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KEY=19TH - SELLERS LETICIA

STRENGTHENING FORENSIC SCIENCE IN THE UNITED STATES

A PATH FORWARD

National Academies Press Scores of talented and dedicated people serve the forensic science community, performing vitally important work. However, they are often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a number of forensic science disciplines to ensure the reliability of work, establish enforceable standards, and promote best practices with consistent application. *Strengthening Forensic Science in the United States: A Path Forward* provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating the forensic science disciplines are clear: assisting law enforcement officials, enhancing homeland security, and reducing the risk of wrongful conviction and exoneration. *Strengthening Forensic Science in the United States* gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforceable best practices, and mandatory certification and accreditation programs. While this book provides an essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators.

REPORT OF THE PRESIDENTIAL COMMISSION ON THE SPACE SHUTTLE CHALLENGER ACCIDENT

DIANE Publishing Reviews the circumstances surrounding the Challenger accident to establish the probable cause or causes of the accident. Develops recommendations for corrective or other action based upon the Commission's findings and determinations. Color photos, charts and tables.

PRINCIPLES OF MARKETING

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. *Principles of Marketing* keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

EXPLORING STRATEGY TEXT ONLY 10E

This package includes a physical copy of *Exploring Strategy* text only 10th edition as well as access to the eText and MyStrategyLab. With over one million copies sold worldwide, *Exploring Strategy* has long been the essential introduction to strategy for the managers of today and tomorrow. From entrepreneurial start-ups to multinationals, charities to government agencies, this book raises the big questions about organisations - how they grow, how they innovate and how they change. With two new members added to the renowned author team, this tenth edition of *Exploring Strategy* has been comprehensively updated to help you: - Understand clearly the key concepts and tools of strategic management - Explore hot topics, including internationalisation, corporate governance, innovation and entrepreneurship - Learn from case studies on world-famous organisations such as Apple, H&M, Ryanair and Manchester United FC.

CULTURE MANAGEMENT

STRATEGY AND MARKETING ASPECTS

Logos Verlag Berlin GmbH "Dr Lukasz Wroblewski's book *Culture Management: Strategy and Marketing Aspects* clearly recognises that the pressures on the cultural sector in the 21st Century are greater than ever before. Based on robust academic research within a practical industry context, this book addresses all the key issues related to marketing strategy and planning for the cultural industries. It will be an invaluable tool for managers, policy-makers and all those working in the creative and cultural world, and will help them to develop sound strategies for the future." Dr Kim Lehman Tasmanian School of Business and Economics, University of Tasmania "Dr Wroblewski's book explains clearly what has changed to make the use of business models necessary, even in organizations which might have resisted in the past. Globalization has resulted in a population which understands and appreciates art and culture created in other countries. While it might be agreed that this is beneficial for society, it means that cultural arbitrators within a country no longer have the authority to dictate what is accepted as culture. Managers now understand that to gain the support of the public they must explain the benefits of consuming their cultural product." Dr Bonita M. Kolb Professor Emeritus of Lycoming College in Pennsylvania "A thoughtful and penetrating analysis of culture management addressing marketing strategies and cultural institutions. An important 'must read' book for those involved in this exciting sector." Prof Adrian Payne University of UNSW Business School, University of New South Wales

RETAIL MARKETING AND BRANDING

A DEFINITIVE GUIDE TO MAXIMIZING ROI

John Wiley & Sons *Retail Marketing and Branding*, 2nd Edition looks at how retailers can make more out of their marketing money with retail best practices in branding and marketing spend optimization. The second edition of *Retail Marketing and Branding* includes the following updates: * New and updated case examples * Updated figures and examples throughout * New interviewees with recent experiences * Additional chapters

PRE-INCIDENT INDICATORS OF TERRORIST INCIDENTS

THE IDENTIFICATION OF BEHAVIORAL, GEOGRAPHIC AND TEMPORAL PATTERNS OF PREPARATORY CONDUCT

DIANE Publishing This is a print on demand edition of a hard to find publication. Explores whether sufficient data exists to examine the temporal and spatial relationships that existed in terrorist group planning, and if so, could patterns of preparatory conduct be identified? About one-half of the terrorists resided, planned, and prepared for terrorism relatively close to their eventual target. The terrorist groups existed for 1,205 days from the first planning meeting to the date of the actual/planned terrorist incident. The planning process for specific acts began 2-3 months prior to the terrorist incident. This study examined selected terrorist groups/incidents in the U.S. from 1980-2002. It provides for the potential to identify patterns of conduct that might lead to intervention prior to the commission of the actual terrorist incidents. Illustrations.

STRATEGIES FOR E-BUSINESS

CONCEPTS AND CASES ON VALUE CREATION AND DIGITAL BUSINESS TRANSFORMATION

Springer Nature This is the fourth edition of a unique textbook that provides extensive coverage of the evolution, the current state, and the practice of e-business strategies. It provides a solid introduction to understanding e-business and e-commerce by combining fundamental concepts and application models with practice-based case studies. An ideal classroom companion for business schools, the authors use their extensive knowledge to show how corporate strategy can imbibe and thrive by adopting vibrant e-business frameworks with proper tools. Students will gain a thorough knowledge of developing electronic and mobile commerce strategies and the methods to deal with these issues and challenges.

SO GOOD THEY CAN'T IGNORE YOU

Hachette UK Cal Newport's clearly-written manifesto flies in the face of conventional wisdom by suggesting that it should be a person's talent and skill - and not necessarily their passion - that determines their career path. Newport, who graduated from Dartmouth College (Phi Beta Kappa) and earned a PhD. from MIT, contends that trying to find what drives us, instead of focusing on areas in which we naturally excel, is ultimately harmful and frustrating to job seekers. The title is a direct quote from comedian Steve Martin who, when once asked why he was successful in his career, immediately replied: "Be so good they can't ignore you" and that's the main basis for Newport's book. Skill and ability trump passion. Inspired by former Apple CEO Steve Jobs' famous Stanford University commencement speech in which Jobs urges idealistic grads to chase their dreams, Newport takes issue with that advice, claiming that not only is this advice Pollyannish, but that Jobs himself never followed his own advice. From there, Newport presents compelling scientific and contemporary case study evidence that the key to one's career success is to find out what you do well, where you have built up your 'career capital,' and then to put all of your efforts into that direction.

HISTORICAL PAINTING TECHNIQUES, MATERIALS, AND STUDIO PRACTICE

PREPRINTS OF A SYMPOSIUM, UNIVERSITY OF LEIDEN, THE NETHERLANDS, 26-29 JUNE 1995

Getty Publications Bridging the fields of conservation, art history, and museum curating, this volume contains the principal papers from an international symposium titled "Historical Painting Techniques, Materials, and Studio Practice" at the University of Leiden in Amsterdam, Netherlands, from June 26 to 29, 1995. The symposium—designed for art historians, conservators, conservation scientists, and museum curators worldwide—was organized by the Department of Art History at the University of Leiden and the Art History Department of the Central Research Laboratory for Objects of Art and Science in Amsterdam. Twenty-five contributors representing museums and conservation institutions throughout the world provide recent research on historical painting techniques, including wall painting and polychrome sculpture. Topics cover the latest art historical research and scientific analyses of original techniques and materials, as well as historical sources, such as medieval treatises and descriptions of painting techniques in historical literature. Chapters include the painting methods of Rembrandt and Vermeer, Dutch 17th-century landscape painting, wall paintings in English churches, Chinese paintings on paper and canvas, and Tibetan thangka. Color plates and black-and-white photographs illustrate works from the Middle Ages to the 20th century.

ESSENTIALS OF STRATEGIC MANAGEMENT

THE QUEST FOR COMPETITIVE ADVANTAGE

McGraw-Hill Higher Education This title responds head-on to the growing requests by business faculty for a concise, theory-driven strategic management concepts and cases text.

THE FOURTH INDUSTRIAL REVOLUTION

Penguin UK The founder and executive chairman of the World Economic Forum on how the impending technological revolution will change our lives We are on the brink of the Fourth Industrial Revolution. And this one will be unlike any other in human history. Characterized by new technologies fusing the physical, digital and biological worlds, the Fourth Industrial Revolution will impact all disciplines, economies and industries - and it will do so at an unprecedented rate. World Economic Forum data predicts that by 2025 we will see: commercial use of nanomaterials 200 times stronger than steel and a million times thinner than human hair; the first transplant of a 3D-printed liver; 10% of all cars on US roads being driverless; and much more besides. In The Fourth Industrial Revolution, Schwab outlines the key technologies driving this revolution, discusses the major impacts on governments, businesses, civil society and individuals, and offers bold ideas for what can be done to shape a better future for all.

STRATEGIC MANAGEMENT

COMPETITIVENESS & GLOBALIZATION : CONCEPTS AND CASES

South-Western Pub Examine strategic management with the market-leading book that has set the standard for providing an intellectually rich, yet thoroughly practical, analysis of strategic management today. Written by highly respected experts and scholars Hitt, Ireland, and Hoskisson, STRATEGIC MANAGEMENT: COMPETITIVENESS AND GLOBALIZATION, CONCEPTS AND CASE, 9E is the only book that integrates the classic industrial organization model with a resource-based view of the firm to give readers a complete understanding of how businesses use strategic management to establish a sustained competitive advantage. The authors present cutting-edge research and strategic management trends within a strong global focus, using memorable examples from more than 600 companies. A selection of 30 compelling cases prepares you to face the broad range of critical issues confronting contemporary managers. You can also easily build your own case selections from other premier providers, such as Harvard, Ivey, and Darden.

KNOWLEDGE MANAGEMENT IN ORGANIZATIONS

13TH INTERNATIONAL CONFERENCE, KMO 2018, ŽILINA, SLOVAKIA, AUGUST 6-10, 2018, PROCEEDINGS

Springer This book contains the refereed proceedings of the 13th International Conference on Knowledge Management in Organizations, KMO 2018, held in Žilina, Slovakia, in August 2018. The theme of the conference was "Emerging Research for Knowledge Management in Organizations." The 59 papers accepted for KMO 2018 were selected from 141 submissions and are organized in topical sections on: Knowledge management models and analysis; knowledge sharing; knowledge transfer and learning; knowledge and service innovation; knowledge creation; knowledge and organization; information systems and information science; knowledge and technology management; data mining and intelligent science; business and customer relationship management; big data and IoT; and new trends in IT.

THE JURISTS

A CRITICAL HISTORY

Oxford University Press Current Western law has been shaped by the work of successive schools of jurists throughout the ages. From ancient Rome to the present, this book describes their work in their historical context and their influence on later schools.

THE 4 DISCIPLINES OF EXECUTION

ACHIEVING YOUR WILDLY IMPORTANT GOALS

Simon and Schuster BUSINESS STRATEGY. "The 4 Disciplines of Execution "offers the what but also how effective execution is achieved. They share numerous examples of companies that have done just that, not once, but over and over again. This is a book that every leader should read! (Clayton Christensen, Professor, Harvard Business School, and author of "The Innovator s Dilemma)." Do you remember the last major initiative you watched die in your organization? Did it go down with a loud crash? Or was it slowly and quietly suffocated by other competing priorities? By the time it finally disappeared, it s likely no one even noticed. What happened? The whirlwind of urgent activity required to keep things running day-to-day devoured all the time and energy you needed to invest in executing your strategy for tomorrow. "The 4 Disciplines of Execution" can change all that forever.

THE OXFORD HANDBOOK OF HUMAN RESOURCE MANAGEMENT

Oxford University Press HRM is central to management teaching and research, and has emerged in the last decade as a significant field from its earlier roots in Personnel Management, Industrial Relations, and Industrial Psychology. People Management and High Performance teams have become key functions and goals for manager at all levels in organizations. The Oxford Handbook brings together leading scholars from around the world - and from a range of disciplines - to provide an authoritative account of current trends and developments. The Handbook is divided into four parts: * Foundations and Frameworks, * Core Processes and Functions, * Patterns and Dynamics, * Measurement and Outcomes. Overall it will provide an essential resource for anybody who wants to get to grips with current thinking, research, and development on HRM.

THE PRODUCT BOOK: HOW TO BECOME A GREAT PRODUCT MANAGER

"Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!

THE STARTUP OWNER'S MANUAL

THE STEP-BY-STEP GUIDE FOR BUILDING A GREAT COMPANY

John Wiley & Sons More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you: • Avoid the 9 deadly sins that destroy startups' chances for success • Use the Customer Development method to bring your business idea to life • Incorporate the Business Model Canvas as the organizing principle for startup hypotheses • Identify your customers and determine how to "get, keep and grow" customers profitably • Compute how you'll drive your startup to repeatable, scalable profits. The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

THE FUTURE OF BUSINESS

CRITICAL INSIGHTS INTO A RAPIDLY CHANGING WORLD FROM 60 FUTURE THINKERS

Fast Future Publishing Ltd The Future of Business explores how the commercial world is being transformed by the complex interplay between social, economic and political shifts, disruptive ideas, bold strategies and breakthroughs in science and technology. Over 60 contributors from 21 countries explore how the business landscape will be reshaped by

factors as diverse as the modification of the human brain and body, 3D printing, alternative energy sources, the reinvention of government, new business models, artificial intelligence, blockchain technology, and the potential emergence of the Star Trek economy.

DIGITAL MARKETING STRATEGY

AN INTEGRATED APPROACH TO ONLINE MARKETING

Kogan Page Publishers The modern marketer needs to learn how to employ strategic thinking alongside the use of digital media to deliver measurable and accountable business success. Digital Marketing Strategy covers the essential elements of achieving exactly this by guiding you through every step of creating your perfect digital marketing strategy. This book analyzes the essential techniques and platforms of digital marketing including social media, content marketing, SEO, user experience, personalization, display advertising and CRM, as well as the broader aspects of implementation including planning, integration with overall company aims and presenting to decision makers. Simon Kingsnorth brings digital marketing strategy to life through best practice case studies, illustrations, checklists and summaries, to give you insightful and practical guidance. Rather than presenting a restrictive 'one size fits all' model, this book gives you the tools to tailor-make your own strategy according to your unique business needs and demonstrates how an integrated and holistic approach to marketing leads to greater success. Digital Marketing Strategy is also supported by a wealth of online resources, including budget and strategy templates, lecture slides and a bonus chapter.

ARCHITECTURAL RESEARCH METHODS

John Wiley & Sons A practical guide to research for architects and designers—now updated and expanded! From searching for the best glass to prevent glare to determining how clients might react to the color choice for restaurant walls, research is a crucial tool that architects must master in order to effectively address the technical, aesthetic, and behavioral issues that arise in their work. This book's unique coverage of research methods is specifically targeted to help professional designers and researchers better conduct and understand research. Part I explores basic research issues and concepts, and includes chapters on relating theory to method and design to research. Part II gives a comprehensive treatment of specific strategies for investigating built forms. In all, the book covers seven types of research, including historical, qualitative, correlational, experimental, simulation, logical argumentation, and case studies and mixed methods. Features new to this edition include: Strategies for investigation, practical examples, and resources for additional information A look at current trends and innovations in research Coverage of design studio-based research that shows how strategies described in the book can be employed in real life A discussion of digital media and online research New and updated examples of research studies A new chapter on the relationship between design and research Architectural Research Methods is an essential reference for architecture students and researchers as well as architects, interior designers, landscape architects, and building product manufacturers.

HEALTH COMMUNICATION

Jones & Bartlett Learning Health Communication: Strategies and Skills for a New Era provides a practical process model for developing a health communication intervention. The book also explores exposure to media and how it shapes our conceptions of health and illness. Using a life stages and environments approach, the book touches on the patient role and how we 'hear' information from health care providers as well as guidance on how to be a thoughtful consumer of health information.

CASE STUDIES ON SOCIAL MARKETING

A GLOBAL PERSPECTIVE

Springer Social marketing has become an indispensable tool for all types of organizations worldwide. This book presents high-quality cases on the development, implementation, and analysis of different social marketing campaigns that have been created by non-governmental organizations, public administrations, and even businesses. The respective cases reflect the fact that, although social marketing was initially employed by public administrations and NGOs, the number of campaigns developed by all type of organizations, including businesses, is on the rise; in fact, Corporate Social Marketing is now considered to be one of the main CSR initiatives at businesses around the globe. Pursuing an international approach, the cases in the book explore social marketing practices from a diverse set of countries and cultures around the world.

MEASURE WHAT MATTERS

HOW GOOGLE, BONO, AND THE GATES FOUNDATION ROCK THE WORLD WITH OKRS

Portfolio

STRATEGIC MANAGEMENT

SAGE The 9th edition of this comprehensive core textbook builds on its global perspective and approachable written style, as it explores the key concepts within a clear and logical structure. Lynch guides you through 19 chapters, with updated case studies and pedagogy that support the modern business and management student from start to finish. Continuous contrast between prescriptive and emergent views of strategy highlights key debates within the discipline, whilst an emphasis on the practical throughout the book helps you turn theory into practice

ENTREPRENEURSHIP

SUCCESSFULLY LAUNCHING NEW VENTURES

Prentice Hall Undergraduate course in Entrepreneurship and New Venture creation. Entrepreneurship 2/e takes students on the entire journey of launching a new venture, with a unique emphasis on the front end of the entrepreneurial process.

LEARNING TO BE

THE WORLD OF EDUCATION TODAY AND TOMORROW

UNESCO

LEGAL INFORMATICS

Cambridge University Press This cutting-edge volume offers a theoretical and applied introduction to the emerging legal technology and informatics industry.

BACKSTAGE LEADERSHIP

THE INVISIBLE WORK OF HIGHLY EFFECTIVE LEADERS

Springer Nature Most of us would recognize a star leader by their charisma, emotional intelligence and public communication prowess. What is truly impressive but often overlooked is the silent work of leadership that garners real results. Exercising influence in a complex and global organization - whilst also shaping and executing strategies across borders in a disruptive age - is the true mark of success as a leader. Backstage Leadership takes a comprehensive look at the background processes that leaders must master in order to shape the culture, direction and capability of a successful company. With an emphasis on strategy, the author provides an integrated toolkit for developing your knowledge and skills as a 'backstage leader.' You will learn how to: Mobilize people towards new strategic directions Scan your business environment for threats and disruptive forces Diagnose and help to shape the culture of your organization Develop talent and capabilities towards a specific goal. Focusing on the key and consistent underlying processes of leadership, this book is essential reading for managers who wish to bring focus and coherence to their leadership role and integrate themselves within the engine of the organization.

ENTERPRISE ARCHITECTURE AS STRATEGY

CREATING A FOUNDATION FOR BUSINESS EXECUTION

Harvard Business Press Does it seem you've formulated a rock-solid strategy, yet your firm still can't get ahead? If so, construct a solid foundation for business execution—an IT infrastructure and digitized business processes to automate your company's core capabilities. In Enterprise Architecture as Strategy: Creating a Foundation for Business Execution, authors Jeanne W. Ross, Peter Weill, and David C. Robertson show you how. The key? Make tough decisions about which processes you must execute well, then implement the IT systems needed to digitize those processes. Citing numerous companies worldwide, the authors show how constructing the right enterprise architecture enhances profitability and time to market, improves strategy execution, and even lowers IT costs. Though clear, engaging explanation, they demonstrate how to define your operating model—your vision of how your firm will survive and grow—and implement it through your enterprise architecture. Their counterintuitive but vital message: when it comes to executing your strategy, your enterprise architecture may matter far more than your strategy itself.

HACKING- THE ART OF EXPLOITATION

EH

oshean collins This text introduces the spirit and theory of hacking as well as the science behind it all; it also provides some core techniques and tricks of hacking so you can think like a hacker, write your own hacks or thwart potential system attacks.

APPLICABLE LAW IN INVESTOR-STATE ARBITRATION

THE INTERPLAY BETWEEN NATIONAL AND INTERNATIONAL LAW

Oxford University Press Investment arbitration has become the key forum to settle disputes between investors and the host state. It is not clear from the arbitration agreements which body of law the arbitrators should apply: national or international. This book examines how the legal framework which the arbitral panels operate in influences which body of law they apply.

A STEP-BY-STEP GUIDE TO CONDUCTING AN INTEGRATIVE REVIEW

Springer Nature This book provides guidance to readers for how to conduct an integrative review. Over the decades, with the expansion of evidence-based practice (EBP), the evolution of methods used in reviews has resulted in a wide spectrum of review types. Due to the overlapping characteristics of the various review methods, confusion exists related to terminology, descriptions and methods of each type. To fill this gap, this book examines components necessary to conduct a rigorous integrative review from formulating questions through dissemination of the results of the review. Each chapter focuses on one component or step in this process and is written in a straightforward and readable manner. An integrative review is considered by many as an actual research study, hence it should be approached following established research methods involving well-defined steps. The integrative review is often compared with the systematic review. Both are used in healthcare research and follow a systematic process in reviewing literature and developing recommendations, but there are important differences that are addressed in the book. Evidence-based practice (EBP) demands high quality, rigorous evidence for nurse clinicians to make informed decisions with and for their patients. In nursing education, the integrative review is a frequent capstone project for graduate students and forms the basis for many doctoral projects. The Integrative review process should be valid, reliable and transparent and this book provides clear guidelines for writing an integrative review for students, educators, clinicians, and researchers. This book is a useful addition to courses for both undergraduate and graduate level writers of integrative reviews. In academia, a likely adoption would be in graduate research and research methods courses, and baccalaureate honor courses.

MALE ROLES, MASCULINITIES AND VIOLENCE

A CULTURE OF PEACE PERSPECTIVE

UNESCO This book is based on an expert group meeting entitled 'Male Roles and Masculinities in the Perspective of a Culture of Peace', which was organised by UNESCO in Oslo, Norway in 1997, the first international discussion of the connections between men and masculinity and peace and war. The group consisted of researchers, activists, policy makers and administrators and the aim of the meeting was to formulate practical suggestions for change. Chapters in the book consist of both regional case studies and social science research on the connections of traditional masculinity and patriarchy to violence and peace building. The Culture of Peace initiatives in this book show how violence is ineffective, and the book contests the views in the socialisation of boy-children that aggressiveness, violence and force are an acceptable means of expression.

DEVELOPMENT AND MODERN INDUSTRIAL POLICY IN PRACTICE

ISSUES AND COUNTRY EXPERIENCES

Edward Elgar Publishing Development and Modern Industrial Policy in Practice provides an up-to-date analysis of industrial policy. Modern industrial policy refers to the set of actions and strategies used to favor the more dynamic sectors of the economy. A key aspect of moder

EMARKETING

THE ESSENTIAL GUIDE TO ONLINE MARKETING

Orange Groove Books

MARKETING MANAGEMENT

This is the 14th edition of 'Marketing Management' which preserves the strengths of previous editions while introducing new material and structure to further enhance learning.

THE AGE OF SURVEILLANCE CAPITALISM

THE FIGHT FOR A HUMAN FUTURE AT THE NEW FRONTIER OF POWER

Profile Books THE TOP 10 SUNDAY TIMES BESTSELLER Shortlisted for the FT Business Book of the Year Award 2019 'Easily the most important book to be published this century. I find it hard to take any young activist seriously who hasn't at least familiarised themselves with Zuboff's central ideas.' - Zadie Smith, The Guardian The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control us. The heady optimism of the Internet's early days is gone. Technologies that were meant to liberate us have deepened inequality and stoked divisions. Tech companies gather our information online and sell it to the highest bidder, whether government or retailer. Profits now depend not only on predicting our behaviour but modifying it too. How will this fusion of capitalism and the digital shape our values and define our future? Shoshana Zuboff shows that we are at a crossroads. We still have the power to decide what kind of world we want to live in, and what we decide now will shape the rest of the century. Our choices: allow technology to enrich the few and impoverish the many, or harness it and distribute its benefits. The Age of Surveillance Capitalism is a deeply-reasoned examination of the threat of unprecedented power free from democratic oversight. As it explores this new capitalism's impact on society, politics, business, and technology, it exposes the struggles that will decide both the next chapter of capitalism and the meaning of information civilization. Most critically, it shows how we can protect ourselves and our communities and ensure we are the masters of the digital rather than its slaves.

EXPLORING CORPORATE STRATEGY

TEXT & CASES

Pearson Education An extensive process of market research & product development has formed the basis for this new edition. It covers all of the underlying concepts, processes of development & analytical methods of corporate strategy within a variety of organisations.