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KEY=MANAGEMENT - AMIR DIAZ

LEARNING HOW TO LEARN

HOW TO SUCCEED IN SCHOOL WITHOUT SPENDING ALL YOUR TIME STUDYING; A GUIDE FOR KIDS AND TEENS

Penguin A surprisingly simple way for students to master any subject--based on one of the world's most popular online courses and the bestselling book A Mind for Numbers A Mind for Numbers and its wildly popular online companion course "Learning How to Learn" have empowered more than two million learners of all ages from around the world to master subjects that they once struggled with. Fans often wish they'd discovered these learning strategies earlier and ask how they can help their kids master these skills as well. Now in this new book for kids and teens, the authors reveal how to make the most of time spent studying. We all have the tools to learn what might not seem to come naturally to us at first--the secret is to understand how the brain works so we can unlock its power. This book explains: Why sometimes letting your mind wander is an important part of the learning process How to avoid "rut think" in order to think outside the box Why having a poor memory can be a good thing The value of metaphors in developing understanding A simple, yet powerful, way to stop procrastinating Filled with illustrations, application questions, and exercises, this book makes learning easy and fun.

STRATEGY AND SUSTAINABILITY

A HARDNOSED AND CLEAR-EYED APPROACH TO ENVIRONMENTAL SUSTAINABILITY FOR BUSINESS

Springer Business and environmental sustainability are not natural bedfellows. Business is about making money; sustainability is about protecting the planet. Business is measured in months and quarters; sustainability often requires significant short term costs to secure a sometimes uncertain long-term benefit. To some activists, all executives are exploitative, selfish "1 percenters". To some executives, all activists are irresponsible, unyielding extremists. And yet engaging with the issue isn't optional – all businesses must have a strategy to deal with sustainability and, like any strategy, this involves making choices. Strategy and Sustainability encourages its readers to filter out the noise and make those choices in a hard-nosed and clear-eyed way. Rosenberg's nuanced and fact-based point of view recognizes the complexity of the issues at hand and the strategic choices businesses must make. He blends the work of some of the leading academic thinkers in the field with practical examples from a variety of business sectors and geographies and offers a framework with which Senior Management might engage with the topic, not (just) to save the planet but to fulfil their short, medium, and long-term responsibilities to shareholders and other stakeholders."/p>

MATHEMATICS FOR MACHINE LEARNING

Cambridge University Press The fundamental mathematical tools needed to understand machine learning include linear algebra, analytic geometry, matrix decompositions, vector calculus, optimization, probability and statistics. These topics are traditionally taught in disparate courses, making it hard for data science or computer science students, or professionals, to efficiently learn the mathematics. This self-contained textbook bridges the gap between mathematical and machine learning texts, introducing the mathematical concepts with a minimum of prerequisites. It uses these concepts to derive four central machine learning methods: linear regression, principal component analysis, Gaussian mixture models and support vector machines. For students and others with a mathematical background, these derivations provide a starting point to machine learning texts. For those learning the mathematics for the first time, the methods help build intuition and practical experience with applying mathematical concepts. Every chapter includes worked examples and exercises to test understanding. Programming tutorials are offered on the book's web site.

MAKING LEARNING HAPPEN

A GUIDE FOR POST-COMPULSORY EDUCATION

SAGE 'Refreshing, original and full of pragmatic, evidence-based advice... In my opinion this is the best book on learning and teaching available to teachers in H.E. and F.E. today. The environment has changed so quickly over recent years and Phil Race has not only kept abreast of the changes; he is way ahead.' - Professor Ruth Pickford, Director of the Centre for Learning and Teaching, Leeds Metropolitan University In the age of digital communication, online learning and MOOCS, teachers and lecturers need to be able to offer even more to their students. Centred around Phil Race's well-known 'ripples on a pond' model, this accessible discussion of post-compulsory education identifies the fundamental factors underpinning successful learning and clearly shows you how to help students learn effectively. Updates to this third edition include: practical 'tips for students' to help you to engage your group discussion of four literacies students need comparative discussion of different forms of assessment increased coverage of peer observation and evidence-based practice advice on making lectures unmissable online resources including printable checklists for use in class link to a video interview with the author. This book is a valuable tool for lecturers and tutors in universities and colleges, post-16 teachers in secondary education, and educational managers. It also provides a useful resource for postgraduate students on higher and further education courses and staff development courses. Phil Race gives keynotes on assessment, feedback, learning and teaching, and runs interactive training workshops for staff and students in universities, colleges and other organizations throughout the UK and abroad. The author's website can be found at: http://phil-race.co.uk.

THE BOOK OF R

A FIRST COURSE IN PROGRAMMING AND STATISTICS

No Starch Press The Book of R is a comprehensive, beginner-friendly guide to R, the world's most popular programming language for statistical analysis. Even if you have no programming experience and little more than a grounding in the basics of mathematics, you'll find everything you need to begin using R effectively for statistical analysis. You'll start with the basics, like how to handle data and write simple programs, before moving on to more advanced topics, like producing statistical summaries of your data and performing statistical tests and modeling. You'll even learn how to create impressive data visualizations with R's basic graphics tools and contributed packages, like ggplot2 and ggvis, as well as interactive 3D visualizations using the rgl package. Dozens of hands-on exercises (with downloadable solutions) take you from theory to practice, as you learn: –The fundamentals of programming in R, including how to write data frames, create functions, and use variables, statements, and loops –Statistical concepts like exploratory data analysis, probabilities, hypothesis tests, and regression modeling, and how to execute them in R –How to access R's thousands of functions, libraries, and data sets –How to draw valid and useful conclusions from your data –How to create publication-quality graphics of your results Combining detailed explanations with real-world examples and exercises, this book will provide you with a solid understanding of both statistics and the depth of R's functionality. Make The Book of R your doorway into the growing world of data analysis.

OPERATIONS STRATEGY

PRINCIPLES AND PRACTICE

SURVIVING SUPPLY CHAIN INTEGRATION

STRATEGIES FOR SMALL MANUFACTURERS

National Academies Press The managed flow of goods and information from raw material to final sale also known as a "supply chain" affects everything--from the U.S. gross domestic product to where you can buy your jeans. The nature of a company's supply chain has a significant effect on its success or failure--as in the success of Dell Computer's make-to-order system and the failure of General Motor's vertical integration during the 1998 United Auto Workers strike. Supply Chain Integration looks at this crucial component of business at a time when product design, manufacture, and delivery are changing radically and globally. This book explores the benefits of continuously improving the relationship between the firm, its suppliers, and its customers to ensure the highest added value. This book identifies the state-of-the-art developments that contribute to the success of vertical tiers of suppliers and relates these developments to the capabilities that small and medium-sized manufacturers must have to be viable participants in this system. Strategies for attaining these capabilities through manufacturing extension centers and other technical assistance providers at the national, state, and local level are suggested. This book identifies action steps for small and medium-sized manufacturers--the "seed corn" of business start-up and development--to improve supply chain management. The book examines supply chain models from consultant firms, universities, manufacturers, and associations. Topics include the roles of suppliers and other supply chain participants, the rise of outsourcing, the importance of information management, the natural tension between buyer and seller, sources of assistance to small and medium-sized firms, and a host of other issues. Supply Chain Integration will be of

interest to industry policymakers, economists, researchers, business leaders, and forward-thinking executives.

FOR THE WIN

HOW GAME THINKING CAN REVOLUTIONIZE YOUR BUSINESS

Wharton School Press Millions play Farmville, Scrabble, and countless other games, generating billions in sales each year. The careful and skillful construction of these games is built on decades of research into human motivation and psychology: A well-designed game goes right to the motivational heart of the human psyche. In For the Win, Kevin Werbach and Dan Hunter argue persuasively that game-makers need not be the only ones benefiting from game design. Werbach and Hunter, lawyers and World of Warcraft players, created the world's first course on gamification at the Wharton School. In their book, they reveal how game thinking--addressing problems like a game designer--can motivate employees and customers and create engaging experiences that can transform your business. For the Win reveals how a wide range of companies are successfully using game thinking. It also offers an explanation of when gamifying makes the most sense and a 6-step framework for using games for marketing, productivity enhancement, innovation, employee motivation, customer engagement, and more.

THE FUTURE OF LEADERSHIP DEVELOPMENT

Psychology Press First Published in 2003. Routledge is an imprint of Taylor & Francis, an informa company.

THE DESIGNING FOR GROWTH FIELD BOOK

A STEP-BY-STEP PROJECT GUIDE

Columbia University Press Designing for Growth: A Design Thinking Tool Kit for Managers (D4G) showed how organizations can use design thinking to boost innovation and drive growth. This updated and expanded companion guide is a stand-alone project workbook that provides a step-by-step framework for applying the D4G tool kit and process to a particular project, systematically explaining how to address the four key questions of the design thinking approach. In the field book, Jeanne Liedtka, Tim Ogilvie, and Rachel Brozenske guide readers through the design process with reminders of key D4G takeaways as they progress. Readers learn to identify an opportunity, draft a design brief, conduct research, establish design criteria, brainstorm, develop concepts, create napkin pitches, make prototypes, solicit feedback from stakeholders, and run learning launches. This second edition is suitable for projects in business, nonprofit, and government contexts, with all-new tools, practical advice, and facilitation tips. A new introduction discusses the relationship between strategy and design thinking.

CONNECTED STRATEGY

BUILDING CONTINUOUS CUSTOMER RELATIONSHIPS FOR COMPETITIVE ADVANTAGE

Harvard Business Press Business Models for Transforming Customer Relationships What if there were a way to turn occasional, sporadic transactions with customers into long-term, continuous relationships--while simultaneously driving dramatic improvements in operational efficiency? What if you could break your existing trade-offs between superior customer experience and low cost? This is the promise of a connected strategy. New forms of connectivity--involving frequent, low-friction, customized interactions--mean that companies can now anticipate customer needs as they arise, or even before. Simultaneously, enabled by these technologies, companies can create new business models that deliver more value to customers. Connected strategies are win-win: Customers get a dramatically improved experience, while companies boost operational efficiency. In this book, strategy and operations experts Nicolaj Siggelkow and Christian Terwiesch reveal the emergence of connected strategies as a new source of competitive advantage. With in-depth examples from companies operating in industries such as healthcare, financial services, mobility, retail, entertainment, nonprofit, and education, Connected Strategy identifies the four pathways--respond-to-desire, curated offering, coach behavior, and automatic execution--for turning episodic interactions into continuous relationships. The authors show how each pathway creates a competitive advantage, then guide you through the critical decisions for creating and implementing your own connected strategies. Whether you're trying to revitalize strategy in an established company or disrupt an industry as a startup, this book will help you: Reshape your connections with your customers Find new ways to connect with existing suppliers while also activating new sources of capacity Create the right revenue model Make the best technology choices to support your strategy Integrating rich examples, how-to advice, and practical tools in the form of "workshop chapters" throughout, this book is the ultimate resource for creating competitive advantage through connected relationships with your customers and redefined connections in your industry.

COLLEGE PHYSICS FOR AP® COURSES

PART 1: CHAPTERS 1-17

The College Physics for AP(R) Courses text is designed to engage students in their exploration of physics and help them apply these concepts to the Advanced Placement(R) test. This book is Learning List-approved for AP(R) Physics courses. The text and images in this book are grayscale.

PRINCIPLES OF MANAGEMENT

Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well as behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters. Contributing Authors David S. Bright, Wright State University Anastasia H. Cortes, Virginia Tech University Eva Hartmann, University of Richmond K. Praveen Parboteeah, University of Wisconsin-Whitewater Jon L. Pierce, University of Minnesota-Duluth Monique Reece Amit Shah, Frostburg State University Siri Terjesen, American University Joseph Weiss, Bentley University Margaret A. White, Oklahoma State University Donald G. Gardner, University of Colorado-Colorado Springs Jason Lambert, Texas Woman's University Laura M. Leduc, James Madison University Joy Leopold, Webster University Jeffrey Muldoon, Emporia State University James S. O'Rourke, University of Notre Dame

RESERVOIR GEOMECHANICS

Cambridge University Press This interdisciplinary book encompasses the fields of rock mechanics, structural geology and petroleum engineering to address a wide range of geomechanical problems that arise during the exploitation of oil and gas reservoirs. It considers key practical issues such as prediction of pore pressure, estimation of hydrocarbon column heights and fault seal potential, determination of optimally stable well trajectories, casing set points and mud weights, changes in reservoir performance during depletion, and production-induced faulting and subsidence. The book establishes the basic principles involved before introducing practical measurement and experimental techniques to improve recovery and reduce exploitation costs. It illustrates their successful application through case studies taken from oil and gas fields around the world. This book is a practical reference for geoscientists and engineers in the petroleum and geothermal industries, and for research scientists interested in stress measurements and their application to problems of faulting and fluid flow in the crust.

COMPUTERS AT RISK

SAFE COMPUTING IN THE INFORMATION AGE

National Academies Press Computers at Risk presents a comprehensive agenda for developing nationwide policies and practices for computer security. Specific recommendations are provided for industry and for government agencies engaged in computer security activities. The volume also outlines problems and opportunities in computer security research, recommends ways to improve the research infrastructure, and suggests topics for investigators. The book explores the diversity of the field, the need to engineer countermeasures based on speculation of what experts think computer attackers may do next, why the technology community has failed to respond to the need for enhanced security systems, how innovators could be encouraged to bring more options to the marketplace, and balancing the importance of security against the right of privacy.

SITE RELIABILITY ENGINEERING

HOW GOOGLE RUNS PRODUCTION SYSTEMS

"O'Reilly Media, Inc." The overwhelming majority of a software system's lifespan is spent in use, not in design or implementation. So, why does conventional wisdom insist that software engineers focus primarily on the design and development of large-scale computing systems? In this collection of essays and articles, key members of Google's Site Reliability Team explain how and why their commitment to the entire lifecycle has enabled the company to successfully build, deploy, monitor, and maintain some of the largest software systems in the world. You'll learn the principles and practices that enable Google engineers to make systems more scalable, reliable, and efficient—lessons directly applicable to your organization. This book is divided into four sections: Introduction—Learn what site reliability engineering is and why it differs from conventional IT industry practices Principles—Examine the patterns, behaviors, and areas of concern that influence the work of a site reliability engineer (SRE)

Practices—Understand the theory and practice of an SRE's day-to-day work: building and operating large distributed computing systems Management—Explore Google's best practices for training, communication, and meetings that your organization can use

OPERATING SYSTEMS

THREE EASY PIECES

Createspace Independent Publishing Platform "This book is organized around three concepts fundamental to OS construction: virtualization (of CPU and memory), concurrency (locks and condition variables), and persistence (disks, RAIDS, and file systems)"--Back cover.

IF YOU'RE SO SMART, WHY AREN'T YOU HAPPY?

Penguin The first book by the creator of COURSERA®'s most popular online course in 2015, "A Life of Happiness and Fulfillment" Could the same traits that drive your career success also be keeping you from being happier? Fifteen years after getting his MBA, Raj Raghunathan spent some time with his old classmates. He noticed that though they'd all done well, there didn't appear to be much correlation between their academic success and career success. What Raj found even more curious was the even smaller correlation between career success and what he calls life success. The greater the career success, the more unhappy, out of shape, harried and distracted his friends were. If intelligence helps with decision-making, smart people should naturally make better life choices. So why are so many of the smartest, brightest, most successful people profoundly unhappy? Raj set out to find an answer to this problem, and extensively researched happiness not just of students and business people, but also stay-at-home-parents, lawyers, and artists, among others. If You're So Smart, Why Aren't You Happy? takes readers on a fun and meaningful tour of the best research available on how some of the very determinants of success may also come to deflate happiness. Raghunathan explores the seven most common inclinations that successful people need to overcome, and the seven habits they should adopt instead. Among his surprising findings... ·The correlation between wealth and happiness is much smaller than you'd expect it to be ·Generosity is not only a key to happiness, but a determining factor of long term success ·Appreciating uncertainty, rather than seeking full control of outcomes, is necessary for happiness If You're So Smart, Why Aren't You Happy? will give you a powerful new perspective on your work, personal goals and relationships, whether you're already successful or just starting out.

UNCOMMON SENSE TEACHING

PRACTICAL INSIGHTS IN BRAIN SCIENCE TO HELP STUDENTS LEARN

Penguin Top 10 Pick for Learning Ladders' Best Books for Educators Summer 2021 A groundbreaking guide to improve teaching based on the latest research in neuroscience, from the bestselling author of A Mind for Numbers. Neuroscientists and cognitive scientists have made enormous strides in understanding the brain and how we learn, but little of that insight has filtered down to the way teachers teach. Uncommon Sense Teaching applies this research to the classroom for teachers, parents, and anyone interested in improving education. Topics include: • keeping students motivated and engaged, especially with online learning • helping students remember information long-term, so it isn't immediately forgotten after a test • how to teach inclusively in a diverse classroom where students have a wide range of abilities Drawing on research findings as well as the authors' combined decades of experience in the classroom, Uncommon Sense Teaching equips readers with the tools to enhance their teaching, whether they're seasoned professionals or parents trying to offer extra support for their children's education.

FUNDAMENTALS OF SUPPLY CHAIN MANAGEMENT

A PRACTITIONER'S PERSPECTIVE

INTRODUCTION TO DATA SCIENCE

DATA ANALYSIS AND PREDICTION ALGORITHMS WITH R

CRC Press Introduction to Data Science: Data Analysis and Prediction Algorithms with R introduces concepts and skills that can help you tackle real-world data analysis challenges. It covers concepts from probability, statistical inference, linear regression, and machine learning. It also helps you develop skills such as R programming, data wrangling, data visualization, predictive algorithm building, file organization with UNIX/Linux shell, version control with Git and GitHub, and reproducible document preparation. This book is a textbook for a first course in data science. No previous knowledge of R is

necessary, although some experience with programming may be helpful. The book is divided into six parts: R, data visualization, statistics with R, data wrangling, machine learning, and productivity tools. Each part has several chapters meant to be presented as one lecture. The author uses motivating case studies that realistically mimic a data scientist's experience. He starts by asking specific questions and answers these through data analysis so concepts are learned as a means to answering the questions. Examples of the case studies included are: US murder rates by state, self-reported student heights, trends in world health and economics, the impact of vaccines on infectious disease rates, the financial crisis of 2007-2008, election forecasting, building a baseball team, image processing of hand-written digits, and movie recommendation systems. The statistical concepts used to answer the case study questions are only briefly introduced, so complementing with a probability and statistics textbook is highly recommended for in-depth understanding of these concepts. If you read and understand the chapters and complete the exercises, you will be prepared to learn the more advanced concepts and skills needed to become an expert.

AUTOMATE THE BORING STUFF WITH PYTHON, 2ND EDITION

PRACTICAL PROGRAMMING FOR TOTAL BEGINNERS

No Starch Press The second edition of this best-selling Python book (over 500,000 copies sold!) uses Python 3 to teach even the technically uninclined how to write programs that do in minutes what would take hours to do by hand. There is no prior programming experience required and the book is loved by liberal arts majors and geeks alike. If you've ever spent hours renaming files or updating hundreds of spreadsheet cells, you know how tedious tasks like these can be. But what if you could have your computer do them for you? In this fully revised second edition of the best-selling classic Automate the Boring Stuff with Python, you'll learn how to use Python to write programs that do in minutes what would take you hours to do by hand--no prior programming experience required. You'll learn the basics of Python and explore Python's rich library of modules for performing specific tasks, like scraping data off websites, reading PDF and Word documents, and automating clicking and typing tasks. The second edition of this international fan favorite includes a brand-new chapter on input validation, as well as tutorials on automating Gmail and Google Sheets, plus tips on automatically updating CSV files. You'll learn how to create programs that effortlessly perform useful feats of automation to: • Search for text in a file or across multiple files • Create, update, move, and rename files and folders • Search the Web and download online content • Update and format data in Excel spreadsheets of any size • Split, merge, watermark, and encrypt PDFs • Send email responses and text notifications • Fill out online forms Step-by-step instructions walk you through each program, and updated practice projects at the end of each chapter challenge you to improve those programs and use your newfound skills to automate similar tasks. Don't spend your time doing work a well-trained monkey could do. Even if you've never written a line of code, you can make your computer do the grunt work. Learn how in Automate the Boring Stuff with Python, 2nd Edition.

THE FOURTH INDUSTRIAL REVOLUTION

Currency Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement

MINDSHIFT

BREAK THROUGH OBSTACLES TO LEARNING AND DISCOVER YOUR HIDDEN POTENTIAL

Penguin Mindshift reveals how we can overcome stereotypes and preconceived ideas about what is possible for us to learn and become. At a time when we are constantly being asked to retrain and reinvent ourselves to adapt to new technologies and changing industries, this book shows us how we can uncover and develop talents we didn't realize we had—no matter what our age or background. We're often told to "follow our passions." But in Mindshift, Dr. Barbara Oakley shows us how we can broaden our passions. Drawing on the latest neuroscientific insights, Dr. Oakley shepherds us past simplistic ideas of "aptitude" and "ability," which provide only a snapshot of who we are now—with little consideration about how we can change. Even seemingly "bad" traits, such as a poor memory, come with hidden advantages—like increased creativity. Profiling people from around the world who have overcome learning limitations of all kinds, Dr. Oakley shows us how we can turn perceived weaknesses, such as impostor syndrome and advancing age, into strengths. People may feel like they're at a disadvantage if they pursue a new field later in life; yet those who change careers can be fertile cross-pollinators: They bring valuable insights from one discipline to another. Dr. Oakley teaches us strategies for learning that are backed by neuroscience so that we can realize the joy and benefits of a learning lifestyle. Mindshift takes us deep inside the world of how people change and grow. Our biggest stumbling blocks can be our own preconceptions, but with the right mental insights, we can tap into hidden potential and create new opportunities.

GOOD WITH WORDS

WRITING AND EDITING

Michigan Publishing Services If your success at work or in school depends on your ability to communicate persuasively in writing, you'll want to get Good with Words. Based on a course at the University of Michigan Law School students have called "hands down the best class I have taken in law school," "perhaps the most important course I took," and "always dynamic and interesting," the book brings together a collection of concepts, exercises, and examples that have also helped improve the advocacy skills of people pursuing careers in many other fields--from marketing, to management, to medicine.

ALGORITHMS

Addison-Wesley Professional This book is Part I of the fourth edition of Robert Sedgewick and Kevin Wayne's Algorithms , the leading textbook on algorithms today, widely used in colleges and universities worldwide. Part I contains Chapters 1 through 3 of the book. The fourth edition of Algorithms surveys the most important computer algorithms currently in use and provides a full treatment of data structures and algorithms for sorting, searching, graph processing, and string processing -- including fifty algorithms every programmer should know. In this edition, new Java implementations are written in an accessible modular programming style, where all of the code is exposed to the reader and ready to use. The algorithms in this book represent a body of knowledge developed over the last 50 years that has become indispensable, not just for professional programmers and computer science students but for any student with interests in science, mathematics, and engineering, not to mention students who use computation in the liberal arts. The companion web site, algs4.cs.princeton.edu contains An online synopsis Full Java implementations Test data Exercises and answers Dynamic visualizations Lecture slides Programming assignments with checklists Links to related material The MOOC related to this book is accessible via the "Online Course" link at algs4.cs.princeton.edu. The course offers more than 100 video lecture segments that are integrated with the text, extensive online assessments, and the large-scale discussion forums that have proven so valuable. Offered each fall and spring, this course regularly attracts tens of thousands of registrants. Robert Sedgewick and Kevin Wayne are developing a modern approach to disseminating knowledge that fully embraces technology, enabling people all around the world to discover new ways of learning and teaching. By integrating their textbook, online content, and MOOC, all at the state of the art, they have built a unique resource that greatly expands the breadth and depth of the educational experience.

THE SAGE ENCYCLOPEDIA OF ONLINE EDUCATION

SAGE Publications Online education, both by for-profit institutions and within traditional universities, has seen recent tremendous growth and appeal - but online education has many aspects that are not well understood. The SAGE Encyclopedia of Online Education provides a thorough and engaging reference on all aspects of this field, from the theoretical dimensions of teaching online to the technological aspects of implementing online courses—with a central focus on the effective education of students. Key topics explored through over 350 entries include: · Technology used in the online classroom · Institutions that have contributed to the growth of online education · Pedagogical basis and strategies of online education · Effectiveness and assessment · Different types of online education and best practices · The changing role of online education in the global education system

USER STORY MAPPING

DISCOVER THE WHOLE STORY, BUILD THE RIGHT PRODUCT

"*O'Reilly Media, Inc.*" User story mapping is a valuable tool for software development, once you understand why and how to use it. This insightful book examines how this often misunderstood technique can help your team stay focused on users and their needs without getting lost in the enthusiasm for individual product features. Author Jeff Patton shows you how changeable story maps enable your team to hold better conversations about the project throughout the development process. Your team will learn to come away with a shared understanding of what you're attempting to build and why. Get a high-level view of story mapping, with an exercise to learn key concepts quickly Understand how stories really work, and how they come to life in Agile and Lean projects Dive into a story's lifecycle, starting with opportunities and moving deeper into discovery Prepare your stories, pay attention while they're built, and learn from those you convert to working software

NEGOTIATING FOR SUCCESS: ESSENTIAL STRATEGIES AND SKILLS

Van Rye Publishing, LLC We all negotiate on a daily basis. We negotiate with our spouses, children, parents, and friends. We negotiate when we rent an apartment, buy a car, purchase a house, and apply for a job. Your ability to negotiate might even be the most important factor in your career advancement. Negotiation is also the key to business success. No organization can survive without contracts that produce profits. At a strategic level, businesses are concerned with value creation and achieving competitive advantage. But the success of high-level business strategies depends on contracts made with suppliers, customers, and other stakeholders. Contracting capability—the ability to negotiate and perform successful contracts—is the most important function in any organization. This book is designed to help you achieve success in your personal negotiations and in your business transactions. The book is unique in two ways. First, the book not only covers negotiation concepts, but also provides practical

actions you can take in future negotiations. This includes a Negotiation Planning Checklist and a completed example of the checklist for your use in future negotiations. The book also includes (1) a tool you can use to assess your negotiation style; (2) examples of "decision trees," which are useful in calculating your alternatives if your negotiation is unsuccessful; (3) a three-part strategy for increasing your power during negotiations; (4) a practical plan for analyzing your negotiations based on your reservation price, stretch goal, most-likely target, and zone of potential agreement; (5) clear guidelines on ethical standards that apply to negotiations; (6) factors to consider when deciding whether you should negotiate through an agent; (7) psychological tools you can use in negotiations—and traps to avoid when the other side uses them; (8) key elements of contract law that arise during negotiations; and (9) a checklist of factors to use when you evaluate your performance as a negotiator. Second, the book is unique in its holistic approach to the negotiation process. Other books often focus narrowly either on negotiation or on contract law. Furthermore, the books on negotiation tend to focus on what happens at the bargaining table without addressing the performance of an agreement. These books make the mistaken assumption that success is determined by evaluating the negotiation rather than evaluating performance of the agreement. Similarly, the books on contract law tend to focus on the legal requirements for a contract to be valid, thus giving short shrift to the negotiation process that precedes the contract and to the performance that follows. In the real world, the contracting process is not divided into independent phases. What happens during a negotiation has a profound impact on the contract and on the performance that follows. The contract's legal content should reflect the realities of what happened at the bargaining table and the performance that is to follow. This book, in contrast to others, covers the entire negotiation process in chronological order beginning with your decision to negotiate and continuing through the evaluation of your performance as a negotiator. A business executive in one of the negotiation seminars the author teaches as a University of Michigan professor summarized negotiation as follows: "Life is negotiation!" No one ever stated it better. As a mother with young children and as a company leader, the executive realized that negotiations are pervasive in our personal and business lives. With its emphasis on practical action, and with its chronological, holistic approach, this book provides a roadmap you can use when navigating through your life as a negotiator.

DON'T PAY FOR YOUR MBA

THE FASTER, CHEAPER, BETTER WAY TO GET THE BUSINESS EDUCATION YOU NEED

AMACOM The average debt load for graduates of the top business schools has now exceeded $100,000! For most young professionals, this means spending the first half of their career in the red and feeling pressure to take the first position offered to them so that they can start paying off their debt. But it doesn't have to be that way! Author and businesswoman Laurie Pickard discovered a way to get the business education she needed to land her dream job while avoiding the massive school loans that plague so many. And in Don't Pay for Your MBA, she shares all that she learned so that others can benefit as well.Pickard discovered that the same prestigious business schools that offer the MBAs so many covet also offer MOOCs (massive online open courses) for low or even no cost. By picking the right classes from the best schools, she gained the skills she needed and avoided the debt she could not afford to take on. The most difficult part was knowing how to begin and where to look. So she has provided this resource for other self-starters, career changers, and budding entrepreneurs so that they can best learn how to navigate the expanding universe of online education. Within these pages, learn how to:• Define your goals and tailor a curriculum that is geared toward your dream job• Master the language of business• Build a strong network• Choose a concentration and deepen your expertise• Showcase your nontraditional education in a way that attracts companiesDon't fall for the lies that pressure countless graduates every year into MBA programs and insurmountable debt. Self-directed online learning can fill gaps in your training, position you for promotions, and open up new opportunities--at a fraction of the cost!

THE SCIENCE OF SUCCESS: WHAT RESEARCHERS KNOW THAT YOU SHOULD KNOW

Van Rye Publishing, LLC Short description.

FUTURE OF JOBS

IntroBooks Times are changing and the labor markets are under immense burden from the collective effects of various megatrends. Technological growth and grander incorporation of economies along with global supply chains have been an advantage for several workers armed with high skills and in growing occupations. However, it is a challenge for workers with low or obsolete skills in diminishing zones of employment. Business models that are digitalized hire workers as self-employed instead of standard employees. People seem to be working and living longer, but they experience many job changes and the peril of skills desuetude. Inequalities in both quality of job and earnings have increased in several countries. The depth and pace of digital transformation will probably be shocking. Industrial robots have already stepped in and artificial intelligence is making its advance too. Globalization and technological change predict the great potential for additional developments in labor market performance. But people should be ready for change. A progression of creative annihilation is probably under way, where some chores are either offshored or given to robots. A better world of for jobs cannot be warranted – a lot will be contingent on devising the right policies and institutes in place.

MARKETING IN A DIGITAL WORLD

Emerald Group Publishing Marketing in a Digital World consists of nine essays on how the digital revolution has affected marketing theory and practice. Leading marketing scholars, including several editors of premier academic journals, provide fresh insights for both scholars and managers seeking to enhance their understanding of marketing in a digital world.

INTERNATIONAL BUSINESS-SOCIETY MANAGEMENT

LINKING CORPORATE RESPONSIBILITY AND GLOBALIZATION

Routledge In the twenty-first century, as traditional divides are redefined, bargaining over corporate responsibilities has increasingly centred around corporate reputation and the question of whether businesses are part of society's problems or part of their solution. This ground-breaking book treats issues, strategies and societal interaction in a homogenous manner and analyzes the nature of the international bargaining society as it has matured. Discussing and contextualizing contemporary debates on international corporate social responsibility, globalization and the impact of reputation, this key text integrates them into a new and coherent framework: Societal Interface Management. Using this unique framework, it explores the interfaces between international corporations, governments and civil society representatives. Analytic and revealing, the text applies the framework to in-depth studies of Nike, Shell, Triumph International, GlaxoSmithKline and ExxonMobil. It investigates the conflicts surrounding Burma, blood diamonds, child labour, oil spills, food safety, patents on HIV/AIDS medication and labour rights that have resulted in a large number of disciplining activities. An accompanying website (www.ib-sm.org) contains additional case studies, as well as issue dossiers on the challenges confronting international firms. Drawing on a wealth of experience both in research and teaching, the authors have developed a text that integrates reputation, responsibility, ethics and accountability. Clearly constructed, it is a must-have book for all those studying or teaching business ethics, political economics, economic geography, public relations, and corporate social responsibility.

INFORMATION THEORY AND NETWORK CODING

Springer Science & Business Media This book is an evolution from my book A First Course in Information Theory published in 2002 when network coding was still at its infancy. The last few years have witnessed the rapid development of network coding into a research ?eld of its own in information science. With its root in infor- tion theory, network coding has not only brought about a paradigm shift in network communications at large, but also had signi?cant in?uence on such speci?c research ?elds as coding theory, networking, switching, wireless c-munications,distributeddatastorage,cryptography,andoptimizationtheory. While new applications of network coding keep emerging, the fundamental - sults that lay the foundation of the subject are more or less mature. One of the main goals of this book therefore is to present these results in a unifying and coherent manner. While the previous book focused only on information theory for discrete random variables, the current book contains two new chapters on information theory for continuous random variables, namely the chapter on di?erential entropy and the chapter on continuous-valued channels. With these topics included, the book becomes more comprehensive and is more suitable to be used as a textbook for a course in an electrical engineering department.

AVIATION AND ITS MANAGEMENT

GLOBAL CHALLENGES AND OPPORTUNITIES

BoD – Books on Demand Aviation has grown leaps and bounds within the last decade. Aviation courses and training at all levels have shown an exponential increase around the globe. There has been a restricted focus on writing books in this sector of the economy, mainly due to the shortage of expertise in this specialist and complex area. This book was written with the purpose of meeting this need of the aviation sector. Due to the diversified nature of aviation knowledge, which includes flying, engineering, airports, allied trades for aircraft and airports, airline and airport management and operations, education, etc., one text alone will not suffice and do justice to address all these areas. It is envisaged to develop subsequent parts of this book to cover all these knowledge areas. This book is the first installment of any subsequent books and explores issues including airline management and operations, airline business models, airport systems, flight operational procedures, aircraft maintenance, runway safety management systems, and air traffic management. In particular, attention will be given to aspects such as analysis of air traffic in a domestic market, runway safety management systems, critical success factors for multiple MRO service providers, key pain points of the industry to be addressed to move into the future, new research on hub airports for international flights, new business models for airlines, and runway safety management systems. This book is useful to aviation managers, educators, students, and professionals interested in any of the above issues.

REINFORCEMENT LEARNING, SECOND EDITION

AN INTRODUCTION

MIT Press The significantly expanded and updated new edition of a widely used text on reinforcement learning, one of the most active research areas in artificial intelligence. Reinforcement learning, one of the most active research areas in artificial intelligence, is a computational approach to learning whereby an agent tries to maximize the total amount of reward it receives while interacting with a complex, uncertain environment. In Reinforcement Learning, Richard Sutton and Andrew Barto provide a clear and simple account of the field's key ideas and algorithms. This second edition has been significantly expanded and updated, presenting new topics and updating coverage of other topics. Like the first edition, this second edition focuses on core online learning algorithms, with the more mathematical material set off in shaded boxes. Part I covers as much of reinforcement learning as possible without going beyond the tabular case for which exact solutions can be found. Many algorithms presented in this part are new to the second edition, including UCB, Expected Sarsa, and Double Learning. Part II extends these ideas to function approximation, with new sections on such topics as artificial neural networks and the Fourier basis, and offers expanded treatment of off-policy learning and policy-gradient methods. Part III has new chapters on reinforcement learning's relationships to psychology and neuroscience, as well as an updated case-studies chapter including AlphaGo and AlphaGo Zero, Atari game playing, and IBM Watson's wagering strategy. The final chapter discusses the future societal impacts of reinforcement learning.

KNOWLEDGE MANAGEMENT IN THE SHARING ECONOMY

CROSS-SECTORAL INSIGHTS INTO THE FUTURE OF COMPETITIVE ADVANTAGE

Springer This volume explores the challenge of engaging knowledge management in a sharing economy. In a hyper-competitive business environment, everything tends to be digital, virtual and highly networked, which raises the issue of how knowledge management can support the decision whether or not to share strategic resources or capabilities. The book answers questions such as: to what extent does the sharing economy preserve or compromise the competitive advantage of organizations? And what are the knowledge-management strategies for competitive, yet cautious sharing dynamics?

PROJECT MANAGEMENT FOR DUMMIES

Guide your project to success from initial idea to final delivery In today's time-pressured, cost-conscious global business environment, tight project deadlines and high expectations are the norm. Projects are now the standard way of implementing change, and project management has become a vital skill for successful business professionals. Project Management For Dummies shows you how to succeed by focusing on what you need to deliver and then how to plan and control the project in order to deliver it. You will learn how to plan, keep the project on track, manage teams and control risk. You'll even get some tips on software – including free stuff – that will make things easier for you. Who, What, and Why – understand the expectations of your project Laying the foundations – learn to build your plans with a sturdy structure from start to finish The selection process – see how to get the very best from your teams Get in the driving seat – learn to take control and steer your project to success Open the book and find: Clear and simple explanation of powerful planning techniques Ways to track progress and stay in control How to identify and then control risk to protect your project Why understanding your project's stakeholders is key How to use technology to up your game Tips for writing a clear and convincing business case Advice on being an effective leader Techniques to help you work effectively with teams and specialists Learn to: Motivate your teams to perform to their full potential Plan, execute and deliver your projects with confidence Stay in control to deliver on time, within budget and to the right quality

PYTHON FOR EVERYBODY

EXPLORING DATA IN PYTHON 3

Python for Everybody is designed to introduce students to programming and software development through the lens of exploring data. You can think of the Python programming language as your tool to solve data problems that are beyond the capability of a spreadsheet.Python is an easy to use and easy to learn programming language that is freely available on Macintosh, Windows, or Linux computers. So once you learn Python you can use it for the rest of your career without needing to purchase any software.This book uses the Python 3 language. The earlier Python 2 version of this book is titled "Python for Informatics: Exploring Information".There are free downloadable electronic copies of this book in various formats and supporting materials for the book at www.pythonlearn.com. The course materials are available to you under a Creative Commons License so you can adapt them to teach your own Python course.