

A Crash Course In Business Auto Insurance

The second in a 12-title series, A Crash Course for Entrepreneurs, that coaches prospective and new entrepreneurs in sales and marketing for their business. Many novice entrepreneurs have little more than a brilliant idea and a pocketful of ambition. They may not be born sales and marketing gurus. So they want to know "Now what?" This book tells you exactly what you must know, in simple real-world examples. In a two-hour read, it walks you through the essentials of sales and marketing any product or service, and gives seasoned advice in a reader-friendly way. Learn the difference between sales and marketing, how to write a marketing plan, how to price what you sell, how to make the most of sales and marketing collaterals in all kinds of media, how to get and keep customers in our age of social networks and Internet tools, how to train and coordinate a sales and marketing group, how to create and use your brand and logo effectively, and how to avoid pitfalls including sales burnout. Find out what other critical resources, processes and practices will help ensure your success. Whether your dream business is dog walking or high-tech invention, home-based or web-based, these serial entrepreneurs will save you time and trouble as you set up and run the sales and marketing of your new company. About the authors: Collectively, these three young Florida-based serial entrepreneurs have successfully started ten new companies across a broad range of sectors and frameworks, including finance, international sourcing, medical products, innovative dot-com initiatives, and traditional brick-and-mortar companies. Their Internet-based interactive business resource, Expert Business Advice.com, provides an extensive range of tools for entrepreneurs, both aspiring and experienced. Planning templates, articles with fresh new insights, one-on-one advice, references, and syndicated news are just some of the offerings. Get the real guidance you need to create and build your first startup company from founders who have been there many times before. The first run printing of The Startup Playbook SOLD OUT! So, we revised, expanded, and improved this second edition, including a new foreword by Brad Feld, author of Venture Deals. We still give our personal, how-to guide for building your startup from the ground up. You'll find a collection of the major lessons and shortcuts we've learned that will shift the odds in your favor. We're sharing our tips, secrets, and advice in a frank, founder-to-founder discussion with you. We make no bones about our bias. We're on your side, the founder's side. While venture capitalists, investors, and accelerators/incubators can add great value in the startup ecosystem, this book isn't about their points of view. We'll tell you where our interests as founders diverge from those on the other side of the table—investors, bankers, advisors, board members, and others—and what to do when that happens. The Startup Playbook is not a recipe, it's not a template, it's not a list of tasks to do. It's our insider's guide to starting a company and running it successfully in those early months. Between us, we've started over a dozen high-tech software companies and raised over \$500 million in investment capital. We've acquired over thirty-five companies, had three of our startups go public, sold six of them, and we made billions of dollars for shareholders. We've also invested in over eighty startups, advised and mentored over two hundred companies and actively worked with venture capitalists (VCs), incubators, and accelerators to help launch many other new startups. We've had plenty of failures, too. And we've probably learned more from those than from the successes. We share those lessons as well. The Startup Playbook is full of our advice, guidance, do's, and don'ts from our years of experience as founders many times. We want to share our hard-earned knowledge with you to make success easier for you to achieve. "This book is extraordinarily fresh and exciting. In an accessible, straight talk fashion, this book is a manual, and an inspiration. The Startup Playbook is smart and avoids the 'I am so smart' over-writing endemic to the genre. Read this as it is presented. You'll be doing yourself a tremendous favor." —Amazon Reviewer

** ACCORDING TO BUSINESS INSIDER: "Getting your MBA has never been easier. Haroun is one of the highest rated professors on Udemy, so you can expect to be in good hands through the course of your education." ** This is the book version of the popular Udemy.com course called "An Entire MBA in 1 Course." From the Author of "101 Crucial Lessons They Don't Teach You in Business School," which Forbes magazine calls "1 of 6 books that all entrepreneurs need to read right now." This book will teach you everything you need to know about business...from starting a company to taking it public. Most business books are significantly outdated. This book leverages many online resources and makes the general business, accounting and finance process very easy to understand (and enjoyable too)! There are many incredibly engaging and entertaining video links in the book to YouTube and other sources; 'edutainment' works! Although this book is close to 400 pages, I tried to visualize the content of this book as much as possible as this is a more impactful and enjoyable way to learn (think Pinterest versus the tiny words in the Economist)! The contents of this book are based on my work experience at several firms, including Goldman Sachs, the consulting industry at Accenture, a few companies I have started, the hedge fund industry where I worked at Citadel and most recently, based on my experience at a prominent San Francisco based venture capital firm. I also included many helpful practical business concepts I learned while I did an MBA at Columbia University and a Bachelor of Commerce degree at McGill University. Think of this book as a "greatest hits" business summary from my MBA, undergraduate business degree, work experience in consulting, equities, hedge funds, venture capital and starting my own companies. As the title of this book suggests, this is an entire MBA in one book: it's also a practical manual to help you accomplish your business career goals. I have minimized "boring theoretical concepts" in this book in order to keep it as close to reality as possible. I hope you enjoy it! In addition to teaching at 4 universities in the San Francisco Bay Area, you can find other courses that I teach online at www.udemy.com/user/chris-haroun/.

Pamela Slim, a former corporate training manager, left her office job twelve years ago to go solo and has enjoyed every bit of it. In her groundbreaking book, based on her popular blog Escape from Cubicle Nation, Slim explores both the emotional issues of leaving the corporate world and the nuts and bolts of launching a business. Drawing on her own career, as well as stories from her coaching clients and blog readers, Slim will help readers weigh their options, and make a successful escape if they decide to go for it. A Fast-Paced Introduction
Economic Crash Course - How To Survive and Thrive
The Ultimate Crash Course
A Crash Course in Starting a Business
From the Author of the Udemy. com Course an Entire MBA in 1 Course
Drive More Revenue, Make Better Business Decisions, Understand the Numbers and What They Mean
inGenius

The business world is very challenging and it requires experts and consultants which work outside the environment of the business who can bring in new ideas and suggestion for improvement. The business consulting crash course is aimed at helping the students gain that insight to tackle these problems objectively. These crash courses are designed with the idea to enable the students to face the challenges faced by the organizations. The students would require a lot more than just organizational skills to survive in the fierce and competitive world. The business world will not be informed in time about the upcoming challenge and thus the students cannot be equipped with the knowledge that they possess right now. What is needed is the extensive knowledge of various different businesses expects where the consultants can add value to the discussions. The crash course thus provides a highly thought-provoking and challenging environment to the students to get the experience of a real and tough business environment. For the New 2020 Exam! AP® Biology Crash Course® A Higher Score in Less Time! At REA, we invented the quick-review study guide for AP® exams. A decade later, REA's Crash Course® remains the top choice for AP® students who want to make the most of their study time and earn a high score. Here's why more AP® teachers and students turn to REA's AP® Biology Crash Course®: Targeted Review - Study Only What You Need to Know. REA's all-new 3rd edition addresses all the latest test revisions taking effect through 2020. Our Crash Course® is based on an in-depth analysis of the revised AP® Biology course description outline and sample AP® test questions. We cover only the information tested on the exam, so you can make the most of your valuable study time. Expert Test-taking Strategies and Advice. Written by a veteran AP® Biology teacher and test development expert, the book gives you the topics and critical context that will matter most on exam day. Crash Course® relies on the author's extensive analysis of the test's structure and content. By following her advice, you can boost your score. Practice questions – a mini-test in the book, a full-length exam online. Are you ready for your exam? Try our focused practice set inside the book. Then go online to take our full-length practice exam. You'll get the benefits of timed testing, detailed answers, and automatic scoring that pinpoints your performance based on the official AP® exam topics – so you'll be confident on test day. Whether you're cramming for the exam or looking to recap and reinforce your teacher's lessons, Crash Course® is the study guide every AP® student needs.

The crash course on the small business law is aimed at helping the enrolled students to tackle the situations in the world-level. The small business owners will have to tackle many problems that they might feel that they are not ready for- the business which is where the crash course help them. The aim of the course is bursting the business scenario and then developing the skills in various different categories. The small business would require the owners to take care of all aspects all at once, the crash course will enable the students to be ready to take on many challenges that they will face. The well-designed course is a dress rehearsal for the many upcoming situations that the students will face once they dive into the ocean of opportunities and hurdles.

If you are a small business owner, this "Workplace Bible" so that you will know how to hire the right team, lead the best & brightest employees so you handle anything that involves employees and government regulations without losing your mind, your family and your business! After reading this book, you will know the steps to hiring, coaching, firing, managing and leading a high-performance work team - all while getting a good night's sleep, taking more time off and watching profits increase. And, you will be able to use the forms and templates to establish workplace policies & procedures to bullet-proof your business.

The It Marketing Crash Course

UX for Beginners

From Corporate Prisoner to Thriving Entrepreneur

An Entire MBA in 1 Course

Python for MBAs

Get a Higher Score in Less Time

A Crash Course on Financial Statements for Small Business Owners

Unlock the power of artificial intelligence with top Udemy AI instructor Hadelin de Ponteves. Key FeaturesLearn from friendly, plain English explanations and practical activitiesPut ideas into action with 5 hands-on projects that show step-by-step how to build intelligent softwareUse AI to win classic video games and construct a virtual self-driving carBook Description Welcome to the Robot World ... and start building intelligent software now! Through his best-selling video courses, Hadelin de Ponteves has taught hundreds of thousands of people to write AI software. Now, for the first time, his hands-on, energetic approach is available as a book. Starting with the basics before easing you into more complicated formulas and notation, AI Crash Course gives you everything you need to build AI systems with reinforcement learning and deep learning. Five full working projects put the ideas into action, showing step-by-step how to build intelligent software using the best and easiest tools for AI programming, including Python, TensorFlow, Keras, and PyTorch. AI Crash Course teaches everyone to build an AI to work in their applications. Once you've read this book, you're only limited by your imagination. What you will learnMaster the basics of AI without any previous experienceBuild fun projects, including a virtual-self-driving car and a robot warehouse workerUse AI to solve real-world business problemsLearn how to code in PythonDiscover the 5 principles of reinforcement learningCreate your own AI toolkitWho this book is for If you want to add AI to your skillset, this book is for you. It doesn't require data science or machine learning knowledge. Just maths basics (high school level).

The next twenty years will be completely unlike the last twenty years. The world is in economic crisis, and there are no easy fixes to our predicament. Unsustainable trends in the economy, energy, and the environment have finally caught up with us and are converging on a very narrow window of time—the "Twenty-Teens." The Crash Course presents our predicament and illuminates the path ahead, so you can face the coming disruptions and thrive—without fearing the future or retreating into denial. In this book you will find solid facts and grounded reasoning presented in a calm, positive, non-partisan manner. Our money system places impossible demands upon a finite world. Exponentially rising levels of debt, based on assumptions of future economic growth to fund repayment, will shudder to a halt and then reverse. Unfortunately, our financial system does not operate in reverse. The consequences of massive deleveraging will be severe. Oil is essential for economic growth. The reality of dwindling oil supplies is now internationally recognized, yet virtually no developed nations have a Plan B. The economic risks to individuals, companies, and countries are varied and enormous. Best-case, living standards will drop steadily worldwide. Worst-case, systemic financial crises will toss the world into jarring chaos. This book is written for those who are motivated to learn about the root causes of our predicaments, protect themselves and their families, mitigate risks as much as possible, and control what effects they can. With challenge comes opportunity, and The Crash Course offers a positive vision for how to reshape our lives to be more balanced, resilient, and sustainable.

You may be a one-person band, the only manager in your company, or the manager of other managers in a larger company. Whatever the size of your business, having a strong grounding in the thinking and practices of effective managers and leaders will make you more capable. In this essential guide, you'll learn how to: Create a vibrant office culture. Make meetings really work (and kill those that don't). Cut costs and spend wisely. Hire and motivate the best employees. Each of the books in the Crash Course for Entrepreneurs series offers a high-level overview of the critical things you need to know and do if you want to survive and thrive in our super-competitive world. Of course, there's much more to learn about each topic, but what you'll read here will give you the framework for learning the rest. Between them, Marc A. Price, Michael F. O'Keefe, and Scott L. Girard, Jr. have successfully started 17 companies in a wide variety of fields. Scott was formerly executive vice president of Pinpoint Holdings Group, Inc. Mike founded O'Keefe Motor Sports in 2004 and grew it into the largest database of aftermarket automotive components in the world. Marc has launched seven companies of his own and collaborated with the Federal government, U.S. military, and major nonprofits and corporations. In, A Crash Course in Starting a Business, Scott L. Girard, Jr., Michael O'Keefe, and Marc Price walk you through each phase of planning, conception and development for starting your own business. Whether you're at an unsavory job and looking to venture out on your own, or you've been on your own for a while and want a fresh perspective, A Crash Course in Starting a Business will bring you clarity, depth, and an ignition to get out there and make it happen! Or if you currently know next to nothing (or less) about business and are just looking for a painless read to educate you on the broad topic of entrepreneurship - look no further! Great for students, young professionals, and prospective entrepreneurs of all ages, A Crash Course in Starting a Business has everything you need to build that holistic foundation of entrepreneurship and get you pointed in the right direction to take the first step to getting out there and making it happen for yourself!

A Crash Course in Management from a Life in the Film Business

A Crash Course in Lateral Business Thinking

A Fresh Lens to Take Your Business to New Heights

Starting a Business

A fun and hands-on introduction to machine learning, reinforcement learning, deep learning, and artificial intelligence with Python

Whoops! I'm in Business

Crash Course Business

The Celebrity CEO is the complete guide to creating a strong personal brand. By developing your personal brand, you will set your business apart from your competitors and become known as the expert in your industry. The Celebrity CEO is the complete guide to creating a strong personal brand. By developing your personal brand, you will set your business apart from your competitors and become known as the expert in your industry. Written for entrepreneurs and small business owners who want to make a massive impact and build a loyal fan base, The Celebrity CEO is the source for celebrity status in business. Learn from the founder of Smart Hustle Media, Ramon Ray, the mind-set of a celebrity CEO and the tools to cultivate your tribe.

You have a brilliant idea and a pocketful of ambition. Now what? Do you have what it takes to be an entrepreneur? Are you a self-motivated dynamo ready to dive into the business jungle and seize your turf? Do you really know what you're getting into? In this essential guide, you'll learn how to: Test your idea's worth. Develop a business plan. Line up financing. Deal with legal and tax issues. Avoid the most common mistakes. Each of the books in the Crash Course for Entrepreneurs series offers a high-level overview of the critical things you need to know and do if you want to survive and thrive in our super-competitive world. Of course, there's much more to learn about each topic, but what you'll read here will give you the framework for learning the rest. Between them, Marc A. Price, Michael F. O'Keefe, and Scott L. Girard, Jr. have successfully started 17 companies in a wide variety of fields. Scott was formerly executive vice president of Pinpoint Holdings Group, Inc. Mike founded O'Keefe Motor Sports in 2004 and grew it into the largest database of aftermarket automotive components in the world. Marc has launched seven companies of his own and collaborated with the Federal government, U.S. military, and major nonprofits and corporations.

Crash Course BusinessA Study Guide of Worksheets for Business

Importing, exporting, buying or selling parts and services, businesses of all kinds, including start-ups and small businesses, are becoming more active outside their home countries—often by necessity. If you want to take your business global, you must do your homework, get advice, make connections, and be aware—and wary—of the risks you face. Every element in your original business plan will need to be reconsidered as you target international markets. International Business Basics, the sixth title in the best-selling Crash Course for Entrepreneurs series, gives you the vital information and insights you need to: Learn about cultural issues Successfully enter new markets Ensure you get paid and are protected Make the most of support from trade and governmental agencies Secure funding Deal with real estate and logistics Capitalize on immigration trends Manage at a distance Open your mind to being flexible, creative, and resourceful in the face of sometimes puzzling and ever-changing challenges Learn from the successes and mistakes of these serial entrepreneurs who have real-world experience in many diverse countries and business sectors. International Business Basics will reduce your learning curve and help you succeed, even in your first stages! Anything But Ordinary

Crash Course Online Business Laws

How Entrepreneurs Can Thrive by Building a Community and a Strong Personal Brand

The Crash Course

How to Get Clients for Your Technology Business

Learn What You Need in 2 Hours

60 Minute Crash Course in Business Survival

The 1 Hour MBA will give the reader the information that every entrepreneur, business owner, manager, and most important the employee, needs to know to survive the modern-day business challenges.

This book effectively translates YouTube video sensations Evelyn Ngugi's and Anna Akana's Business Crash Courses into guided question worksheets. Best practice has students following along with the Crash Course Business videos online in order to contemplate the future of their own business with this interactive guiding question workbook. The book may also be used as a supplementary business workbook without the YouTube videos and serve as a guided question business course broken down lesson by lesson for beginning college-level business classes. Crash Course Business: A Study Guide of Worksheets for Business is divided into two sections: Soft Skills and Entrepreneurship. Guided questions posed in Crash Course Business help students tap into level 3 and 4 DOK (Depth of Knowledge) thinking skills surrounding events that have or will occur throughout their business career. Any student of business wishing to pass both a high school business class or a college level general business course would find this workbook useful. Crash Course Business covers all the basics of business and more! This book can be used in concordance with both high school and college business classes in order to improve test scores, content understanding, and essay structure when writing about topics in business.

The IT Marketing Crash Course will help you grow your technology business. If you provide managed services, web/mobile application development, software development, cybersecurity or network services, this book will show you how to generate more qualified leads and close more sales.What people are saying: " Raj is a superstar marketer whose strategies I've followed and written about for years. Now he shares his techniques for success with you in this entertaining book. I'm confident his proven ideas will benefit your business. " - David Meerman Scott, international bestselling author of The New Rules of Marketing and PR, now in more than 25 languages " If you need to focus your entire team on what it takes to sell more, give them this book – fast. " - Dan Solomon, author of Media Rules! and former-CEO of a three-times INC 5000 company " The book dives right into actionable steps to help technology companies win more business. " - Dale Coyner, Founder, Communicast Inc. " Raj has been an Internet pioneer even before there was a GUI. His latest work pushes the envelope ever deeper in to modern marketing from which we can all profit. " – Mike Mann, author of Make Millions and Make a Change, CEO of SEO.com, Chairman of Grassroots.org " Definitive answers to marketing issues that every tech entrepreneur faces. Forget trial and error... this book will shorten your learning curve substantially. " – Duffy Mazan, CEO, Second Venue " Shows how to overcome many of the misconceptions and myths about how to market a technology company. Businesses who use this advice will save millions of dollars in misspent sales costs, and avoid months of aggravation doing things wrong before they get it right. " - Dave Jefferson, CEO, Mojo Live " This book is full of up-to-date marketing strategies and insightful tactics IT companies to generate qualified leads and win new clients. Required reading for anyone looking to grow their technology business. " - Mary Knebel, Vice President, Alarm.com " This is not a book you read once and put away on the bookshelf. You want to read this again, and again. " - Chris Brown, Vice President, Aldebaron " Offers specific ideas that IT entrepreneurs can implement. I especially liked the action-oriented checklists at the end of each chapter. " - Shahid Shah, CEO, Netspective " An educational and timely reference guide for anyone involved (and the many more interested) in keeping up with today's marketing tactics. " - Irene Lane, President, Greenloons

Apps! Websites! Rubber Ducks! Naked Ninjas! This book has everything. If you want to get started in user experience design (UX), you've come to the right place: 100 self-contained lessons that cover the whole spectrum of fundamentals. Forget dry, technical material. This book—based on the wildly popular UX Crash Course from Joel Marsh ' s blog The Hipper Element—is laced with the author's snarky brand of humor, and teaches UX in a simple, practical way. Becoming a professional doesn ' t have to be boring. Follow the real-life UX process from start-to-finish and apply the skills as you learn, or refresh your memory before the next meeting. UX for Beginners is perfect for non-designers who want to become designers, managers who teach UX, and programmers, salespeople, or marketers who want to learn more. Start from scratch: the fundamentals of UX Research the weird and wonderful things users do The process and science of making anything user-friendly Use size, color, and layout to help and influence users Plan and create wireframes Make your designs feel engaging and persuasive Measure how your design works in the real world Find out what a UX designer does all day

AP® U.S. Government & Politics Crash Course, For the 2020 Exam, Book + Online

A Crash Course on Financial Statements

AP® Biology Crash Course, For the New 2020 Exam, Book + Online

A Crash Course in Business Basics

The Insider's Guide to Creating a High-Performing Team and Highly Profitable Business

A Study Guide of Worksheets for Business

The Wall Street MBA: Your Personal Crash Course in Corporate Finance

The inspiring true story of how a group of inner city school kids taught their teacher how to overcome personal adversity and achieve success and happiness: “Kim Bearden’s message is one that should be heard by all” (Ron Clark). Crash Course chronicles the life lessons that Kim Bearden has learned during an award-winning career in education. From her challenges as a first-year teacher to her triumphs as the cofounder of the highly acclaimed Ron Clark Academy, Kim shares how children can teach each of us the importance of building relationships, abandoning fear, discovering resilience, embracing one’s unique gifts, and living with passion. Full of honesty, humor, heartbreak, and humanity, Kim’s experiences show how children can help any one of us find joy and meaning in both our personal and professional lives. Crash Course is “humorous and sensitive” (Kirkus Reviews), an important resource for every home library.

The authors present a structured, easy-to-use way to improve managerial skills. They explain the key elements that make for effective management, then provide exercises and techniques to develop managerial skills.

Often, a part-time hobby or interest becomes a full-time business. Yet many new entrepreneurs don't know how to run a business - or avoid trouble with customers, local government and the IRS. The book guides readers through the entire business lifecycle, from the first inkling that they may need help with their ventures, to the day they are ready to sell them off. The 2nd edition now offers a CD-ROM that offers forms and links to online resources. It also now offers more information about online stores and online auction businesses.

The crash course for online business laws is a short duration course which usually comprise of extensive study material, seminars, projects and group work. The aim of the course is to make the students well-versed with the laws that are present in the real business world to protect them and their customer's interest. The crash course for online business laws is designed to help the students tackle the real world business problems better. The course is of short duration which is intended towards a complex, competitive, and increase connected business world which is governed by stringent laws. The entrepreneurs who wish to gain success would require a lot more than just the idea to ensure that the business is a success. The whole idea is to give the students an opportunity to gain insight on the laws that will help them run a successful business in a geographical location. This is mostly a factual course which comprise mostly of laws that govern the industry. To make the course interesting efforts are made to include seminars and talks from the industry leaders who can make it interactive.

Business Basics BootCamp

How to Create Personal Leadership Value

C++ Crash Course

Wow! I'm in Business

The Leadership Crash Course

The Small Business HR Crash Course

Business consulting

Advani, a former investment banker, has an MBA from The Wharton School The author currently runs corporate finance training programs at major law firms including White & Case, Sullivan & Cromwell, and Pepper Hamilton & Sheets

Fiona Finkelstein was born to be a ballerina--if she can get over her stage fright, that is. The first in the feisty and endearing Not-So-Ordinary Girl trilogy. More than catching fireflies, more than eating triple-hot fudge sundaes, and even more than waking up on the first day of summer vacation, Fiona Finkelstein wants to become a ballerina. There's just one problem: In her last recital, she starred as the unforgettable Fiona VOMITstein--her "performance" went all over the stage, and all over Benevolence Castle's cancan costume. Can Fiona overcome her fears and blossom as a big-time ballerina in "The Nutcracker," even in a snowstorm? Or will she be the only person in her family to have the flat-out worst case of stage fright ever? "Originally published as "Fiona Finkelstein, Big-Time Ballerina .,"" If you are thinking about starting a business, have a new business, or have been around the block a few times, this comprehensive book will give you the tools needed to not only succeed in the daily battle but also to winning the war!"Business Basics BootCamp - The Ultimate Crash Course" will give you the 30,000-foot view of not only how to put together a vibrant business, but to create the lifestyle of your dreams.

Anything But Ordinary, a book the Financial Times called "a match that ignites breakthrough thinking and creativity," uses fascinating examples and cases to show that just about anything can be done in a new and unique way, if you're willing to leave traditions behind.

1 Hour MBA

A Crash Course in 100 Short Lessons

Managing and Selling Telecom Services and Products

Crash Course in Accounting and Financial Statement Analysis

The Hollywood MBA

Managing Your Business

Crash Course

Corporate culture and culture change have become the pressing issues of our time. The fast pace of change is attacking companies of all sizes. Leaders are facing the challenges of adapting their organizations to generational changes, the uncertainties of new technologies, shifting client behaviors, and the realization that supply is often stronger than demand. And, people just hate to change. They are willfully blind to what is happening all around them. But, the future is, indeed, coming soon, if not today, and change they must. Andi Simon is a corporate anthropologist who has empowered thousands of business leaders to see their companies with fresh eyes, identify their next big ideas, and—most importantly—turn innovative solutions into executable change. In her groundbreaking book, On the Brink: A Fresh Lens to Take Your Business to New Heights, Andi presents her unique methods for harnessing innovation and revitalizing business growth. Taking readers on a journey through seven case studies, Andi shares how she helped these businesses discover new and profitable growth opportunities by exploring the untapped resources that were right in front of them. Businesses, not-for-profits, entrepreneurs are paying close attention. They frequently talk about the need to innovate and change is if these are the sweeping secret sauce to solve all their business problems; however, they often don't know where to start or how to expand beyond creative brainstorming to strategically identify and act upon new business opportunities. In this book, Andi will take the reader through the theory, methods, and tools of corporate anthropology to see how this new perspective can help a stalled company see possibilities with fresh eyes to re-ignite their growth. From a medical center facing multiple years in the red to a rural university battling decreasing enrollment to an equipment manufacturer whose award-winning product just wasn't selling—the stories of these seven companies struggling to innovate and grow provide invigorating testimony to the power of corporate anthropology. Whether searching for a way to revitalize a business or to expand a successful company into new and profitable directions, the strategies outlined in On the Brink will give readers the fresh approach they need to achieve meaningful business breakthroughs.

Seamlessly bridging academic accounting with real-life applications, Crash Course in Accounting and Financial Statement Analysis, Second Edition is the perfect guide to a complete understanding of accounting and financial statement analysis for those with no prior accounting background and those who seek a refresher.

A fast-paced, thorough introduction to modern C++ written for experienced programmers. After reading C++ Crash Course, you'll be proficient in the core language concepts, the C++ Standard Library, and the Boost Libraries. C++ is one of the most widely used languages for real-world software. In the hands of a knowledgeable programmer, C++ can produce small, efficient, and readable code that any programmer would be proud of. Designed for intermediate to advanced programmers, C++ Crash Course cuts through the weeds to get you straight to the core of C++17, the most modern revision of the ISO standard. Part 1 covers the core of the C++ language, where you'll learn about everything from types and functions, to the object life cycle and expressions. Part 2 introduces you to the C++ Standard Library and Boost Libraries, where you'll learn about all of the high-quality, fully-featured facilities available to you. You'll cover special utility classes, data structures, and algorithms, and learn how to manipulate file systems and build high-performance programs that communicate over networks. You'll learn all the major features of modern C++, including:

- Fundamental types, reference types, and user-defined types
- The object lifecycle including storage duration, memory management, exceptions, call stacks, and the RAII paradigm
- Compile-time polymorphism with templates and run-time polymorphism with virtual classes
- Advanced expressions, statements, and functions
- Smart pointers, data structures, dates and times, numerics, and probability/statistics facilities
- Containers, iterators, strings, and algorithms
- Streams and files, concurrency, networking, and application development

With well over 500 code samples and nearly 100 exercises, C++ Crash Course is sure to help you build a strong C++ foundation. This book is for everyone, not just professional investors. Intelligent investors are already getting into position. The signs are there in plain sight. Take a look at the world around you. Financial mania is everywhere. Stocks, crypto coins, real estate. People are in an investing frenzy and think that the party will never end. But it will. Sooner, and more suddenly, than many people realize. The symptoms around us are eerily similar to 2008, 1929, and various other points in history. We all know what's coming. An economic crash and the transition to digital currencies. Many assets will be at cut-rate prices as people sell-off in the panic. The opportunity to make money may be the best we will ever see in our lifetimes. This book lays out what is happening and how to get into a position to potentially profit. Learn what is happening. How to get prepared and make sure your personal finances are in order. How to potentially profit from the crash and make money from cut-rate asset prices. How to create your own income via investing. How to take your financial security into your own hands and become your own boss. How to set up your own income streams from home. Much more. The information in this book is time-sensitive. Read it now before the window of opportunity closes. Time is running low...

Crash Course Small Business Laws

Crash Course in Managing People

The Unsustainable Future of Our Economy, Energy, and Environment

Telecom Management Crash Course

International Business Basics

Sales and Marketing

*The period of effortless, double-digit growth and skyrocketing capitalization for telecom carriers is over! The long-term telecommunications market potential is still enormous, but getting there now requires a sharp business and technology savvy. In this resource, P.J. Louis shows telecom service providers how to efficiently manage their technology advantages and back-end operations to survive in this challenging economic climate. * Basics of billing: staying alive * Short, smart biz and tech strategies for tough times in telecom * Using CRM (Customer Relationship Management) to drive business * How to manage regulatory uncertainty * How globalization affects every carrier*

"Reilly explores the ten key strategies he utilized to manage big crews, big budgets, and big personalities on major motion pictures, and shows us how these strategies can be leveraged in any business for success"--Dust jacket flap.

Are you a small business owner seeking to get a better grasp on your business financials? Led by small business expert David H. Bangs, take this crash course and learn how to read and understand your financial statements and discover the answers to necessary questions like:

- Am I really profitable?
- Am I going to continue to be profitable?
- How can I get my business under control?
- Where can things go wrong?
- How can I secure financing?

Supported by worksheets, templates, and visual tools, you'll learn how to interpret your income statement, balance sheet and statement of cash flow, uncovering your business's financial story and allowing you to spot and avoid trouble, set financial goals, forecast for the future and more. Take this crash course and put your financial statements to work for you!

With this concise self-improvement guide to leadership, readers can analyze their strengths and weaknesses with guidance on taking on new leadership roles, communicating change to employees, and disturbing the organizational culture to make things happen.

The Startup Playbook

Escape From Cubicle Nation

A crash course in business english

The Life Lessons My Students Taught Me

A Crash Course on Creativity

Learn What You Need in Two Hours

Founder-to-Founder Advice from Two Startup Veterans

For the 2020 Exam! AP® U.S. Government and Politics Crash Course® A Higher Score in Less Time! At REA, we invented the quick-review study guide for AP® exams. A decade later, REA’s Crash Course® remains the top choice for AP® students who want to make the most of their study time and earn a high score. Here’s why more AP® teachers and students turn to REA’s AP® U.S. Government and Politics Crash Course®: Targeted review – everything you need and nothing you don’t. Our compact, strategic review is based on an in-depth analysis of the latest course outline and exam format. We unpack the AP® U.S. Government & Politics big ideas and equip you to face the multiple-choice and free-response questions. Crash Course® covers only what’s actually tested, so you can make the most of your study time. Expert test-taking strategies and advice. Written by two veteran AP® experts, the book looks at every aspect of today’s exam, including required foundational documents and Supreme Court cases, civil liberties and civil rights, and American political ideologies. Boost your score with insights from the people who know the exam from the inside out. Practice questions – a mini-test in the book, a full-length exam online. Are you ready for your exam? Try our focused practice set inside the book. Then go online to take our full-length practice exam. You’ll get the benefits of timed testing, detailed answers, and automatic scoring that pinpoints your performance based on the official AP® exam topics – so you’ll be confident on test day. Whether you’re cramming for the exam or looking to recap and reinforce your teacher’s lessons, Crash Course® is the study guide every AP® student needs. About Our Authors Katherine Olson-Goldman has spent the last two decades developing and teaching numerous courses in government and politics, law, and history, including AP® United States Government and Politics, AP® Comparative Government and Politics, and Practical Law. Ms. Olson-Goldman holds a bachelor’s degree in political science from DePaul University, a secondary teaching certification from the University of Wisconsin, and a Juris Doctor from Marquette University Law School where she was a Thomas Moore scholar and served on law review. Nancy Fenton, M.A., teaches AP® U.S. Government and Politics at the award-winning Adlai E. Stevenson High School in Lincolnshire, Illinois. She has been teaching government and politics since 2003. Ms. Fenton is also a College Board consultant and has served as a reader

for AP® Psychology since 2008 and a table leader since 2017. She has a bachelor's degree in history and holds two master's degrees, one in psychology and one in curriculum and instruction technology.

From the ads that track us to the maps that guide us, the twenty-first century runs on code. The business world is no different. Programming has become one of the fastest-growing topics at business schools around the world. An increasing number of MBAs are choosing to pursue careers in tech. For them and other professionals, having some basic coding knowledge is a must. This book is an introduction to programming with Python for MBA students and others in business positions who need a crash course. One of the most popular programming languages, Python is used for tasks such as building and running websites, data analysis, machine learning, and natural-language processing. Drawing on years of experience providing instruction in this material at Columbia Business School as well as extensive backgrounds in technology, entrepreneurship, and consulting, Mattan Griffl and Daniel Guetta teach the basics of programming from scratch. Beginning with fundamentals such as variables, strings, lists, and functions, they build up to data analytics and practical ways to derive value from large and complex datasets. They focus on business use cases throughout, using the real-world example of a major restaurant chain to offer a concrete look at what Python can do. Written for business students with no previous coding experience and those in business roles that include coding or working with coding teams, Python for MBAs is an indispensable introduction to a versatile and powerful programming language.

Imaginative. Innovative. Ingenious. These words describe the visionaries we all respect and admire. And they can describe you, too. Contrary to common belief, creativity is not a gift some of us are born with. It is a skill that all of us can learn. International bestselling author and award-winning Stanford University educator Tina Seelig has worked with some of the business world's best and brightest, who are now among the decision-makers at companies such as Google, Genentech, IBM, and Cisco. In inGenius she expertly demystifies creativity, offering a set of tools and guidelines that anyone can use. A fantastic resource for everyone wanting to achieve their ambitions, and for readers of Jason Fried's Rework, and Seth Godin's Poke the Box.

Please note that this edition is now out of print and has been replaced by the 2nd edition, also available through MyLibrary ... For people who are crossing the line between hobby and businessThe ideal startup book for the "accidental" business personHelp for people who have "fallen" into business - for example, an EBay business that's suddenly become a full time enterpriser.

The Celebrity CEO

AI Crash Course

On the Brink