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Books

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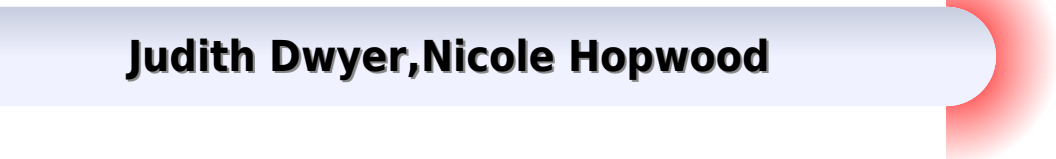
A Guide to College Writing

EIGHTH EDITION

M. Garrett Bauman

Cengage Advantage S Ideas And Details

Judith Dwyer, Nicole Hopwood



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New Venture Management Donald F. Kuratko, Jeffrey S. Hornsby, 2017-07-06 This book offers students a comprehensive accessible guide to launching and managing a new venture Beginning with the planning process and continuing to marketing financing and growth it gives students the insights and practical skills they need to be successful entrepreneurs This edition s structure aligns more logically with the venture s lifecycle so the reader is equipped to develop a strong business model The authors combine updated planning exercises end of chapter consultation questions and a sample business plan with new material including a new chapter on ideation the Business Model Canvas and lean start up that covers the latest methodology in idea generation and opportunity recognition to provide a tool for developing a business concept a new chapter on the various pathways for creating a new venture including setting up an online venture as well as managing the day to day aspects of running a business a revised chapter on start up capital and crowdfunding that helps students raise capital through social media a revised chapter on managing growth through HR planning helping students to navigate growth on a global level successfully and ethically Students in entrepreneurship and new venture management classes will find *New Venture Management* a valuable resource A companion website features an instructor s manual test bank PowerPoint slides and further resources to aid instructors and students in applying their knowledge *The Business Communication*

Handbook Judith Dwyer, Nicole Hopwood, 2019-07-18 The *Business Communication Handbook* 11e helps learners to develop competency in a broad range of communication skills essential in the 21st century workplace with a special focus on business communication Closely aligned with the competencies and content of BSB40215 Certificate IV in Business and BSB40515 Certificate IV in Business Administration the text is divided into five sections Communication foundations in the digital era Communication in the workplace Communication with customers Communication through documents Communication across the organisation Highlighting communication as a core employability skill the text offers a contextual learning experience by unpacking abstract communication principles into authentic examples and concrete applications and empowers students to apply communication skills in real workplace settings Written holistically to help learners develop authentic communication related competencies from the BSB Training Package the text engages students with its visually appealing layout and full colour design student friendly writing style and range of activities *Informatics for Health Professionals* Kathleen Mastrian, Dee McGonigle, 2019-12-19

Informatics for Health Professionals is an excellent resource to provide healthcare students and professionals with the foundational knowledge to integrate informatics principles into practice *Model Selection and Error Estimation in a Nutshell* Luca Oneto, 2019-07-17 How can we select the best performing data driven model How can we rigorously estimate its generalization error Statistical learning theory answers these questions by deriving non asymptotic bounds on the generalization error of a model or in other words by upper bounding the true error of the learned model based just on quantities computed on the available data However for a long time Statistical learning

theory has been considered only an abstract theoretical framework useful for inspiring new learning approaches but with limited applicability to practical problems The purpose of this book is to give an intelligible overview of the problems of model selection and error estimation by focusing on the ideas behind the different statistical learning theory approaches and simplifying most of the technical aspects with the purpose of making them more accessible and usable in practice The book starts by presenting the seminal works of the 80 s and includes the most recent results It discusses open problems and outlines future directions for research

Organizational Culture and Behavior: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2017-02-10 The questionable practices and policies of many businesses are coming under scrutiny by consumers and the media As such it is important to research new methods and systems for creating optimal business cultures *Organizational Culture and Behavior Concepts Methodologies Tools and Applications* is a comprehensive resource on the latest advances and developments for creating a system of shared values and beliefs in business environments Featuring extensive coverage across a range of relevant perspectives and topics such as organizational climate collaboration orientation and aggressiveness orientation this book is ideally designed for business owners managers entrepreneurs professionals researchers and students actively involved in the modern business realm

The Lean Product Lifecycle Tendayi Viki, Craig Strong, Sonja Kresojevic, 2018-11-21 The Lean Product Lifecycle is a playbook that provides frameworks methods and tools to develop innovative new products and business models while managing your core portfolio Follow the 6 key phases of a product's life idea explore validate grow sustain and retire and discover how to develop products according to their life stage and ensure the right investment for each For each stage there is a step by step guide of product development best practices using examples and case studies from several companies and start ups Using the tools and templates in this book you will be able to Take a new product from idea to scale within a market Understand the difference between executing on products that are already successful in the market and searching for profitable business models for new products Use the right tools and methods for validating new products ideas and business models Understand how to manage mature products and retire old products using lean innovation principles Discover how lessons from lean start ups can transform your business The full text downloaded to your computer With eBooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf available as a free download available online and also via the iPad and Android apps Upon purchase you will gain instant access to this eBook Time limit The eBooks products do not have an expiry date You will continue to access your digital ebook products whilst you have your Bookshelf installed

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