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## **ECRM2014-PROCEEDINGS OF THE 13TH EUROPEAN CONFERENCE ON RESEARCH METHODOLOGY FOR BUSINESS AND MANAGEMENT STUDIES**

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### **ECRM 2014**

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*Academic Conferences Limited*

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## **ISC COMMERCE CLASS-XII (VOL.II)**

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*S. Chand Publishing* **ISC Commerce Class-XII (Vol.II)**

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## **OSWAAL CBSE QUESTION BANK CHAPTERWISE & TOPICWISE SOLVED PAPERS CLASS 12, BUSINESS STUDIES (FOR 2021 EXAM)**

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*Oswaal Books* **FROM THE PUBLISHER:** It is very rightly said that if we teach today as we taught yesterday, then we rob our children of tomorrow. We at **Oswaal Books**, are extremely upbeat about the recent changes introduced by **CBSE** in its latest curriculum for 2020-2021. We have made every possible effort to incorporate all these changes in our **QUESTION BANKS** for the coming Academic Year. Updated & Revised **Oswaal Question Banks** are available for all the important subjects like **ENGLISH, MATHS, SCIENCE, HINDI, SOCIAL SCIENCE (SST), COMPUTER APPLICATIONS & SANSKRIT** Some of the key benefits of studying from **Oswaal Question Banks** are: • Chapter-wise/ Topic-wise presentation for systematic and methodical study • Strictly based on the latest **CBSE Curriculum** issued for Academic Year 2020-2021, following the latest **NCERT Textbook and Exemplar** • Previous Years' Question Papers with Marking Scheme & **Toppers' Answers** for exam-oriented study • Remembering, Understanding, Application, Analysing & Evaluation and Creation Based Question based on **Bloom's Taxonomy** for cognitive skills development • Latest Typologies of

Questions developed by Oswaal Editorial Board included • Mind Maps in each chapter for making learning simple • 'Most likely Questions' generated by Oswaal Editorial Board with 100+ years of teaching experience • Suggested videos at the end of each chapter for a Hybrid Learning Experience

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**WHAT THIS BOOK HAS FOR YOU:** Latest CBSE Curriculum Strictly based on the latest CBSE curriculum issued for Academic Year 2020-2021, following the latest NCERT Textbook. Latest Typology of Questions Latest Typologies of Questions like Multiple Choice Questions, Tabular based Questions, Passage based Questions, Picture based Questions, Fill in the Blanks, Match the Following, etc. have been exclusively developed by the Oswaal Editorial Board and included in our Question Banks. Most Likely Questions 'Most likely questions' generated by our editorial Board with 100+ years of teaching experience. About Oswaal Books: We feel extremely happy to announce that Oswaal Books has been awarded as 'The Most Promising Brand 2019' by The Economic Times. This has been possible only because of your trust and love for us. Oswaal Books strongly believes in Making Learning Simple. To ensure student-friendly, yet highly exam-oriented content, we take due care in developing our Panel of Experts. Accomplished teachers with 100+ years of combined experience, Subject Matter Experts with unmatched subject knowledge, dynamic educationists, professionals with a keen interest in education and topper students from the length and breadth of the country, together form the coveted Oswaal Panel of Experts. It is with their expertise, guidance and a keen eye for details that the content in each offering meets the need of the students. No wonder, Oswaal Books holds an enviable place in every student's heart!

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## **ICICKM2014-PROCEEDINGS OF THE 11TH INTERNATIONAL CONFERENCE ON INTELLECTUAL CAPITAL, KNOWLEDGE MANAGEMENT AND ORGANISATIONAL LEARNING**

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### **ICICKM2014**

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*Academic Conferences Limited* These proceedings represent the work of researchers participating in the 11th International Conference on Intellectual Capital, Knowledge Management & Organisational Learning - ICICKM 2014, which this year is being held at The University of Sydney Business School, The University of Sydney, Australia. The Conference Co-Chairs are Dr John Dumay from Macquarie University, Sydney, Australia

and Dr Gary Oliver from the University of Sydney, Australia. The conference will be opened with a keynote by Goran Roos, Advanced Manufacturing Council, Adelaide, Australia who will address the topic of "Intellectual capital in Australia: Economic development in a high cost economy." The second day will be opened with a from James Guthrie, University of Sydney, Australia on the topic of "Intellectual Capital and the Public Sector Research: Past, Present, and Future."

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## **BLOCKCHAIN TECHNOLOGY AND INNOVATIONS IN BUSINESS PROCESSES**

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*Springer Nature* This edited book provides a platform to bring together researchers, academia and industry collaborators to exchange their knowledge and work to develop better understanding about the scope of blockchain technology in business management applications of different sectors such as retail sector, supply chain and logistics, healthcare sector, manufacturing sector, judiciary, finance and government sector in terms of data quality and timeliness. The book presents original unpublished research papers on blockchain technology and business management on novel architectures, prototypes and case studies.

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## **OSWAAL CBSE TERM 2 ACCOUNTANCY, ENGLISH CORE, BUSINESS STUDIES & ECONOMICS CLASS 12 SAMPLE QUESTION PAPERS (SET OF 4 BOOKS) (NOW BASED ON THE CBSE TERM-2 SUBJECTIVE SAMPLE PAPER OF DT. 14 JAN 2022)**

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*Oswaal Books and Learning Private Limited* Oswaal CBSE Term 2 Sample Paper Class 12 English Core, Physics, Chemistry & Mathematics 2022 Includes 15 Sample Papers. 5 solved & 10 Self-Assessment Papers for Term 2 Board Exams March-April 2022 The CBSE Term 2 Sample Paper Class 12 English Core, Physics, Chemistry & Mathematics 2022 Include all latest typologies of Questions as specified in the latest CBSE Board Sample Paper for Term 2 Board Exams Released on 14th January 2022 These CBSE Term 2 Books Class 12 English Core, Physics, Chemistry & Mathematics 2022 Comprise On-Tips Notes & Revision Notes for Quick Revision Oswaal CBSE Term 2 Sample Papers Class 12 English Core, Physics, Chemistry & Mathematics 2022 Include Mind Maps For Better Learning These CBSE Term 2 Sample Papers Class 12 English Core, Physics, Chemistry & Mathematics 2022 | CBSE Term 2 Books Class 12 English Core, Physics, Chemistry & Mathematics 2022 Help to Prepare Better for Term 2 Board Exams 2022 Get Free E-Assessments of Oswaal360 based on the latest Typologies of Questions as per CBSE Term-II syllabus

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## **PROCEEDINGS OF THE 2ND INTERNATIONAL CONFERENCE ON MANAGEMENT, LEADERSHIP AND GOVERNANCE**

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## ICMLG 2014

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*Academic Conferences Limited*

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## BUSINESS STUDIES (BY- POONAM GANDHI) CBSE CLASS 12 BOOK (FOR 2023 EXAM)

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*VK Global Publications*

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## ECRM 2018 17TH EUROPEAN CONFERENCE ON RESEARCH METHODS IN BUSINESS AND MANAGEMENT

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*Academic Conferences and publishing limited* **These proceedings represent the work of researchers participating in the 17th European Conference on Research Methodology for Business and Management Studies (ECRM) which is being hosted this year by Università Roma TRE, Rome, Italy on 12-13 July 2018.**

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## ECKM2014-PROCEEDINGS OF THE 15TH EUROPEAN CONFERENCE ON KNOWLEDGE MANAGEMENT

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### ECKM2014

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*Academic Conferences and Publishing International* **The world economy in which we are living poses challenges that lead to a realization that 'more of the same' will be difficult to sustain. This provides an illustration that, in order to create new or modified knowledge practices, strengthen customer relationships and thus positively influence customer satisfaction, organizations must be flexible in configuring (combining) knowledge and knowledge structures in a way that is appropriate for delivering value to the customer. It must simultaneously develop effective strategies for updating the knowledge of its staff members necessary for underpinning the creation and delivery of appropriate knowledge services. Thus, unlearning (forgetting) becomes a critical means for organizational success. The ECKM community of scholars has already initiated dialogue that links its particular strengths to innovation issues. This conference aims to further that dialogue by attracting leading edge work that leverages the ECKM community's in-depth understanding of learning and unlearning to better understand knowledge management. Our aim is to stimulate breakthrough research streams linking learning, unlearning and knowledge management. How can organizations tailor, use, and extend techniques and tools from knowledge management for improving their business practices and processes? Building upon existing work on knowledge management (KM) and organizational learning, the conference will promote interdisciplinary approaches from computer science and information systems, business, management and organization science as well as cognitive science. Emphasis will be put on systematic learning from experience, KM tools and KM success factors. A special interest belongs to**

knowledge management initiatives which are lightweight (i.e., do not place considerable additional burden on users and KM experts), allow an incremental adoption (i.e., do not require large up-front investment before any return of investment is at least visible), and are flexible regarding frequent changes in experts and topics. Continuing the success of the ECKM conference series since 2000, the 2015 conference will provide an international communication forum bringing together academia and industry for discussing the progress made and addressing the challenges faced by continuous learning in knowledge-intensive organizations.

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## **100 TECHNICAL QUESTIONS AND ANSWERS FOR JOB INTERVIEW OFFSHORE DRILLING RIGS**

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*Petrogav International* The job interview is probably the most important step you will take in your job search journey. Because it's always important to be prepared to respond effectively to the questions that employers typically ask at a job interview Petrogav International has prepared this eBooks that will help you to get a job in oil and gas industry. Since these questions are so common, hiring managers will expect you to be able to answer them smoothly and without hesitation. This eBook contains 100 questions and answers for job interview and as a BONUS 230 links to video movies. This course covers aspects like HSE, Process, Mechanical, Electrical and Instrumentation & Control that will enable you to apply for any position in the Oil and Gas Industry.

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## **THE ROUTLEDGE COMPANION TO EUROPEAN BUSINESS**

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*Routledge International Business* is a well-established research field, in which regionalisation has recently gained significant prominence. Europe comprises marketplaces characterised by unique patterns of highly advanced economic integration. No other marketplace in the world has progressed to the same levels of harmonisation across sovereign countries and economies. European Business is a subject in its own right with its own research momentum. Contemporary research evidences that firms view Europe as a challenging, mostly - yet not entirely - mature market location. Yet this location, often seen from a multi-country perspective, is subject to complexities revealing strategic corporate strengths and weaknesses. Theory, concepts and models known from International Business hence often vary in their applicability and relevance in this business environment. This comprehensive reference volume brings together a global team of contributors to analyse and overview the key issues, themes and phenomena that affect business in Europe. With interdisciplinary perspectives, the book covers crucial themes that any European Business research needs to acknowledge, including business cultures and identity, entrepreneurship and innovation, M&A and institutional trends, European HRM, migration, climate change issues, Brexit, and more. The selection of authors, from 17 countries worldwide, reflects the international scope of

this research field and its agenda. A unique resource, this book provides an essential guide to researchers, research students and scholars of business and the social sciences, as well as the informed business community.

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## **BUSINESS RETENTION AND EXPANSION (BRE)**

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### **A PRACTICAL APPROACH TO ECONOMIC DEVELOPMENT**

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*Routledge* Business retention and expansion (BRE) is regarded as the most practical and accessible method for economic development at the city, town, or neighborhood scale. This comprehensive volume centers on the belief that BRE is the top responsibility for a community economic development official. BRE is an asset-based approach designed to systematically strengthen the connection between businesses and the community while encouraging each business to continue operations and expand in the community. It focuses on the community's existing businesses instead of those it doesn't have. This book illustrates many different facets of BRE, from big-picture and theory to lessons learned about BRE from practitioners and academics with diverse perspectives and backgrounds. The authors demonstrate diverse ways of reaching out and responding to existing businesses. They explore several topics related to or at the very heart of BRE including: business clusters, entrepreneurship, community outcomes, business assistance, transportation systems, energy efficiency, business succession, and defining BRE success. These include research, program evaluation, and case studies. This book offers both theoretical and applied points of views, and will be of great interest to local practitioners, state/provincial officials, and students of economic development. It was originally published as a special issue of the journal *Community Development*.

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## **COMPETITION AND REGULATION IN THE DATA ECONOMY**

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### **DOES ARTIFICIAL INTELLIGENCE DEMAND A NEW BALANCE?**

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*Edward Elgar Publishing* This incisive book provides a much-needed examination of the legal issues arising from the data economy, particularly in the light of the expanding role of algorithms and artificial intelligence in business and industry. In doing so, it discusses the pressing question of how to strike a balance in the law between the interests of a variety of stakeholders, such as AI industry, businesses and consumers.

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## **DATA SCIENCE AND DIGITAL BUSINESS**

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*Springer* This book combines the analytic principles of digital business and data science with business practice and big data. The interdisciplinary, contributed volume provides an interface between the main disciplines of engineering and technology and business administration. Written for managers, engineers and researchers who want to understand big data and develop new skills that are necessary in the digital business, it not

only discusses the latest research, but also presents case studies demonstrating the successful application of data in the digital business.

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## **OECD BUSINESS AND FINANCE OUTLOOK 2016**

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*OECD Publishing* This edition of the OECD Business and Finance Outlook focuses on fragmentation: the inconsistent structures, policies, rules, laws and industry practices that appear to be blocking business efficiency and productivity growth.

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## **273 TECHNICAL QUESTIONS AND ANSWERS FOR JOB INTERVIEW OFFSHORE DRILLING RIGS**

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*Petrogav International* The job interview is probably the most important step you will take in your job search journey. Because it's always important to be prepared to respond effectively to the questions that employers typically ask at a job interview Petrogav International has prepared this eBooks that will help you to get a job in oil and gas industry. Since these questions are so common, hiring managers will expect you to be able to answer them smoothly and without hesitation. This eBook contains 273 questions and answers for job interview and as a BONUS 230 links to video movies. This course covers aspects like HSE, Process, Mechanical, Electrical and Instrumentation & Control that will enable you to apply for any position in the Oil and Gas Industry.

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## **150 TECHNICAL QUESTIONS AND ANSWERS FOR JOB INTERVIEW OFFSHORE DRILLING RIGS**

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## **200 TECHNICAL QUESTIONS AND ANSWERS FOR JOB INTERVIEW OFFSHORE OIL & GAS RIGS**

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*Petrogav International* The job interview is probably the most important step you will take in your job search journey. Because it's always important to be prepared to respond effectively to the questions that employers typically ask at a job interview Petrogav International has prepared this eBooks that will help you to get a job in oil and gas industry. Since these questions are so common, hiring managers will expect you to be able to

answer them smoothly and without hesitation. This eBook contains 200 questions and answers for job interview and as a BONUS web addresses to 230 video movies for a better understanding of the technological process. This course covers aspects like HSE, Process, Mechanical, Electrical and Instrumentation & Control that will enable you to apply for any position in the Oil and Gas Industry.

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## **QUESTIONS AND ANSWERS FOR JOB INTERVIEW OFFSHORE OIL & GAS RIGS**

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*Petrogav International* The job interview is probably the most important step you will take in your job search journey. Because it's always important to be prepared to respond effectively to the questions that employers typically ask at a job interview Petrogav International has prepared this eBooks that will help you to get a job in oil and gas industry. Since these questions are so common, hiring managers will expect you to be able to answer them smoothly and without hesitation. This eBook contains 288 questions and answers for job interview and as a BONUS web addresses to 289 video movies for a better understanding of the technological process. This course covers aspects like HSE, Process, Mechanical, Electrical and Instrumentation & Control that will enable you to apply for any position in the Oil and Gas Industry.

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## **TECHNICAL QUESTIONS AND ANSWERS FOR JOB INTERVIEW OFFSHORE OIL & GAS PLATFORMS**

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*Petrogav International* The job interview is probably the most important step you will take in your job search journey. Because it's always important to be prepared to respond effectively to the questions that employers typically ask at a job interview Petrogav International has prepared this eBooks that will help you to get a job in oil and gas industry. Since these questions are so common, hiring managers will expect you to be able to answer them smoothly and without hesitation. This eBook contains 273 questions and answers for job interview and as a BONUS web addresses to 100 video movies for a better understanding of the technological process. This course covers aspects like HSE, Process, Mechanical, Electrical and Instrumentation & Control that will enable you to apply for any position in the Oil and Gas Industry.

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## **MASTERING COMMERCIAL APPLICATIONS - 10**

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*Vikas Publishing House* Mastering Commercial Applications for Classes IX and X is written in accordance with the latest ICSE syllabus prescribed by the Council for the Indian School Certificate Examinations, New Delhi. The book is a New Age Text book which adopts a fresh and novel approach to the study of Commercial Applications.



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**BUILDING NEW BRIDGES BETWEEN BUSINESS AND SOCIETY**

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**RECENT RESEARCH AND NEW CASES IN CSR, SUSTAINABILITY, ETHICS AND GOVERNANCE**

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*Springer* This book provides a comprehensive understanding of the linkages between business and society by addressing key issues in corporate social responsibility (CSR), sustainability, ethics and governance. Thanks to the different visions and perspectives offered by a global group of authors with a broad range of expertise, the book offers a full spectrum of theoretical and practical approaches. Further, it combines the latest theoretical thinking with reviews of frameworks, cases and best practices from various industries and nations. In particular, the book offers a historical perspective on the origins of CSR and discusses CSR in relation to sustainability and management, with a special focus on CSR in Asia.

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**ADVANCES IN ACCOUNTING EDUCATION**

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**TEACHING AND CURRICULUM INNOVATIONS**

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*Emerald Group Publishing* *Advances in Accounting Education* is a refereed, academic research publication whose purpose is to help meet the needs of faculty members interested in ways to improve accounting classroom instruction at the college and university level.

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**JOB INTERVIEW QUESTIONS AND ANSWERS FOR HIRING ON ONSHORE DRILLING RIGS**

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*Petrogav International* The book contains 256 questions and answers for job interview for hiring on onshore drilling rigs.

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**ONE CURRENCY, TWO EUROPE**

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**TOWARDS A DUAL EUROZONE**

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*World Scientific* The aftermath of the US subprime mortgage crisis in 2008 saw its influence spread around the world, including Europe. The European crisis turned out to be longer, deeper and more resilient than anticipated. An unexpected consequence was the increasingly divergent economic and financial situation of two main groups of countries within the Eurozone, which includes the countries that adopt the euro as their common currency. The divergence was caused by a number of factors, fundamentally stemming from the dissimilar economic and financial situation of its member countries and from the incomplete institutional architecture and the monetary and fiscal policies in the Eurozone. *One Currency, Two Europes: Towards a Dual Eurozone* seeks to explore these factors which give rise to the Eurozone's asymmetric composition and the growing difficulties and ineffectiveness that policies meet. It presents evidence to show how the presently incomplete institutional architecture

of the Eurozone is the main reason for the extreme detrimental effects of the international crisis and austerity policies, along with the asymmetric economic situation and the insufficient mutual trust demonstrated by the vulnerable as well as resilient countries. Other than presenting a complete overview and analysis of the events that unfolded in the Eurozone as a result of the financial crisis that first emerged in the US, this book also suggests possible solutions which could help to reunify the Eurozone, and make the common currency sustainable and beneficial for all member countries. *One Currency, Two Europes* will be useful for policymakers who want to learn from the Eurozone's experience with the financial crisis and the importance of complete institutional architectures and inter-country economic convergence. It will also serve as a reference to students and researchers who would like more in-depth analysis of the crisis and the Eurozone's fiscal, monetary and institutional past, present, and future.

**Contents: Acronyms Preface and Acknowledgments Introduction:**

**Prolegomena to the International Crisis The Facts: The Crisis and the Eurozone: The World Economy and Europe The International Crisis and Its Origin Financial Causes and Real Sources of the European Crisis Institutions and Policies: The Internal Economic Asymmetry of the Eurozone Convergence and Divergence in the Eurozone The Eurozone as a Quasi-Optimum Currency Area A Detour on the Working of the EU: The Asymmetric and Incomplete Build-Up of the Union Outcomes and Ways Out: Policies and Their Frames The Crisis and the Incomplete Institutional Architecture Internal Contagion and the Eurozone Economies Policies Under the Blow of the Crisis Conclusions: An Uneasy Match Bibliography Index**  
**Readership: Students, researchers and policymakers who are interested in learning more about the fundamental nature and recent developments in the Eurozone and the European Union and the ways that it can respond to its ongoing economic and political challenges.**

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## **PARLIAMENTARY DEBATES**

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## **LEGAL ASPECTS OF CROWDFUNDING**

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*Springer Nature* "This book offers a comparative perspective on 18 countries' legal regulation of crowdfunding. In the wake of the financial crises of 2008, use of this alternative financing method has increased substantially, in various forms. Whereas some states have adopted tailor-made regimes in order to regulate but also encourage this way of financing projects, allowing loans to be made by non-banking institutions, others still haven't specifically addressed the subject. An analysis of these diverse legislative stances offers readers a range of legal solutions for managing crowdfunding activities with regard to e.g. protecting investors, imposing limits on project owners, and finally the role and duties of intermediaries, i.e., companies operating crowdfunding platforms. In addition, the content presented here provides a legal basis for states and supranational organizations interested in regulating this phenomenon to achieve more

legal certainty"--

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## **ADVANCES IN COMPUTERS, ELECTRONICS AND MECHATRONICS**

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*Trans Tech Publications Ltd* Collection of selected, peer reviewed papers from the 2014 International Forum on Computers, Electronics and Mechatronics (IFCEM 2014), August 27-28, 2014, Zhuhai, China. Volume is indexed by Thomson Reuters CPCI-S (WoS). The 82 papers are grouped as follows: Chapter 1: Information Technologies and Intelligent Decision Making System in Industry, Management and Education; Chapter 2: Computer Networks, Communications Technology; Chapter 3: Software Development; Chapter 4: Technologies and Methods of Data and Signal Processing; Chapter 5: Sensors, Testing, Detection, Measurement and Monitoring Technologies; Chapter 6: Modern Technology in Electronics and Circuits; Chapter 7: Mechatronics, Industrial Robots, Automation and Control Technologies

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## **CORPORATE GOVERNANCE IN CONTENTION**

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*Oxford University Press* Corporate governance is a complex idea that is often inappropriately simplified as a cookbook of recommended measures to improve financial performance. Meta studies of published research show that the supposed benign effects of these measures - independent directors or highly incentivised executives - are at best context-specific. There is thus a challenge to explain the meaning, purpose, and importance of corporate governance. This volume addresses these issues. The issues discussed centre on relationships within the firm e.g. between labour, managers, and investors, and relationships outside the firm that affect consumers or the environment. The essays in this collection are the considered selection by the editors and the contributors themselves of what are seen as some of the most weighty and urgent issues that connect the corporation and society at large in developed economies with established property rights. The essays are to be read in dialogue with each other, giving a richer understanding than could be obtained by shepherding all contributions into a single mould. Nevertheless taken together they demonstrate a shared sense of deep concern that the corporate governance agenda has been and still is on the wrong track. The contributors, individually and collectively, identify in this compendium both a research programme and a platform for change.

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## **BEYOND THE ALGORITHM**

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## **QUALITATIVE INSIGHTS FOR GIG WORK REGULATION**

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*Cambridge University Press* In *Beyond the Algorithm: Qualitative Insights for Gig Work Regulation*, Deepa Das Acevedo and a collection of scholars and experts show why government actors must go beyond mass surveys and data-scrubbing in order to truly understand the realities of gig work. The

contributors draw on qualitative empirical research to reveal the narratives and real-life experiences that define gig work, and they connect these insights to policy debates being fought out in courts, town halls, and even in Congress itself. The book also bridges academic and non-academic worlds by drawing on the experiences of drivers, journalists, and workers' advocates who were among the first people to study gig work from the bottom up. This book is a must-read for anyone interested in gig work, the legal infrastructure surrounding it, and how that infrastructure can and must be improved.

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## **PRIVATE EQUITY**

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### **OPPORTUNITIES AND RISKS**

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*Oxford University Press* During the past few decades, private equity (PE) has attracted considerable attention from investors, practitioners, and academicians. In fact, a substantial literature on PE has emerged. PE offers benefits for institutional and private wealth management clients including diversification and enhancement of risk-adjusted returns. However, several factors such as liquidity concerns, regulatory restrictions, and the lack of transparency limit the attractiveness of some PE options to investors. The latest volume in the Financial Markets and Investments Series, *Private Equity: Opportunities and Risks* offers a synthesis of the theoretical and empirical literature on PE in both emerging and developed markets. Editors H. Kent Baker, Greg Filbeck, Halil Kiyamaz and their co-authors examine PE and provide important insights about topics such as major types of PE (venture capital, leveraged buyouts, mezzanine capital, and distressed debt investments), how PE works, performance and measurement, uses and structure, and trends in the market. Readers can gain an in-depth understanding about PE from academics and practitioners from around the world. *Private Equity: Opportunities and Risks* provides a fresh look at the intriguing yet complex subject of PE. A group of experts takes readers through the core topics and issues of PE, and also examines the latest trends and cutting-edge developments in the field. The coverage extends from discussing basic concepts and their application to increasingly complex and real-world situations. This new and intriguing examination of PE is essential reading for anyone hoping to gain a better understanding of PE, from seasoned professionals to those aspiring to enter the demanding world of finance.

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## **GLOBALIZATION, INTERNATIONAL SPILLOVERS AND SECTORAL CHANGES**

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*Edward Elgar Publishing* As a consequence of globalization, news, ideas and knowledge are moving quickly across national borders and generating international spillovers. So too, however, are economic and financial crises. Combining a variety of methods, concepts and interdisciplinary

approaches, this book provides an in-depth examination of these structural changes and their impact. Assessing the implications of globalization for businesses and sectors, chapters focus on the interdependencies between different economic and political layers, and explore topics such as human capital, creativity, innovation, networks and collaboration.

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## **BLACK OPS ADVERTISING**

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### **NATIVE ADS, CONTENT MARKETING, AND THE COVERT WORLD OF THE DIGITAL SELL**

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*OR Books* From Facebook to Talking Points Memo to the New York Times, often what looks like fact-based journalism is not. It's advertising. Not only are ads indistinguishable from reporting, the Internet we rely on for news, opinions and even impartial sales content is now the ultimate corporate tool. Reader beware: content without a corporate sponsor lurking behind it is rare indeed. Black Ops Advertising dissects this rapid rise of "sponsored content," a strategy whereby advertisers have become publishers and publishers create advertising—all under the guise of unbiased information. Covert selling, mostly in the form of native advertising and content marketing, has so blurred the lines between editorial content and marketing message that it is next to impossible to tell real news from paid endorsements. In the 21st century, instead of telling us to buy, buy, BUY, marketers "engage" with us so that we share, share, SHARE—the ultimate subtle sell. Why should this concern us? Because personal data, personal relationships, and our very identities are being repackaged in pursuit of corporate profits. Because tracking and manipulation of data make "likes" and tweets and followers the currency of importance, rather than scientific achievement or artistic talent or information the electorate needs to fully function in a democracy. And because we are being manipulated to spend time with technology, to interact with "friends," to always be on, even when it is to our physical and mental detriment.

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## **POSTING OF WORKERS IN EU LAW**

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### **CHALLENGES OF EQUALITY, SOLIDARITY AND FAIR COMPETITION**

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*Kluwer Law International B.V. Bulletin of Comparative Labour Relations Volume 108* The progressive expansion of the phenomenon of posting of workers - the practice whereby a worker is sent for a limited period of time to another Member State in order to provide a service - is a formidable bone of contention in the conflict between a fully integrated internal market economy and Member States' aims to protect domestic social standards. This book challenges the recently adopted Directive (EU) 957/2018, which came into effect in July 2020, by examining the relevant EU regulatory framework and investigating the actual quantitative dimension of the posting phenomenon and its real impact on the EU labour market. In the process, the author exposes a serious misalignment of the legal framework

provided for by the new Directive with the EU values and principles of equality, solidarity and fair competition. Drawing on a wide variety of sources - including Court of Justice case law, Advocate Generals' opinions, Eurostat data, Commission documents and reports, and academic literature - the author provides in-depth analyses of such elements of the problem as the following: proper definition of the concepts of 'posting' and 'posted worker' in EU law; host country's discretion in relation to the part of domestic regulation it can impose on posted employees; misconceived clash between social rights and economic freedoms; coordination of national social security systems; proliferation of unlawful and fraudulent practices; 'regime shopping' and exploitation of existing regulatory loopholes; misleading association of posting with issues of 'social dumping' and 'unfair competition'; orientation of political influence during the drafting process of relevant EU legislation; expected controversial economic impact of Directive (EU) 957/2018; concrete realisation of the EU values and principles of equality, solidarity and fair competition; and definition and pursuit of a 'European social model'. Normative arguments developed in the course of the analysis put forward viable recommendations for future improvements in the field. The Union's commitment to the development of a 'European social model' cannot avoid taking into account the matters of equality, solidarity and fair competition. In this sense, given the increasing prominence of the free movement of services in shaping a European labour market characterised by an ever-growing degree of mobility, this book's analysis of the phenomenon of posting of workers may serve as a litmus test of political and legislative action at EU level. In its dual analytic and normative aspect, the book takes a giant step towards future discussions and developments in the area of intra-EU labour mobility. It will be welcomed by legal practitioners in labour and social security law and industrial relations, legal scholars, EU institutions and agencies, businesses and trade unions.

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## **ECSM2015-PROCEEDINGS OF THE 2ND EUROPEAN CONFERENCE ON SOCIAL MEDIA 2015**

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### **ECSM 2015**

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*Academic Conferences Limited* Complete proceedings of the 2nd European Conference on Social Media Porto Portugal Published by Academic Conferences and Publishing International Limited

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## **ENTREPRENEURSHIP IN CITIES**

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### **NEIGHBOURHOODS, HOUSEHOLDS AND HOMES**

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*Edward Elgar Publishing* **Entrepreneurship in Cities** focuses on the neglected role of the home and the residential neighbourhood context for entrepreneurship and businesses within cities. The overall objective of the book is to develop a new interdisciplinary perspective that links

entrepreneurship research with neighbourhood and urban studies. A key contribution is to show that entrepreneurship in cities is more than agglomeration economies and high-tech clusters. This is the first book to connect entrepreneurship with neighbourhoods and homes, recognising that business activity in the city is not confined to central business districts, high streets and industrial estates but is also found in residential neighbourhoods. It highlights the importance of home-based businesses for the economy of cities. These often overlooked types of businesses and workers significantly contribute to the 'buzz' that makes cities favourable places to live and work.

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## **BUSINESS ETHICS: ETHICAL DECISION MAKING & CASES**

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*Cengage Learning* Packed with cases, exercises, simulations, and practice tests, the market-leading **BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES, 11th Edition**, thoroughly covers the complex environment in which managers confront ethical decision-making. Using a proven managerial framework, this accessible, applied text addresses the overall concepts, processes, and best practices associated with successful business ethics programs -- helping you see how ethics can be integrated into key strategic business decisions. Thoroughly revised, this edition incorporates coverage of new legislation affecting business ethics, the most up-to-date examples, and the best practices of high-profile organizations. It also includes 20 new or updated original case studies. **Important Notice:** Media content referenced within the product description or the product text may not be available in the ebook version.

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## **FASHION & MUSIC**

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*Springer* This book will broaden readers' understanding of the links between the music and fashion industries. It highlights the challenges currently facing the fashion industry in terms of hyper-competition, definition of ever-faster trends, changing consumer demands etc. In fact, the fashion industry is heavily influenced by the digital revolution in the music industry, which has changed the face of individual music consumption and social reference, and therefore, also has impacts on fashion consumption and social reference. This understanding is crucial in order to realign any fashion company's strategies to the demands of modern fashion consumers. In terms of content, the book first discusses the social perspective of fashion and music. This includes an analysis of music as a key influencer of fashion trends, both theoretically and on the basis of a case study on grunge music. Then the role of music in the fashion business is addressed, and covers in-store music and the role of music in fashion communication. Following up, the role of fashion in the music business is analyzed. This includes the trend of co-design of fashion collections, music artists' role of differentiation by style, and the market for music fashion merchandise articles (both theoretically and drawing on a case study). In

closing, potential lessons learned from the music industry are developed for the fashion industry. This includes an analysis of the digital revolution and the advent of the crowdfunding idea (both theoretically and in a case study).

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## **JOB INTERVIEW QUESTIONS AND ANSWERS FOR EMPLOYMENT ON OFFSHORE OIL & GAS PLATFORMS**

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*Petrogav International* The job interview is probably the most important step you will take in your job search journey. Because it's always important to be prepared to respond effectively to the questions that employers typically ask at a job interview Petrogav International has prepared this eBooks that will help you to get a job in oil and gas industry. Since these questions are so common, hiring managers will expect you to be able to answer them smoothly and without hesitation. This eBook contains 290 questions and answers for job interview and as a BONUS web addresses to 295 video movies for a better understanding of the technological process. This course covers aspects like HSE, Process, Mechanical, Electrical and Instrumentation & Control that will enable you to apply for any position in the Oil and Gas Industry.