

The 4:2 Formula: Getting Buyers Off The Fence And Into A Home

Do you want to build web pages but have no prior experience? This friendly guide is the perfect place to start. You'll begin at square one, learning how the web and web pages work, and then steadily build from there. By the end of the book, you'll have the skills to create a simple site with multicolumn pages that adapt for mobile devices. Each chapter provides exercises to help you learn various techniques and short quizzes to make sure you understand key concepts. This thoroughly revised edition is ideal for students and professionals of all backgrounds and skill levels. It is simple and clear enough for beginners, yet thorough enough to be a useful reference for experienced developers keeping their skills up to date. Build HTML pages with text, links, images, tables, and forms Use style sheets (CSS) for colors, backgrounds, formatting text, page layout, and even simple animation effects Learn how JavaScript works and why the language is so important in web design Create and optimize web images so they'll download as quickly as possible NEW! Use CSS Flexbox and Grid for sophisticated and flexible page layout NEW! Learn the ins and outs of Responsive Web Design to make web pages look great on all devices NEW! Become familiar with the command line, Git, and other tools in the modern web developer's toolkit NEW! Get to know the super-powers of SVG graphics

We want to give you the practice you need on the ACT McGraw-Hill's 10 ACT Practice Tests helps you gauge what the test measures, how it's structured, and how to budget your time in each section. Written by the founder and faculty of Advantage Education, one of America's most respected providers of school-based test-prep classes, this book provides you with the intensive ACT practice that will help your scores improve from each test to the next. You'll be able to sharpen your skills, boost your confidence, reduce your stress-and to do your very best on test day. 10 complete sample ACT exams, with full explanations for every answer 10 sample writing prompts for the optional ACT essay portion Scoring Worksheets to help you calculate your total score for every test Expert guidance in prepping students for the ACT More practice and extra help online ACT is a registered trademark of ACT, Inc., which was not involved in the production of, and does not endorse, this product.

Investing your first 5 minutes a day reading and sharpening your skills can put you on the fast track to success in your life and business. Many masters and experts have shared their wisdom through words. Learning from these experienced leaders by reading their words is how you, too, can achieve personal and professional transformation. Success is achieved by getting into action immediately and applying the principles learned. Applied knowledge leads to success. That is the beauty of author and top-performing agent Karen Briscoe s Real Estate Success in 5 Minutes a Day. You truly only have to invest five minutes a day to achieve amazing results. One of the easiest ways to develop a new habit is to attach it to an existing habit. The new activity is particularly sticky when combined with one you enjoy. So pair your inspirational reading for the day with your morning cup of tea or coffee. By combining a new behavior with an already established habit, the established habit becomes the reminder. You don t even have to think about it. The new habit becomes effortless, as there is the automatic reward associated with it. Make the decision now to become a lifelong learner and you will become one. Commit to the habit of reading one of the 365 daily chapters first thing every morning. And then identify one new concept to apply in your life and business. Success thinking, combined with success activities and success vision, creates a sweet life that truly will transform your life.

Are you always making frantic (and expensive) evening supermarket trips? Do you constantly seem to have a fridge full of food but nothing to cook? Do you feel like you're serving up the same old meals every week? The Plan Buy Cook Book is your guide to beating the daily dinner grind while saving time, money, food waste - and your sanity. PLAN with the 4+2+1 formula (which will cut your weekly cooking time in half), along with seasonal meal-plan suggestions and handy tips on how to store food. BUY with a guide to pantry and fridge essentials, how to shop and save, and eliminating food waste. COOK with more than 80 simple, healthy and delicious recipes that even fussy eaters will love, from fast pad Thai to eat-and-freeze tagines, fresh BBQ salads and speedy sides. Lose the five o'clock panic and set up for a lifetime of good food habits with The Plan Buy Cook Book.

Twenty Lectures on Algorithmic Game Theory

The 4

Networks, Crowds, and Markets

Getting Buyers Off the Fence and Into a Home:2 Formula

What Really Works

Thoughtful Machine Learning

Supply Chain Management

The definitive introduction to game theory This comprehensive textbook introduces readers to the principal ideas and applications of game theory, in a style that combines rigor with accessibility. Steven Tadelis begins with a concise description of rational decision making, and goes on to discuss strategic and extensive form games with complete information, Bayesian games, and extensive form games with imperfect information. He covers a host of topics, including multistage and repeated games, bargaining theory, auctions, rent-seeking games, mechanism design, signaling games, reputation building, and information transmission games. Unlike other books on game theory, this one begins with the idea of rationality and explores its implications for multiperson decision problems through concepts like dominated strategies and rationalizability. Only then does it present the subject of Nash equilibrium and its derivatives. Game Theory is the ideal textbook for advanced undergraduate and beginning graduate students. Throughout, concepts and methods are explained using real-world examples backed by precise analytic material. The book features many important applications to economics and political science, as well as numerous exercises that focus on how to formalize informal situations and then analyze them. Introduces the core ideas and applications of game theory Covers static and dynamic games, with complete and incomplete information Features a variety of examples, applications, and exercises Topics include repeated games, bargaining, auctions, signaling, reputation, and information transmission Ideal for advanced undergraduate and beginning graduate students Complete solutions available to teachers and selected solutions available to students

TRB's National Cooperative Highway Research Program (NCHRP) Report 672: Roundabouts: An Informational Guide - Second Edition explores the planning, design, construction, maintenance, and operation of roundabouts. The report also addresses issues that may be useful in helping to explain the trade-offs associated with roundabouts. This report updates the U.S. Federal Highway Administration's Roundabouts: An Informational Guide, based on experience gained in the United States since that guide was published in 2000.

If you've been in sales for any length of time you have most certainly had to deal with objections. They are as consistent as the sunrise. Unfortunately, the idea of handling sales objections can create a great deal of angst in the hearts of many salespeople. This book is intended to change that.It is my observation that objections provide opportunities to advance a sale rather than destroy it. As a sales professional, you need to understand that a customer without an objection is not a customer at all. Having an objection means the customer is engaged in the purchase process. And that means you're still in the game!This simple mindset change can transform the way you look at sales objections. Rather than experiencing the objection as an obstacle, you can now view it as an opportunity. It means your customer is interacting in the sales process, not impeding it.This is just one of several strategic mindset shifts I ll present that will make you an expert at handling sales objections. I guarantee that if you embrace these practices you will find that objections will become your ally, important asset you can leverage in a positive way to help your customer make a satisfying purchase decision.

So what makes for a Maximize! mindset? It's not the words you read on the pages of a book; it is the response that is demonstrated by your actions. This short book was not written as an exhaustive psychological tome that explains the inner workings of the motivated brain. Nor is it intended to be a feel-good, motivational shot in the arm. This book was written to inspire action. I wrote this book with sales professionals in mind, but the principles will apply to anyone. That is, the principles will apply if the principles are applied! That action starts with mindset, but the mental approach is useless until concrete steps are taken. So as you read through this book, do so with a pen in hand. Write down not only your insights, but also your commitments. Build in a bias for action. Expect that you will do things differently after each short chapter.

Aircraft Weight and Balance Handbook

The 4+2 Formula For Sustained Business Success

Propeller

The Art of Capacity Planning

A Test-Driven Approach

Acing the New SAT Math

No Guilt, No Excuses - Just a 6-Week Programme That Works

A comprehensive introduction to statistics that teaches the fundamentals with real-life scenarios, and covers histograms, quartiles, probability, Bayes' theorem, predictions, approximations, random samples, and related topics.

'Supply Chain Management' illustrates the key drivers of good supply chain management in order to help students understand what creates a competitive advantage. It also provides strong coverage of analytic skills so that students can gauge the effectiveness of the techniques described.

If you think financial health is beyond your reach, think again. I Will Teach You To Be Rich is the modern money classic that has revolutionised the lives of countless people all over the world, teaching them how to effectively manage their finances, demolish their debt, save better and get the most out of their bank accounts, credit cards and investments. Now, Ramit Sethi, who has been described by Forbes as a 'wealth wizard' and by Fortune as 'the new finance guru', is back with a completely revised second edition of I Will Teach You To Be Rich, updating it with new tools and insights on money and psychology, along with fantastic stories of how previous readers have used the book to enrich their lives. From crushing your debt and student loans to talking your way out of late fees, to dead simple investment strategies and negotiating that big raise at work, this is the no-guilt, no-excuses, no-BS 6-week programme that will help you get your finances where you want them to be.

Drug overdose, driven largely by overdose related to the use of opioids, is now the leading cause of unintentional injury death in the United States. The ongoing opioid crisis lies at the intersection of two public health challenges: reducing the burden of suffering from pain and containing the rising toll of the harms that can arise from the use of opioid medications. Chronic pain and opioid use disorder both represent complex human conditions affecting millions of Americans and causing untold disability and loss of function. In the context of the growing opioid problem, the U.S. Food and Drug Administration (FDA) launched an Opioids Action Plan in early 2016. As part of this plan, the FDA asked the National Academies of Sciences, Engineering, and Medicine to convene a committee to update the state of the science on pain research, care, and education and to identify actions the FDA and others can take to respond to the opioid epidemic, with a particular focus on informing FDA's development of a formal method for incorporating individual and societal considerations into its risk-benefit framework for opioid approval and monitoring.

Secrets of a Top Agent Revealed

An Informational Guide

I Will Teach You to Be Rich

A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics

Real Estate Success in 5 Minutes a Day

Pushy

In New Home and Neighborhood Sales

Success on the web is measured by usage and growth. Web-based companies live or die by the ability to scale their infrastructure to accommodate increasing demand. This book is a hands-on and practical guide to planning for such growth, with many techniques and considerations to help you plan, deploy, and manage web application infrastructure. The Art of Capacity Planning is written by the manager of data operations for the world-famous photo-sharing site Flickr.com, now owned by Yahoo! John Allspaw combines personal anecdotes from many phases of Flickr's growth with insights from his colleagues in many other industries to give you solid guidelines for measuring your growth, predicting trends, and making cost-effective preparations. Topics include: Evaluating tools for measurement and deployment Capacity analysis and prediction for storage, database, and application servers Designing architectures to easily add and measure capacity Handling sudden spikes Predicting exponential and explosive growth How cloud services such as EC2 can fit into a capacity strategy In this book, Allspaw draws on years of valuable experience, starting from the days when Flickr was relatively small and had to deal with the typical growth pains and cost/performance trade-offs of a typical company with a Web presence. The advice he offers in The Art of Capacity Planning will not only help you prepare for explosive growth, it will save you tons of grief.

Statistics and Probability for Engineering Applications provides a complete discussion of all the major topics typically covered in a college engineering statistics course. This textbook minimizes the derivations and mathematical theory, focusing instead on the information and techniques most needed and used in engineering applications. It is filled with practical techniques directly applicable on the job. Written by an experienced industry engineer and statistics professor, this book makes learning statistical methods easier for today's student. This book can be read sequentially like a normal textbook, but it is designed to be used as a handbook, pointing the reader to the topics and sections pertinent to a particular type of statistical problem. Each new concept is clearly and briefly described, whenever possible by relating it to previous topics. Then the student is given carefully chosen examples to deepen understanding of the basic ideas and how they are applied in engineering. The examples and case studies are taken from real-world engineering problems and use real data. A number of practice problems are provided for each section, with answers in the back for selected problems. This book will appeal to engineers in the entire engineering spectrum (electronics/electrical, mechanical, chemical, and civil engineering): engineering students and students taking computer science/computer engineering graduate courses; scientists needing to use applied statistical methods; and engineering technicians and technologists. * Filled with practical techniques directly applicable on the job * Contains hundreds of solved problems and case studies, using real data sets * Avoids unnecessary theory

The OpenIntro project was founded in 2009 to improve the quality and availability of education by producing exceptional books and teaching tools that are free to use and easy to modify. We feature real data whenever possible, and files for the entire textbook are freely available at openintro.org. Visit our website, openintro.org. We provide free videos, statistical software labs, lecture slides, course management tools, and many other helpful resources.

What do Amazon's product reviews, eBay's feedback score system, Slashdot's Karma System, and Xbox Live's Achievements have in common? They're all examples of successful reputation systems that enable consumer websites to manage and present user contributions most effectively. This book shows you how to design and develop reputation systems for your own sites or web applications, written by experts who have designed web communities for Yahoo! and other prominent sites. Building Web Reputation Systems helps you ask the hard questions about these underlying mechanisms, and why they're critical for any organization that draws from or depends on user-generated content. It's a must-have for system architects, product managers, community support staff, and UI designers. Scale your reputation system to handle an overwhelming inflow of user contributions Determine the quality of contributions, and learn why some are more useful than others Become familiar with different models that encourage first-class contributions Discover tricks of moderation and how to stamp out the worst contributions quickly and efficiently Engage contributors and reward them in a way that gets them to return Examine a case study based on actual reputation deployments at industry-leading social sites, including Yahoo!, Flickr, and eBay

6 Reality-Based Techniques for Tackling Tough Objections

The Plan Buy Cook Book

Principles of Marketing

Redesigned For 2016

Blue Ocean Shift

Introduction to Probability

Buying the Experience

Calculus for Business, Economics, and the Social and Life Sciences introduces calculus in real-world contexts and provides a sound, intuitive understanding of the basic concepts students need as they pursue careers in business, the life sciences, and the social sciences. The new Ninth Edition builds on the straightforward writing style, practical applications from a variety of disciplines, clear step-by-step problem solving techniques, and comprehensive exercise sets that have been hallmarks of Hoffmann/Bradley's success through the years.

Developed from celebrated Harvard statistics lectures, **Introduction to Probability** provides essential language and tools for understanding statistics, randomness, and uncertainty. The book explores a wide variety of applications and examples, ranging from coincidences and paradoxes to Google PageRank and Markov chain Monte Carlo (MCMC). Additional

The newest addition to **Partners In Leadership's** accountability series that began with the classic **The Oz Principle**. **The Oz Principle** has sold more than a million copies since it debuted in 1994, establishing it as the go-to reference on workplace accountability throughout the world. By embracing its practical and invaluable advice, tens of thousands of companies have improved their organizational accountability -- the key to achieving and sustaining exceptional results. Now, the team at **Partners In Leadership** is applying thirty years of proven success to a whole new concept: **Propeller**. This book presents a modern take on accountability, while remaining faithful to the elegantly simple premise: When people take personal ownership of their organization's priorities and accept responsibility for their own performance, they become more engaged and perform at a higher level. With all new examples and stories, **Propeller** builds on the **The Oz Principle's** legacy to inspire the next generation of readers to tap the incredible power of personal, team, and organizational accountability.

NEW YORK TIMES BESTSELLER #1 WALL STREET JOURNAL BESTSELLER USA TODAY BESTSELLER BLUE OCEAN SHIFT is the essential follow up to **Blue Ocean Strategy**, the classic and 3.6 million copy global bestseller by world-renowned professors W. Chan Kim and Renee Mauborgne.

Drawing on more than a decade of new work, Kim and Mauborgne show you how to move beyond competing, inspire your people's confidence, and seize new growth, guiding you step-by-step through how to take your organization from a red ocean crowded with competition to a blue ocean of uncontested market space. By combining the insights of human psychology with practical market-creating tools and real-world guidance, Kim and Mauborgne deliver the definitive guide to shift yourself, your team, or your organization to new heights of confidence, market creation, and growth. They show why nondisruptive creation is as important as disruption in seizing new growth. **BLUE OCEAN SHIFT** is packed with all-new research and examples of how leaders in diverse industries and organizations made the shift and created new markets by applying the process and tools outlined in the book. Whether you are a cash-strapped startup or a large, established company, nonprofit or national government, you will learn how to move from red to blue oceans in a way that builds your people's confidence so that they own and drive the process. With battle-tested lessons learned from successes and failures in the field, **BLUE OCEAN SHIFT** is critical reading for leaders, managers, and entrepreneurs alike. You'll learn what works, what doesn't, and how to avoid the pitfalls along the way. This book will empower you to succeed as you embark on your own blue ocean journey. **BLUE OCEAN SHIFT** is indispensable for anyone committed to building a compelling future.

Roundabouts

Game Theory

OpenIntro Statistics

Calculus for Business, Economics, and the Social and Life Sciences

Discovering Advanced Algebra

Learning Web Design

Reach the Top

We live in a highly connected world with multiple self-interested agents interacting and myriad opportunities for conflict and cooperation. The goal of game theory is to understand these opportunities. This book presents a rigorous introduction to the mathematics of game theory without losing sight of the joy of the subject. This is done by focusing on theoretical highlights (e.g., at least six Nobel Prize winning results are developed from scratch) and by presenting exciting connections of game theory to other fields such as computer science (algorithmic game theory), economics (auctions and matching markets), social choice (voting theory), biology (signaling and evolutionary stability), and learning theory. Both classical topics, such as zero-sum games, and modern topics, such as sponsored search auctions, are covered. Along the way, beautiful mathematical tools used in game theory are introduced, including convexity, fixed-point theorems, and probabilistic arguments. The book is appropriate for a first course in game theory at either the undergraduate or graduate level, whether in mathematics, economics, computer science, or statistics. The importance of game-theoretic thinking transcends the academic setting—for every action we take, we must consider not only its direct effects, but also how it influences the incentives of others.

Millions of Americans use e-cigarettes. Despite their popularity, little is known about their health effects. Some suggest that e-cigarettes likely confer lower risk compared to combustible tobacco cigarettes, because they do not expose users to toxicants produced through combustion. Proponents of e-cigarette use also tout the potential benefits of e-cigarettes as devices that could help combustible tobacco cigarette smokers to quit and thereby reduce tobacco-related health risks. Others are concerned about the exposure to potentially toxic substances contained in e-cigarette emissions, especially in individuals who have never used tobacco products such as youth and young adults. Given their relatively recent introduction, there has been little time for a scientific body of evidence to develop on the health effects of e-cigarettes. Public Health Consequences of E-Cigarettes reviews and critically assesses the state of the emerging evidence about e-cigarettes and health. This report makes recommendations for the improvement of this research and highlights gaps that are a priority for future research.

Computer science and economics have engaged in a lively interaction over the past fifteen years, resulting in the new field of algorithmic game theory. Many problems that are central to modern computer science, ranging from resource allocation in large networks to online advertising, involve interactions between multiple self-interested parties. Economics and game theory offer a host of useful models and definitions to reason about such problems. The flow of ideas also travels in the other direction, and concepts from computer science are increasingly important in economics. This book grew out of the author's Stanford University course on algorithmic game theory, and aims to give students and other newcomers a quick and accessible introduction to many of the most important concepts in the field. The book also includes case studies on online advertising, wireless spectrum auctions, kidney exchange, and network management.

The 4Getting Buyers Off the Fence and Into a Home:2 FormulaBe Bold and Win the Sale: Get Out of Your Comfort Zone and Boost Your PerformanceMcGraw Hill Professional

Python Data Science Handbook

Pain Management and the Opioid Epidemic

Building Web Reputation Systems

Reasoning About a Highly Connected World

Essential Tools for Working with Data

Statistics Using Technology, Second Edition

Game Theory, Alive

Award-winning sales coach Jeff Shore shows sales professionals how to apply buyer psychology to personalize follow-ups, serve customers—and seal the deal faster. What does a sales professional do when the customer says, “Not yet?” or even millions of dollars in CRM technology over the past decade, but frontline salespeople and sales executives alike are still groping for solutions. The problem of drift—a common phenomenon in which a prospect simply forgets about the persistent and rampant. Technology doesn't change behavior on its own. Behavior is changed by adopting better habits. The fact is 44 percent of salespeople give up after one follow-up attempt. That sad reality presents a genuine opportunity. Jeff Shore offers research-based insights into the customer's buying journey to teach sales professionals how to:
• Create and maintain Emotional Altitude for the customer
• Leverage speed as an advantage
• Personalize follow-up to fulfill
• Overcome the mental barriers that make follow-up a difficult task
• Select the right follow-up method
• Stay in touch without annoying the prospect
• “Wake up” tired leads
Better yet, this results-oriented book will make the follow-up p

chore, to be genuinely enjoyable. Effective follow-up is relationship-based, service-driven, and emotionally positive. It's about rituals and routines, rhythms and the right attitude. It's about not quitting when others give up. Follow-up is what SAT MATH TEST BOOK

Most real estate companies train salespeople how to farm leads and take an "up". But when it comes to engaging emotionally with buyers, salespeople merely learn to survive. Real estate sales expert Jeff Shore argues that sales agents charged and experience-based path the sale. In this inspiring and groundbreaking approach to real estate sales, Jeff Shore teaches you: * Why you need to focus on the customer first and the home second * How to create unforgettable emotional perfect five powerful secrets for personalizing every home * How to accelerate the sale using the art of "emotional endorsement" With self-assessments and exercises to put Shore's experiential selling strategies into action, Buying the Exp

A resource book for the sales professional looking to step up their game by turning tough sales challenges into selling and service opportunities, this guide explains how to handle difficult sales situations.

Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth

Strategy, Planning, and Operation

Scaling Web Resources

Balancing Societal and Individual Benefits and Risks of Prescription Opioid Use

An Introduction

McGraw-Hill's 10 ACT Practice Tests, Second Edition

Deal with It! Mastering 21 Tough Sales Challenges

"Prealgebra is designed to meet scope and sequence requirements for a one-semester prealgebra course. The text introduces the fundamental concepts of algebra while addressing the needs of students with diverse backgrounds and learning styles. Each topic builds upon previously developed material to demonstrate the cohesiveness and structure of mathematics. Prealgebra follows a nontraditional approach in its presentation of content. The beginning, in particular, is presented as a sequence of small steps so that students gain confidence in their ability to succeed in the course. The order of topics was carefully planned to emphasize the logical progression throughout the course and to facilitate a thorough understanding of each concept. As new ideas are presented, they are explicitly related to previous topics."-BC Campus website.

For many researchers, Python is a first-class tool mainly because of its libraries for storing, manipulating, and gaining insight from data. Several resources exist for individual pieces of this data science stack, but only with the Python Data Science Handbook do you get them all-IPython, NumPy, Pandas, Matplotlib, Scikit-Learn, and other related tools. Working scientists and data crunchers familiar with reading and writing Python code will find this comprehensive desk reference ideal for tackling day-to-day issues: manipulating, transforming, and cleaning data; visualizing different types of data; and using data to build statistical or machine learning models. Quite simply, this is the must-have reference for scientific computing in Python. With this handbook, you'll learn how to use: IPython and Jupyter: provide computational environments for data scientists using Python NumPy: includes the ndarray for efficient storage and manipulation of dense data arrays in Python Pandas: features the DataFrame for efficient storage and manipulation of labeled/columnar data in Python Matplotlib: includes capabilities for a flexible range of data visualizations in Python Scikit-Learn: for efficient and clean Python implementations of the most important and established machine learning algorithms WHAT'S THE KEY TO SALES SUCCESS? BOLDNESS. "Jeff Shore shows how to gain the essential confidence that is the first step to a great sales career." -- Neil Rackham, bestselling author of SPIN Selling "This book is loaded with great ideas to educate, inspire, and make you unstoppable in sales." -- Brian Tracy, bestselling author of Unlimited Sales Success Includes interviews with Daniel Pink, Larry Winget, Linda Richardson, and many others The most common challenge every sales professional must overcome is not indecisive customers, inferior products, or innovative competitors. It's the discomfort you feel when initiating calls, dealing with difficult customers, and asking for the sale. Sales expert Jeff Shore argues that boldness is required to embrace this discomfort and leverage it to land the sale. And it is a skill that can be learned. In this inspiring, humor-filled guide, he teaches you: How to figure out exactly what inhibits you Why you make certain decisions in moments of discomfort How to train your brain to prepare for uncomfortable moments How your customer's own discomforts affect his or her purchase decisions Featuring self-assessment tools, hands-on exercises, and case studies showing Shore's methods in action, Be Bold and Win the Sale is an indispensable resource for any sales professional.

Learn how to apply test-driven development (TDD) to machine-learning algorithms--and catch mistakes that could sink your analysis. In this practical guide, author Matthew Kirk takes you through the principles of TDD and machine learning, and shows you how to apply TDD to several machine-learning algorithms, including Naive Bayesian classifiers and Neural Networks. Machine-learning algorithms often have tests baked in, but they can't account for human errors in coding. Rather than blindly rely on machine-learning results as many researchers have, you can mitigate the risk of errors with TDD and write clean, stable machine-learning code. If you're familiar with Ruby 2.1, you're ready to start. Apply TDD to write and run tests before you start coding Learn the best uses and tradeoffs of eight machine learning algorithms Use real-world examples to test each algorithm through engaging, hands-on exercises Understand the similarities between TDD and the scientific method for validating solutions Be aware of the risks of machine learning, such as underfitting and overfitting data Explore techniques for improving your machine-learning models or data extraction

Public Health Consequences of E-Cigarettes

Be Bold and Win the Sale: Get Out of Your Comfort Zone and Boost Your Performance

Maximize!

8 Daily Habits for Getting MORE Than Your Fair Share in ANY Market

Head First Statistics

Handling Sales Objections

Statistics and Probability for Engineering Applications

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.

Are all film stars linked to Kevin Bacon? Why do the stock markets rise and fall sharply on the strength of a vague rumour? How does gossip spread so quickly? Are we all related through six degrees of separation? There is a growing awareness of the complex networks that pervade modern society. We see them in the rapid growth of the Internet, the ease of global communication, the swift spread of news and information, and in the way epidemics and financial crises develop with startling speed and intensity. This introductory book on the new science of networks takes an interdisciplinary approach, using economics, sociology, computing, information science and applied mathematics to address fundamental questions about the links that connect us, and the ways that our decisions can have consequences for others.

Based on a groundbreaking study, analysing data on 200 management practices gathered over a 10 year period. Reveals the effectiveness of the 4+2 practices (4 primary and 2 of 4 possible secondary) practices that really matter — the ones that, if followed rigorously, ensure sustained business success. With a new introduction by the authors. With hundreds of well-known management practices and prescriptions promoted by consultants and available to business, which are really effective and contribute to the growth and continued success of a company? Which do little or nothing? Based on the "Evergreen Project," a massive, 5 year study involving the business school faculties of ten universities, the authors set out to find the management practices that truly promote long-term growth and success. Their findings will revolutionize the art and practice of business management. The book shows that there are essentially six management practices that all successful companies must master simultaneously. They range from focusing on a strategy of growth to maintaining the depth and quality of human talent in the organization.

Accelerating Change by Getting Accountability Right

Prealgebra

Follow Up and Close the Sale: Make Easy (and Effective) Follow-Up Your Winning Habit

Real Life Lessons about the Way Real People Buy Homes