Business In Context David Needle Ansellore

Updated with a new chapter on digital curation How Music Works is David Byrne's incisive and enthusiastic look at the musical art form, from its very inceptions to the influences that shape it, whether acoustical, economic, social or technological. Utilizing his incomparable career and inspired collaborations with Talking Heads, Brian Eno, and many others, Byrne taps deeply into his lifetime of knowledge to explore the panoptic elements of music, how it shapes the human experience, and reveals the impetus behind how we create, consume, distribute, and enjoy the songs, symphonies, and rhythms that provide the backbeat of life. Byrne's magnum opus uncovers ever-new and thrilling realizations about the redemptive liberation that music brings us all.

Develops a theory of collaborative capitalism that produces economic stability for businesses and workers in American urban cores.

The Other End of the Needle demonstrates that tattooing is more complex than simply the tattoos that people wear. Using qualitative data and an accessible writing style, sociologist Dave Lane explains the complexity of tattoo work as a type of social activity. His central argument is that tattooing is a social world, where people must be socialized, manage a system of stratification, create spaces conducive for labor, develop sets of beliefs and values, struggle to retain control over their tools, and contend with changes that in turn affect their labor. Earlier research has examined tattoos and their meanings. Yet, Lane notes, prior research has focused almost exclusively on the tattoos—the outcome of an intricate social process—and have ignored the significance of tattoo workers themselves. "Tattooists," as Lane dubs them, make decisions, but they work within a social world that constrains and shapes the outcome of their labor—the tattoo. The goal of this book is to help readers understand the world of tattoo work as an intricate and nuanced form of work. Lane ultimately asks new questions about the social processes occurring prior to the tattoo's existence.

A sweeping intellectual history of the role of wealth in the church in the last days of the Roman Empire Jesus taught his followers that it is easier for a camel to go through the eye of a needle than for a rich man to enter heaven. Yet by the fall of Rome, the church was becoming rich beyond measure. Through the Eye of a Needle is a sweeping intellectual and social history of the vexing problem of wealth in Christianity in the waning days of the Roman Empire, written by the world's foremost scholar of late antiquity. Peter Brown examines the rise of the church through the lens of money and the challenges it posed to an institution that espoused the virtue of poverty and called avarice the root of all evil. Drawing on the writings of major Christian thinkers such as Augustine, Ambrose, and Jerome, Brown examines the controversies and changing attitudes toward money caused by the influx of new wealth into church coffers, and describes the spectacular acts of divestment by rich donors and their growing influence in an empire beset with crisis. He shows how the use of wealth for the care of the poor competed with older forms of philanthropy deeply rooted in the Roman world, and sheds light on the ordinary people who gave away their money in hopes of treasure in heaven. Through the Eye of a Needle challenges the widely held notion that Christianity's growing wealth sapped Rome of its ability to resist the barbarian invasions, and offers a fresh perspective on the social history of the church in late antiquity.

From bestselling writer David Graeber—"a master of opening up thought and stimulating debate" (Slate)—a powerful argument against the rise of meaningless, unfulfilling jobs…and their consequences. Does your job make a meaningful contribution to the world? In the spring of 2013, David Graeber asked this question in a playful, provocative essay titled "On the Phenomenon of Bullshit Jobs." It went viral. After one million online views in seventeen different languages, people all over the world are still debating the answer. There are hordes of people—HR consultants, communication coordinators, telemarketing researchers, corporate lawyers—whose jobs are useless, and, tragically, they know it. These people are caught in bullshit jobs. Graeber explores one of society's most vexing and deeply felt concerns, indicting among other villains a particular strain of finance capitalism that betrays ideals shared by thinkers ranging from Keynes to Lincoln. "Clever and charismatic" (The New Yorker), Bullshit Jobs gives individuals, corporations, and societies permission to undergo a shift in values, placing creative and caring work at the center of our culture. This book is for everyone who wants to turn their vocation back into an avocation and "a thought-provoking examination of our working lives" (Financial Times).

"An entertaining and refreshingly honest . . . exploration of business strategy, personal growth, and civic responsibility" by a former Microsoft executive (Publishers Weekly). From Microsoft's former Chief Xbox Officer, Robbie Bach, comes a unique book that provides a simple yet robust framework that can be used to tackle almost any problem. In Xbox Revisited: A Game Plan for Corporate and Civic Renewal, Bach takes business, non-profit, and community-engaged readers on the Xbox journey—a triumphant and personal saga from garage-shop beginnings to business success. Using the 3P Framework of Purpose, Principles, and Priorities developed by the Xbox team, Bach describes the process used to revitalize a beleaguered business and then applies those lessons to our most difficult community issues and the challenges of a nation at a crossroads. Bach is turning his strategic and leadership skills to a new opportunity: helping individuals and organizations drive transformational change in business and civic institutions. The book is packed with common sense thinking and a strategic framework that can set change in motion at every level of community life. Xbox Revisited is a wake-up call, a challenge to every citizen to become a "civic engineer" addressing the issues we face in our communities and across our country. "A highly effective, common-sense strategy to address difficult business and community issues . . . Seen through the lens of the creation of the Xbox, the story he tells from personal experience is both engaging and inspirational." —Jeff Raikes, co-founder, Raikes Foundation, former CEO, Bill & Melinda Gates Foundation and president, Microsoft Business Division

Skills of Management and Leadership is a concise introductory text focusing on the core skills of managing people in organisations. With a strong emphasis on people management, it addresses the needs of those in managerial and leadership roles, and identifies the skills needed to handle the growing range of managerial responsibilities such as prioritization, delegation, disciplinary and performance handling, and negotiation. Packed with real-life examples of management in practice, this text explores the key original concepts of the managerial escalator, the hybrid manager and the managerial gap. Key benefits: • Clearly and accessibly written • Lively case studies reveal the reality of management today • Filled with engaging learning features such as end of chapter questions and appendices to help readers with self-development This is the ideal introductory text for undergraduate and postgraduate management students.

"A first-class template demonstrating how to use superior leadership to drive performance in large organizations." - Paul Myners (Lord Myners), former FTSE100 Chair and Treasury Minister Leadership effectiveness drives organizational performance, yet almost half of all organizations face some kind of leadership gap that they are not able to fill. In Leadership at Scale, McKinsey experts C laudio Feser, Michael Rennie and Nicolai Nielsen share their secrets on how to increase leadership effectiveness across an organization. Using extensive research, distilled insights from McKinsey's leadership development work in practice, and lessons from a highly successful leadership development program, this book will focus on the leadership behaviors that matter most.

How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets
Eye of the Needle
Accounting in a Business Context
The Lean Entrepreneur
Paper Towns
The Communicating Company
Managing People in Organisations
Business in Context
Better leadership, better results
Behind Every Good Decision
Redefining HR
Honorable Influence
Reframing Marketing and PR for the Digital Age

This new book explores how firms achieve competitive advantage in a disruptive, digital and globalized business landscape. An integrative framework, 'The Four Rs of Competitive Success', is introduced, which covers the four core pillars of global strategy: resources and capabilities, technology and innovation (recombination), internationalization and international markets (reach), and physical and virtual location (roots). It then explains how competitive advantage is achieved through an interaction of these four drivers against the backdrop of a globalized and digitized world. It is uniquely practical in its approach, combining theoretical understanding with international case studies and real-life examples throughout each chapter, including Apple, IKEA and Microsoft. Unlocking Strategic Innovation is concise, applied reading for postgraduate students studying international business, corporate strategy, innovation and digital strategy, as well as academics in the field. It will also be important reading for practitioners looking to gain further understanding of how firms compete and flourish in a global and technology-driven environment.

In these times of change and disruption, HR must adapt, fast. But how can HR professionals critically assess their current processes and activities to identify what areas they need to think differently about in order to drive business results? This book provides the answers to enable all aspects of the people function to perform to their full potential. Redefining HR is a refreshing take on the evolution of the field of Human Resources and People Operations. It's an in-depth guide to the fundamental components of modern HR, and provides a tangible framework of progressive ideas and practices for HR practitioners, people leaders, and business executives. This is not a theoretical examination of HR. This is a book for practitioners, with insights from people professionals at the leading edge of HR's transformation from companies including Hubspot, Reddit, Stripe, Mastercard, Eventbrite, VaynerMedia, Asana. Written by a leading innovator in the HR industry, this book illuminates new perspectives and approaches for rethinking recruitment, talent management, performance and reward to save time, reduce costs and achieve greater business success. It covers key HR practices including diversity and inclusion, people analytics, learning and development (L&D) and employee experience and is supported by global case studies from organizations including Siemens, Upwork, CVS, Schneider Electric, Delivery Hero, and more. Redefining HR is an essential resource for all HR professionals business leaders wanting to create an exceptional people management function.

The global business environment is rapidly changing due to shifts in geopolitical alliances, active support of global international institutions in promoting market-oriented economic reforms, and advances in the development and use of information technology. INTRODUCTION TO GLOBAL BUSINESS, 2e addresses these challenges by providing a comprehensive analysis of the global business environment and lays the foundation for the functional tools used to better prepare you to manage the global business landscape. The text flows smoothly and clearly from concept to application, asking you to apply those learning skills into real-world personal and professional applications. The specialized author team introduces globalization through unparalleled scholarship and a world-view presentation of the fundamental pillars of the global business environment -- culture, ethics, economics, and information technology. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

*This new edition of Organisations and the Business Environment provides a completely revised, extended and updated edition of the original successful text. It provides contemporary and comprehensive coverage of the subject matter which is highly relevant to business and management students at undergraduate, postgraduate and professional levels. The text is written in a clear and concise style, illustrated with topical examples and data. Organisations and the Business Environment (second edition) comprises four sections: * Business Organisations iV discusses the evolution of organisational and managerial theories and concepts with particular emphasis on their relevance in the 21st century. The different types of organisations and their missions, visions, goals and objectives are examined. * The External Business Macro-Environment iV describes and considers the political, economic, socio-cultural, technological, ecological and legal influences on organisations, utilizing the PESTEL framework of analysis. This section includes a review of the internationalization of businesses and examines the role of GATT and the WTO, single markets and trading blocs. * The External Business Micro-Environment iV provides a review of the market system and the nature of supply and demand. Market structures are examined in the light of monopolistic regimes and working for competitive advantage. The impact of government intervention is explored via regulatory bodies, privatization, and nationalization programmes. * Business Management iV explores the major aspects of contemporary business organisations, including corporate governance and business ethics. In particular, this section tackles the areas of structure, culture, change, quality management and the principal functions of organisations. This textbook is a user-friendly resource with end of chapter questions, activities and assignments to consolidate learning. Its strong emphasis on topical examples enables students to understand how theory is applied in business contexts, including, GlaxoSmithKline, BT, Scottish and Newcastle, Hanson plc and a number of not-for-profit organisations. There is additional Tutor Resource material, including presentation slides, data charts, chapter summaries, questions and answers. "An excellent book...good use of learning objectives, questions and potential assignments." Paul Blakely, Lecturer, University College of Warrington.*

This textbook is a refreshingly clear introduction to the core accounting topics that non-specialist students need to master. Designed to help students learn key principles, reinforce understanding, and apply accounting concepts to real business decisions, it is an ideal first stepping stone into the world of accounting. Peter Scott's Accounting for Business:· Offers full coverage of key accounting concepts in an authoritative mannerwhilst remaining sensitive to the needs of non-specialist students in employing an excellent writing style and clarity of explanation;· Firmly sets accounting principles in context through a varietyof newspaper articles and online media to help students understand the relevance of accounting to a variety of business professions;· Uses running examples across Financial and Management Accounting so students can strengthen their understanding of the material covered as the author regularly reviews and recaps information;· Is a complete solution to teaching accounting, offering a brand new online learning and assessment tool, Dashboard. The Dashboard courseoffers a test bank of over 500 ready-to-use questions, tailored specifically to this text, which can be automatically graded to cut down time spent marking.· Dashboard also offers students numerousopportunities to revisit, reinforce and revise their understanding, through the provision of an online workbook fully integrated with the chapter material.

Contextualising business policy in its economic, institutional and political environment, this practical text shows students how to use financial analysis as a strategic tool. The authors employ a value-added accounting framework to describe how modern businesses compete in an international context and highlight the factors that influence company performance. Case examples including Microsoft & Intel; Shell, Brent Spar & Nigerian Oil; the pharmaceuticals sector and pension provision are used in each chapter, to bring together different themes and theories.

Business in Context 4e provides an introduction to the business environment and the key functions of business placed within a managerial, organizational and environmental context. Offering a dynamic and contemporary global perspective on business, key issues are debated and supported by practical cases from well-known international companies. The latest edition of David Needle's best-selling functional business environment text has been thoroughly revised and rewritten, with expanded coverage of management, new chapters on globalization and ethics, new cases, improved pedagogy and text design,

An extraordinary World War II German agent with secret information about the Allied D-Day landing waits at an English lighthouse to be picked up by a submarine and becomes sidetracked by an affair with a paraplegic's wife.

Competitive Success in a Disruptive Environment
Collaborative Capitalism in American Cities
My Unexpected Journey from Doctor to Patient
Skills of Management and Leadership
Craft
What You Need to Know about Data Mining and Data-Analytic Thinking
Organisations and the Business Environment
Data Science for Business
Reforming Urban Market Regulations
Introduction to Global Business: Understanding the International Environment & Global Business Functions
How Music Works
An Introduction to Business and Its Environment
Transforming People Teams to Drive Business Performance

Few things impact our lives more than marketing, yet few people consider how that influence can be a force for good. Honorable Influence shines the light of Christian faith on the field, revealing how marketers can avoid negative impact, and instead influence consumers to their benefit. Individuals and organizations will find in Honorable Influence practical guidance for doing what seems impossible to many-using marketing to show love to God and others.

NEW YORK TIMES BESTSELLER • This instant classic explores how we can change our lives by changing our habits. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Wall Street Journal • Financial Times In The Power of Habit, award-winning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of information into engrossing narratives that take us from the boardrooms of Procter & Gamble to the sidelines of the NFL to the front lines of the civil rights movement, Duhigg presents a whole new understanding of human nature and its potential. At its core, The Power of Habit contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work. As Duhigg shows, by harnessing this new science, we can transform our businesses, our communities, and our lives. With a new Afterword by the author "Sharp, provocative, and useful."—Jim Collins "Few [books] become essential manuals for business and living. The Power of Habit is an exception. Charles Duhigg not only explains how habits are formed but how to kick bad ones and hang on to the good."—Financial Times "A flat-out great read."—David Allen, bestselling author of Getting Things Done: The Art of Stress-Free Productivity "You'll never look at yourself, your organization, or your world quite the same way."—Daniel H. Pink, bestselling author of Drive and A Whole New Mind "Entertaining . . . enjoyable . . . fascinating . . . a serious look at the science of habit formation and change."—The New York Times Book Review

Special edition slipcase edition of John Green's Paper Towns, with pop-up paper town. From the bestselling author of The Fault in our Stars. Quentin Jacobsen has always loved Margo Roth Spiegelman, for Margo (and her adventures) are the stuff of legend at their high school. So when she one day climbs through his window and summons him on an all-night road trip of revenge he cannot help but follow. But the next day Margo doesn't come to school and a week later she is still missing. Q soon learns that there are clues in her disappearance . . . and they are for him. But as he gets deeper into the mystery - culminating in another awesome road trip across America - he becomes less sure of who and what he is looking for. Masterfully written by John Green, this is a thoughtful, insightful and hilarious coming-of-age story.

Most research on corporate communication has concentrated on positivist approaches, leading to a limited view. This book reviews extant corporate communication theory from discourse and strategy-as-practice perspectives, expanding the picture by more communicational aspects. It proposes an integrative framework of alternative corporate communication as a key contribution to corporate communication theory.

Aims to provide a comprehensive study of how European enterprises are coping with the important issues of European integration. Each chapter contains discussion questions, a case study and questions on the case. New chapters cover political and legislative frameworks and there are additional case.

By the New York Times bestselling author of The Bone Clocks and Cloud Atlas | Longlisted for the Man Booker Prize In 2007, Time magazine named him one of the most influential novelists in the world. He has twice been short-listed for the Man Booker Prize. The New York Times Book Review called him simply "a genius." Now David Mitchell lends fresh credence to The Guardian's claim that "each of his books seems entirely different from that which preceded it." The Thousand Autumns of Jacob de Zoet is a stunning departure for this brilliant, restless, and wildly ambitious author, a giant leap forward by even his own high standards. A bold and epic novel of a rarely visited point in history, it is a work as exquisitely rendered as it is irresistibly readable. The year is 1799, the place Dejima in Nagasaki Harbor, the "high-walled, fan-shaped artificial island" that is the Japanese Empire's single port and sole window onto the world, designed to keep the West at bay; the farthest outpost of the war-ravaged Dutch East Indies Company; and a de facto prison for the dozen foreigners permitted to live and work there. To this place of devious merchants, deceitful interpreters, costly courtesans, earthquakes, and typhoons comes Jacob de Zoet, a devout and resourceful young clerk who has five years in the East to earn a fortune of sufficient size to win the hand of his wealthy fiancée back in Holland. But Jacob's original intentions are eclipsed after a chance encounter with Orito Aibagawa, the disfigured daughter of a samurai doctor and midwife to the city's powerful magistrate. The borders between propriety, profit, and pleasure blur until Jacob finds his vision clouded, one rash promise made and then fatefully broken. The consequences will extend beyond Jacob's worst imaginings. As one cynical colleague asks, "Who ain't a gambler in the glorious Orient, with his very life?" A magnificent mix of luminous writing, prodigious research, and heedless imagination, The Thousand Autumns of Jacob de Zoet is the most impressive achievement of its eminent author. Praise for The Thousand Autumns of Jacob de Zoet "A page-turner . . . [David] Mitchell's masterpiece; and also, I am convinced, a masterpiece of our time."—Richard Eder, The Boston Globe "An achingly romantic story of forbidden love . . . Mitchell's incredible prose is on stunning display. . . . A novel of ideas, of longing, of good and evil and those who fall somewhere in between [that] confirms Mitchell as one of the more fascinating and fearless writers alive."—Dave Eggers, The New York Times Book Review "The novelist who's been showing us the future of fiction has published a classic, old-fashioned tale . . . an epic of sacrificial love, clashing civilizations and enemies who won't rest until whole family lines have been snuffed out."—Ron Charles, The Washington Post "By any standards, The Thousand Autumns of Jacob de Zoet is a formidable marvel."—James Wood, The New Yorker "A beautiful novel, full of life and authenticity, atmosphere and characters that breathe."—Maureen Corrigan, NPR Look for special features inside. Join the Random House Reader's Circle for author chats and more.

"The Lean Entrepreneur" banishes the "Myth of the Visionary" and shows you how you can implement proven, actionable techniques to create products and disrupt existing markets on your way to entrepreneurial success. This guide combines the concepts of customer insight, rapid experimentation, and actionable data from the Lean Startup methodology to allow individuals, teams, or even entire companies to solve problems, create value, and ramp up their vision quickly and efficiently.

Having escaped from the eastern European concentration camp where he has spent most of his life, twelve-year-old David struggles to cope with an entirely strange world as he flees northward to freedom in Denmark. Originally published as North to Freedom. An ALA Notable Book. Simultaneous.

Accounting for Business
Giving Voice to Values
A Novel
An American History
How to Speak Your Mind When You Know What's Right
An Issue-based Approach
I Am David
One Hundred Days
The Thousand Autumns of Jacob de Zoet
Conversations About Running Production Systems at Scale
Why the Future of Business Is Sharing
Unlocking Strategic Innovation
Seeking SRE

Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

It is a situation we all fear and none of us can imagine: a life-threatening diagnosis. But what if the person receiving the diagnosis--young, physically fit, poised for a bright future--is himself a doctor? At thirty-one David biro has just completed his residency and joined his father's successful dermatology practice. Struck with a rare blood disease that eventually necessitates a bone marrow transplant, Biro relates with honesty and courage the story of his most transforming journey. He is forthright about the advantages that his status as a physician may have afforded him; and yet no such advantage can protect him from the anxiety and doubt brought on by his debilitating therapies. The pressures that Biro's wild "one hundred days" brings to bear on his heretofore well-established identity as a caregiver are enormous--as is the power of this riveting story of survival.

A groundbreaking and endlessly surprising history of how artisans created America, from the nation's origins to the present day. At the center of the United States' economic and social development, according to conventional wisdom, are industry and technology—while craftspeople and handmade objects are relegated to a bygone past. Renowned historian Glenn Adamson turns that narrative on its head in this innovative account, revealing makers' central role in shaping America's identity. Examine any phase of the nation's struggle to define itself, and artisans are there—from the silversmith Paul Revere and the revolutionary carpenters and blacksmiths who hurled tea into Boston Harbor, to today's "maker movement." From Mother Jones to Rosie the Riveter. From Betsy Ross to Rosa Parks. From suffrage banners to the AIDS Quilt. Adamson shows that craft has long been implicated in debates around equality, education, and class. Artisanship has often been a site of resistance for oppressed people, such as enslaved African-Americans whose skilled labor might confer hard-won agency under bondage, or the Native American makers who adapted traditional arts into statements of modernity. Theirs are among the array of memorable portraits of Americans both celebrated and unfamiliar in this richly peopled book. As Adamson argues, these artisans' stories speak to our collective striving toward a more perfect union. From the beginning, America had to be—and still remains to be—crafted.

This is the complete, up-to-date guide to creating a successful new venture. Using real-life examples, it helps you assemble every piece of the puzzle: you, your team, your opportunity, your business concept and revenue model, your resources, and your successful launch, execution, and growth. The authors illuminate entrepreneurial mindsets, motivation, attitudes, and leadership, and cover the entire process of starting a company, from idea through your first four years of operations. You'll learn how to recognize, define, test, and exploit opportunities; transform ideas into revenue models that earn sustainable value; demonstrate viability to funders; establish a strong ethical and legal foundation for your concept; and build a thriving team to execute on it.

How can you effectively stand up for your values when pressured by your boss, customers, or shareholders to do the opposite? Drawing on actual business experiences as well as on social science research, Babson College business educator and consultant Mary Gentile challenges the assumptions about business ethics at companies and business schools. She gives business leaders, managers, and students the tools not just to recognize what is right, but also to ensure that the right things happen. The book is inspired by a program Gentile launched at the Aspen Institute with Yale School of Management, and now housed at Babson College, with pilot programs in over one hundred schools and organizations, including INSEAD and MIT Sloan School of Management. She explains why past attempts at preparing business leaders to act ethically too often failed, arguing that the issue isn't distinguishing what is right or wrong, but knowing how to act on your values despite opposing pressure. Through research-based advice, practical exercises, and scripts for handling a wide range of ethical dilemmas, Gentile empowers business leaders with the skills to voice and act on their values, and align their professional path with their principles. Giving Voice to Values is an engaging, innovative, and useful guide that is essential reading for anyone in business.

Now in its seventh edition, Business in Context introduces students to all the aspects of modern business and its changing environment. This classic text has been fully updated and is essential reading for all introductory business courses, particularly business environment modules. The seventh edition combines the hallmark qualities of David Needle's style whilst new co-author Jane Burns brings over 20 years of industry experience.

An Essential Guide to Business Statistics offers a clear and concise introduction for business students studying statistics for the first time. It helps them to become proficient in using statistical techniques and interpreting their results within a business content and will enable them to have a better understanding of customers, decision making and planning for the future. This is an ideal resource for undergraduate business students taking introductory modules in business statistics or quantitative methods. Accompanying the text is a rich supporting website which contains additional teaching and learning materials including slides for each chapter, tutorials in excel, self-test quizzes and student practice projects at varying difficulty levels.

Through the Eye of a Needle

The Mesh
The Business of Influence
European Business
The Other End of the Needle
Bullshit Jobs
How Anyone Can Use Business Analytics to Turn Data into Profitable Insight
Economics in a Business Context
Towards an Alternative Theory of Corporate Communication
Continuity and Change among Tattoo Workers
Wealth, the Fall of Rome, and the Making of Christianity in the West, 350–550 AD
The Power of Habit

Organizations big and small have started to realize just how crucial system and application reliability is to their business. They've also learned just how difficult it is to maintain that reliability while iterating at the speed demanded by the marketplace. Site Reliability Engineering (SRE) is a proven approach to this challenge. SRE is a large and rich topic to discuss. Google led the way with Site Reliability Engineering, the wildly successful O'Reilly book that described Google's creation of the discipline and the implementation that's allowed them to operate at a planetary scale. Inspired by that earlier work, this book explores a very different part of the SRE space. The more than two dozen chapters in Seeking SRE bring you into some of the important conversations going on in the SRE world right now. Listen as engineers and other leaders in the field discuss: Different ways of implementing SRE and SRE principles in a wide variety of settings How SRE relates to other approaches such as DevOps Specialties on the cutting edge that will soon be commonplace in SRE Best practices and technologies that make practicing SRE easier The important but rarely explored human side of SRE David N. Blank-Edelman is the book's curator and editor.

Business in ContextAn Introduction to Business and Its Environment

Media has most definitely evolved, as have the ways in which we contemplate, design, communicate and execute strategy. And rather than technological evolution, we're plainly in the midst of a technological revolution. We have no choice then but to reframe marketing and PR in the context of 21st Century technology, 21st Century media and disintermediation, and 21st Century articulation of and appreciation for business strategy. "Today, every organization is in the influence business. We influence customers to buy from us, employees to work for us, and the media to write about us. Gone are the days when you could be your own island. Now, to be successful, you need to live within the influence ecosystem and that requires a change of mindset. Fortunately, Philip Sheldrake will show you how." David Meerman Scott, bestselling author of The New Rules of Marketing & PR and the new hit Real-Time Marketing & PR

A simple, powerful idea that's reinventing the way smart, adaptive companies do business. Most businesses follow the same basic formula: create a product or service, sell it, and collect money. What Lisa Gansky calls "Mesh" businesses throw this model out the window. Instead, these companies use social media, wireless networks, and data crunched from every available source to provide people with goods and services at the exact moment they need them, without the burden and expense of owning them outright. The Mesh gives companies a better understanding of what customers really want. Already, hundreds of successful Mesh companies are redefining how we interact with the people, goods, and services in our lives. These businesses are easier to start and spreading like wildfire, from bike sharing and home exchanges to peer-to-peer lending, energy cooperatives, and open source design. Consider: • ZipCar profits from streamlined car sharing • Kickstarter connects artists with funding from enthusiastic supporters • Music Gym makes finding a recording studio as easy as joining a gym The Mesh reveals the next wave of information-enabled commerce, showing readers how to plug in and profit.

So you're not a numbers person? No worries! You say that you can't understand how to read, let alone implement, these complex software programs that crunch all the data and spit out . . . more data? Not a problem either! There is a costly misconception in business today--that the only data that matters is BIG data, and that elaborate tools and data scientists are required to extract any practical information. But actually, nothing could be further from the truth.In Behind Every Good Decision, authors and analytics experts Piyanka Jain and Puneet Sharma demystify the process of business analytics and demonstrate how professionals at any level can take the information at their disposal and in only five simple steps--using only Excel as a tool!--make the decision necessary to increase revenue, decrease costs, improve product, or whatever else is being asked of them at that time. Readers will learn how to: • Clarify the business question • Lay out a hypothesis-driven plan • Pull relevant data • Convert it to insights • Make decisions that make an impactPacked with examples and exercises, this refreshingly accessible book explains the four fundamental analytic techniques that can help solve a surprising 80 percent of all business problems. It doesn't take a numbers person to know that is a formula you need!

New technology development starts with the generation of an idea. It ends with that idea's commercial application: a new product or a new service. In Between is a complex sequence of stages demanding specialized management methods. With this in depth survey, R&D, marketing, and engineering managers can learn from the foremost experts about the most successful, proven practices and techniques-for managing all the stages of new technology development.

Managing New Technology Development
Why We Do What We Do in Life and Business
A Theory
A Game Plan for Public and Civic Renewal
Leadership at Scale
Fundamentals for Becoming a Successful Entrepreneur
An Essential Guide to Business Statistics

From Business Idea to Launch and Management
Xbox Revisited