefore, critical to marketing planning and strategies, public policy and ethics. This fascinating subject also helps us understand our own consumer patterns: when, why and where we buy certain items, why we use them in certain ways, and how we dispose of them. Consumer behaviour is an essential component of both marketing and industrial psychology courses.

This book demonstrates how an improved strategic management approach, leveraging established management concepts in conjunction with the innovative technology solutions offered by business intelligence, can lead to better performance. It presents the three main barriers to effective strategy execution and explains how they can be overcome. Creating a shared understanding of the strategy at all levels of the organization using a Value Scorecard™ and following the Strategic Alignment Process™ allow organizations to measure and monitor performance. Strategic Alignment Remote Control™ is presented as the ultimate tool for managers to remain in control of their business. Seven case studies from different industries across the globe provide examples of how the organizational performance can be improved. They include companies like Daimler, Tetra-Pak, Würth, Germany's Federal Employment Agency, the city of

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Aix-Les-Bains, and Giesecke & Devrient. Additional examples from organizations like Disney, Marriott, Volkswagen, Avis, FedEx, and Harrahs help to demonstrate how applying the concepts introduced adds unique value. The second edition of this book has been updated and improved. Additionally it includes a separate section on decision-making under uncertainty and the results of a survey on the adoption of business intelligence.

Praise for the Fifth Edition of *The Responsible Administrator*

"Cooper's fifth edition is the definitive text for students and practitioners who want to have a successful administrative career. Moral reasoning, as Cooper so adeptly points out, is essential in today's rapidly changing and complex global environment."—Donald C. Menzel, president, American Society for Public Administration, and professor emeritus, public administration, Northern Illinois University "The *Responsible Administrator* is at once the most sophisticated and the most practical book available on public sector ethics. It is conceptually clear and jargon-free, which is extraordinary among books on administrative ethics."—H. George Frederickson, Stone Distinguished Professor of Public Administration, University of Kansas "Remarkably effective in linking the science of what should be done with a prescriptive for how to actually do it, the fifth edition of Cooper's book keeps pace with the dynamic changes in the field, both for those who study it and those who practice it. The information presented in these pages can be found nowhere else, and it is information we cannot ethically afford to ignore."—Carole L. Jurkiewicz, John W. Dupuy Endowed Professor, and Woman's Hospital Distinguished Professor of Healthcare Management, Louisiana State University, E. J. Ourso College of Business Administration, Public Administration Institute International Academic Conferences: Management, Economics and Marketing (IAC-MEM) Teaching, Learning

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and E-learning (IAC-TLEI) Transport, Logistics, Tourism and Sport Science (IAC-TLTS) Engineering, Robotics, IT and Nanotechnology (IAC-ERITN)

Producing a dissertation is a major requirement of an increasing number of courses. This book offers friendly and practical advice and addresses questions students have such as: How to choose a topic, manage time, make best use of a supervisor and the best referencing system to use.

A new edition of the most popular book of project management case studies, expanded to include more than 100 cases plus a "super case" on the Iridium Project Case studies are an important part of project management education and training. This Fourth Edition of Harold Kerzner's Project Management Case Studies features a number of new cases covering value measurement in project management. Also included is the well-received "super case," which covers all aspects of project management and may be used as a capstone for a course. This new edition: Contains 100-plus case studies drawn from real companies to illustrate both successful and poor implementation of project management Represents a wide range of industries, including medical and pharmaceutical, aerospace, manufacturing, automotive, finance and banking, and telecommunications Covers cutting-edge areas of construction and international project management plus a "super case" on the Iridium Project, covering all aspects of project management Follows and supports preparation for the Project Management Professional (PMP®) Certification Exam Project Management Case Studies, Fourth Edition is a valuable resource for students, as well as practicing engineers and managers, and can be used on its own or with the new Eleventh Edition of Harold Kerzner's landmark reference, Project Management: A Systems Approach to Planning, Scheduling, and Controlling. (PMP and Project Management Professional are registered

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marks of the Project Management Institute, Inc.)

Over the past three decades, African countries have been reforming their public sector with a view to improving efficiency, effectiveness, accountability and transparency as part of efforts to improve the delivery of public services. Reform actions have included privatisation, public/private partnerships, commercialisation and adoption of private sector approaches in managing public organisations. This book, put together by OSSREA, reviews measures by African countries in that regard, the extent to which the measures have achieved their intended results, as well as the factors behind the failure to achieve those results, where this was the case.

The world of the schizophrenic, the depressed, the suicidal can seem a foreign, frightening place. Now, a brilliant writer/psychologist takes readers on a mesmerizing journey into this enigmatic world. As readers interact through Slater with patients Lenny, Moxi, Oscar, and Marie, they come to understand more about the human mind and spirit. First serial to Harper's.

Vonny Smith, otherwise known as Veronica Vanderveer, is the author of best-selling romance novels. Her last book, *Torrid Hearts*, not only won a Lammy but also garnered some of the best reviews of her career. Diana K Broswell, Vonny's editor, is unaware she is the motivation behind the best-selling romances. Vonny is extremely behind

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schedule on her next already under contract novel because she has been planning her strategy to win Diana's love. She believes she will be able to woo Diana through her writing. Vonny can't help but hope Diana will slide into love with her before she is aware what is happening. An audacious, tongue-in-cheek novel-in-progress tucked within a deliciously fraught lesbian romance—only Claire McNab could pull off such an entertaining feat. – Katherine V. Forrest

A memoir of Cassie's life leading up to, and during her Expedition around the world. At age twenty-seven, Cassie De Pecol accomplished something remarkable. She became the first woman on record to travel to every country on Earth, and did it faster than anyone in history, male or female. She was inspired by her experiences on the Discovery Channel's *Naked and Afraid* both the three weeks she spent in the Panamanian wilderness and the cyberbullying she endured after the show. And it opened her eyes to the need for women to make a difference in the world. In *Expedition 196*, Cassie shares the secrets behind her personal triumphs and miraculous achievements. It's the story of a dreamer and a doer who went from restless college dropout to fearless adventurer to philanthropist and humanitarian activist dedicated to female empowerment and global sustainability. Thrilling, inspiring, and unforgettable, *Expedition 196* views

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the world through the eyes of one extraordinary young woman whose heart took her farther than most people can even imagine.

This book is a compilation of writings focused on conventional and unconventional insect products. Some of these products are commercial successes, while others are waiting to be launched and are the potential produce of the future. In addition to the well known products honey, mulberry silk, and lac, the book primarily concentrates on silk producing insects other than the mulberry silkworm, insects as food, as sources of medicines, pest and weed managers, and as pollinators. The book highlights the all pervasive role of insects in improving human lives at multiple levels. Accordingly, while most books on insects concentrate on how to limit growth in their population, it instead focuses on how to propagate them. In each chapter, the book brings to the fore how insects are far more beneficial to us than their well publicised harmful roles. This book approaches both unconventional and conventional insect products, such as honey, silk and lac in much more depth than the available literature. It investigates different aspects of the production of these insects, such as the related processes, problems and utilities, in dedicated chapters. Because this book deals with the production of insects or their produce, it has been named Industrial Entomology, perhaps the only book that truly reveals the tremendous

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potential of insects to help humans live better lives. Based on the research and working experience of the contributors, who are global experts in their respective fields, it provides authentic, authoritative and updated information on these topics. The book offers a unique guide for students, teachers, policy planners, small scale industrialists, and government ministries of agriculture and industry across the globe. It will provide a much required stimulus to insect appreciation and generate enthusiasm for research and the broader acceptance for insect produce. Hopefully, it will also present the Indian perspective on these topics to a global readership. Eons ago, vampires tried to turn the Dark Fae in order to harness their magic, only to create a demonic enemy more powerful than they imagined. Now Myst, the Vampiric Fae Queen of the Indigo Court, has enough power to begin a long prophesied supernatural war. And Cicely Waters, a witch who can control the wind, may be the only one who can stop her-and save her beloved Fae prince from the Queen's enslavement.

Applied Business Statistics 5e is an introductory and intermediate Statistics text for students of Management. Its business applications-oriented approach aims to teach Management students how statistics (or data analytics) can be used as a valuable decision-support tool in any discipline of management practice.

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This text provides students with a wide understanding of what communication means, how we as humans communicate, what affects communication and ways of communicating effectively. Students will find this text to be an essential tool in helping them become better communicators both in school and society.

This book contains the refereed proceedings of the International Conference on Modeling and Simulation in Engineering, Economics, and Management, MS 2012, held in New Rochelle, NY, USA, in May/June 2012. The event was co-organized by the AMSE Association and Iona College. The 27 full papers in this book were carefully reviewed and selected from 78 submissions. In addition to these papers a summary of the plenary presentation given by Ronald R. Yager is also included. The book mainly focuses on the field of intelligent systems and its application to economics and business administration. Some papers have a stronger orientation towards modeling and simulation in these fields.

Now You're Speaking My Language from multimillion selling author Gary Chapman (The Five Love Languages) encourages husbands and wives to offer steadfast loyalty, forgiveness, empathy, and commitment to resolving conflict, thus encouraging each other in spiritual growth. With great clarity, Dr. Chapman shows how communication and intimacy

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are key points in developing a successful marriage by focusing on these principles: Lasting answers to marital growth are found in the Bible, Your relationship with God enhances your marriage relationship, Communication is the main way two become one in a marriage, and Biblical oneness involves sex, but also intellectual, spiritual, emotional, and social oneness.

The era of technology in which we reside has ushered in a more globalized and connected world. While many benefits are gained from this connectivity, possible disadvantages to issues of human rights are developed as well. *Defending Human Rights and Democracy in the Era of Globalization* is a pivotal resource for the latest research on the effects of a globalized society regarding issues relating to social ethics and civil rights. Highlighting relevant concepts on political autonomy, migration, and asylum, this book is ideally designed for academicians, professionals, practitioners, and upper-level students interested in the ongoing concerns of human rights.

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Quantitative Psychological Research: The Complete Student's Companion expertly guides the reader through all the stages involved in undertaking quantitative psychological research: designing a study, choosing a

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sample of people, undertaking the study, analysing the data, and reporting the research. Accessibly written and clearly presented, the book is designed for anyone learning to conduct quantitative psychological research. It covers the full research process, from the original idea to reporting the completed study, emphasising the importance of looking beyond statistical significance in evaluating data. The book provides step-by-step guidance on choosing, interpreting and reporting the appropriate analysis, featuring worked examples and extended calculations as appendices for advanced readers. This edition features new chapters on exploratory factor analysis, logistic regression and Bayesian statistics, and has been thoroughly updated throughout to reflect the latest research practices. Care has been taken to avoid tying the book to any specific statistical software, providing readers with a thorough grounding in the basics no matter which package they go on to use. Whether you're at the beginning of your undergraduate degree or working towards your masters or doctorate, this book will be invaluable for anyone looking to understand how to conduct quantitative psychological research.

This title focuses specifically on how doctoral candidates can raise levels of thinking about their topic, their research process and their contributions to knowledge. It emphasises the nature of conceptualisation sought by examiners within theses.

It is said that the COVID-19 pandemic has turned back the poverty clock. As such, there is a need to have social mechanisms put in place to provide relief to those who

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are affected in this regard. Islamic social finance consists of tools and institutions that could be used to alleviate poverty. This book explores the impact of COVID-19 on Islamic finance to better understand the effectiveness of Islamic social finance in helping those who have been affected by poverty overnight due to the halt in all major economic activities in the context of the pandemic. Since the struggle against poverty in each country will be different, the book attempts to shed light on the experiences of different countries by presenting successful models of Islamic social finance. The book first looks at poverty and COVID-19 before delving into the role of Islamic social financial institutions and how they have risen against COVID-19. The book concludes by examining the impact of COVID-19 on Islamic microfinance. This book is the first of its kind on the subject of COVID-19, and it intends to bridge the gap in the literature.

Provides information to students about working successfully in a project environment, including how to organize and manage effective project teams. This book emphasizes on communication, focusing on how to document and communicate project developments within and outside of the team.

Written for introductory marketing classes, this text explains what information is needed to plan and implement a successful marketing campaign and how to find that data. Including details on finding such relevant facts as the size of a potential market, the shopping and buying habits of consumers in that market, and the competitive and environmental factors that may affect a

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campaign, this primer will guide readers to become savvy marketing managers.

This book bridges the gap between the many different disciplines used in applications of risk analysis to real world problems. Contributed by some of the world's leading experts, it creates a common information base and language for all risk analysis practitioners, risk managers, and decision makers. Valuable as both a reference for practitioners and a comprehensive textbook for students, *Fundamentals of Risk Analysis and Risk Management* is a unique contribution to the field. Its broad coverage ranges from basic theory of risk analysis to practical applications, risk perception, legal and political issues, and risk management.

A weekly review of politics, literature, theology, and art.

The postal and delivery sector has been the subject of considerable interest in recent years. This book brings together a number of contributions directed at understanding developments in the field of postal reform. The authors review the experience and plans of individual countries to provide some perspective on the problems faced in the area and the varied approaches being taken to address it. They also review key elements of policy and strategy that are important in this debate.

Discover Michigan with Moon Travel Guides! Moon Michigan reveals the best of the Great Lakes States' charming small towns, vibrant urban hubs, and vast, untouched wilderness. What you'll find in Moon

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Michigan: Full coverage of Michigan, from Detroit and Ann Arbor to Mackinac Island and the Upper Peninsula Strategic itineraries for every budget and timeline, curated for beach-goers, hikers, wine enthusiasts, history buffs, road-trippers, and more Must-see attractions and ideas for making the most of your trip: Hike through evergreen forests or along freshwater coastlines, catch a glimpse of wild moose and black bears, and set up camp under a crystal-clear summer sky. Spend your days fishing, boating, and swimming in pristine lakes, or snowmobiling and cross-country skiing. Browse galleries and gardens in Ann Arbor, or explore Motor City's rich industrial and musical history. Take a romantic carriage ride on Mackinac or a scenic tour of wine country, and discover the best spots to see fall foliage Honest advice from lifelong Michigander Paul Vachon on when to go, what to pack, and where to stay, from campsites and motels to golf resorts and lakeside lodges Detailed maps and helpful reference photos throughout Recommendations for families, LGBTQ+ travelers, international visitors, seniors, and visitors with disabilities Thorough background on the culture, weather, wildlife, and history, plus tips on getting there and getting around by car and public transportation With Moon's local insight, diverse ideas, and expert advice on the best of Michigan, you can plan your trip your way. Exploring more quintessential Midwest? Try Moon Minneapolis & St.

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Paul or Moon Wisconsin's Door County. Economic and Management Research is a step-by-step guide to doing research. The book focuses on both quantitative and qualitative research methods, as well as mixed methods.

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