

Dilbert E La Strategia Del Fur B Etto

L'ingegneria economica completa le conoscenze dell'ingegnere con una formazione economica, giuridica e di ricerca operativa e trova la sua applicazione primaria nel project management e nel project control. Si tratta di un argomento vitale per l'industria delle costruzioni, che ormai si trova a competere sempre più in un mercato internazionale in cui le tecniche di project management e di ingegneria dei costi sono un importante fattore di successo. Questo non è solo un libro che parla di Project Management ma di "progettualità" in generale, intesa come capacità di trasformare le idee in risultati reali. Traspone nella struttura e nel testo di questo libro l'esperienza di Gianluca Di Castri nel campo dell'Ingegneria Economica e del Total Cost Management, un'esperienza basata su una visione più estesa del concetto di progetto, in linea con la visione di AICE (Associazione Italiana di Ingegneria Economica) di cui l'autore è stato per molti anni presidente. I temi trattati sono moltissimi (Cost Engineering, Project & Control, Risk Management, Contract & Claim Management, Quality Management ecc.) e riguardano molti aspetti legati ai progetti. Eppure fanno tutti riferimento ad un'unica visione del business, dell'economia, dei progetti e processi dell'ingegneria e della progettualità in generale. Quest'opera è un prezioso strumento di formazione non soltanto per i project manager, ma anche per tutti coloro che operano nell'edilizia: vengono infatti definiti i principi di integrazione fra le funzioni aziendali nell'ambito di un'organizzazione di progetto. Lo stesso progetto è visto come parte del più ampio sistema aziendale. Si tratta quindi di un testo innovativo, perché inquadra il project management nello schema concettuale dell'ingegneria economica (total cost management), e nel contempo formativo, perché chiarisce al lettore come applicare il project management in edilizia, proponendo conoscenze e strumenti concettuali. Il volume, che giunge ora alla seconda edizione debitamente aggiornata, è arricchito da un caso reale di progetto che può essere utile per coloro che esercitano l'attività di controllo del progetto integrato nell'impresa di costruzione.

Another collection of comics about the work-place antics of Dilbert and his co-workers.

Table of contents

This book is for those who work in Information Technology (IT) and for those who have IT done to them. Service Management is all the rage in IT at the moment, hence "ITSM". The leading description of ITSM is ITIL®. This book is not about ITIL. Really. Real ITSM® is a tongue-in-cheek satirical look at what the real-life practices might be, as compared to the idealised models in frameworks like ITIL or COBIT or ISO20000 or ... "[My wife] read the introduction and said it was the first IT book that held her interest past page two" Change Manager, postal service "I experienced numerous moments of amusement, humor and outright hilarity, which made reading this book at my desk during work hours a bit difficult." Bob Grinsell For more on Real ITSM (and more samples from the book!) come to the Real ITSM website.

Estrategia

New Directions in Biblical Studies

EDN, Electrical Design News

Steve Jobs (Italian Edition)

A Dilbert Collection

Kind of the Story of My Life

Offers a viewpoint on the meaning of life, love and garden slugs.

Step aside, Bill Gates! Here comes today's real technology guru and his totally original, laugh-out-loud New York Times bestseller that looks at the approaching new millennium and boldly predicts: more stupidity ahead. In *The Dilbert Principle* and *Dogbert's Top Secret Management Handbook*, Scott Adams skewered the absurdities of the corporate world. Now he takes the next logical step, turning his keen analytical focus on how human greed, stupidity and horniness will shape the future. Featuring the same irresistible amalgam of essays and cartoons that made Adams previous works so singularly entertaining, this uproariously funny, dead-on-target tome offers half-truthful, half-farcical predictions that push all of today's hot buttons - from business and technology to society and government. Children - they are our future, so we're pretty much hosed. Tip: Grab what you can while they're still too little to stop us. Human Potential - we'll finally learn to use the 90 percent of the brain we don't use today, and find out that there wasn't anything in that part. Computers - Technology and homeliness will combine to form a powerful type of birth control. In *The Dilbert Principle* and *Dogbert's Top Secret Management Handbook*, Scott Adams skewered the absurdities of the corporate world. Now he takes the next logical step, turning his keen analytical focus on how human greed, stupidity and horniness will shape the future. Featuring the same irresistible amalgam of essays and cartoons that made Adams previous works so singularly entertaining, this uproariously

Entender la empresa desde un enfoque de dirección general es imprescindible no sólo para los directivos de primer nivel, sino también para aquellos directivos funcionales que quieran comprender en profundidad las interrelaciones que se producen dentro de las organizaciones.

The creator of Dilbert, the fastest-growing comic strip in the nation (syndicated in nearly 1000 newspapers), takes a look at corporate America in all its glorious lunacy. Lavishly illustrated with Dilbert strips, these hilarious essays on incompetent bosses, management fads, bewildering technological changes and so much more, will make anyone who has ever worked in an office laugh out loud in recognition. *The Dilbert Principle*: The most ineffective workers will be systematically moved to the place where they can do the least damage — management. Since 1989, Scott Adams has been illustrating this principle each day, lampooning the corporate world through Dilbert, his enormously popular comic strip. In Dilbert, the potato-shaped, abuse-absorbing hero of the strip, Adams has given voice to the millions of Americans buffeted by the many adversities of the workplace. Now he takes the next step, attacking corporate culture head-on in this lighthearted series of essays. Packed with more than 100 hilarious cartoons, these 25 chapters explore the zeitgeist of ever-changing management trends, overbearing egos, management incompetence, bottomless bureaucracies, petrifying performance reviews, three-hour meetings, the confusion of the information superhighway and more. With sharp eyes, and an even sharper wit, Adams exposes -- and skewers -- the bizarre absurdities of everyday corporate life. Readers will be convinced that he must be spying on their bosses, *The Dilbert Principle* rings so true!

A Cubicle's-Eye View of Bosses, Meetings, Management Fads & Other Workplace Afflictions

Why Things Always Go Wrong

CMA

Thriving on Vague Objectives

The Dilbert Future

50 grandi idee management

Winning in Service Markets: Success through People, Technology, and Strategy is the first practitioner book in the market to cover the key aspects of services marketing and management based on sound academic evidence and knowledge. Derived from the globally leading textbook for Services Marketing by the same author, this book offers a comprehensive overview of extant knowledge on the topic. Accessible and practical, Winning in Service Markets bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing and management from around the world.

Dilbert e la strategia del fur(b)ettoL'arte di mentire onestamente (o quasi)LIT EDIZIONI
1060.267

In the tradition of The Complete Far Side and The Complete Calvin and Hobbes, Dilbert 2.0 celebrates the 20th anniversary of Scott Adams's Dilbert, the touchstone of office humor. This fourth volume of the four-volume e-book edition of Dilbert 2.0 covers the modern era from 2001 to 2008 for the celebrated cartoon strip.

Market-Led Strategic Change

Alla ricerca dell'unicità. Il management imprenditoriale tra strategia, organizzazione e leadership
Strategy for a Networked World

Dilbert 2.0: The Modern Era 2000-2008

The Best of Dilbert

Napoleone e il management

Whether in slogans, catchphrases, adages or proverbs, we encounter mottos every day, but we rarely take time to reflect on them. In Of Mottos and Morals: Simple Words for Complex Virtues, Martin explores the possibility that mottos themselves are worthy of serious thought, examining how they contribute to moral guidance and help us grapple with complexity.

Blasting clichéd career advice, the contrarian pundit and creator of Dilbert recounts the humorous ups and downs of his career, revealing the outsized role of luck in our lives and how best to play the system. Scott Adams has likely failed at more things than anyone you've ever met or anyone you've even heard of. So how did he go from hapless office worker and serial failure to the creator of Dilbert, one of the world's most famous syndicated comic strips, in just a few years? In How to Fail at Almost Everything and Still Win Big, Adams shares the game plan he's followed since he was a teen: invite failure in, embrace it, then pick its pocket. No career guide can offer advice that works for everyone. As Adams explains, your best bet is to study the ways of others who made it big and try to glean some tricks and strategies that make sense for you. Adams pulls back the covers on his own unusual life and shares how he turned one failure after another—including his corporate career, his inventions, his investments, and his two restaurants—into something good and lasting. There's a lot to learn from his personal story, and a lot of entertainment along the way. Adams discovered some unlikely truths that helped to propel him forward. For instance: • Goals are for losers. Systems are for winners. • "Passion" is bull. What you need is personal energy. • A combination of mediocre skills can make you surprisingly valuable. • You can manage your odds in a way that makes you look lucky to others. Adams hopes you can laugh at his failures while discovering some unique and helpful ideas on your own path to personal victory. As he writes: "This is a story of one person's unlikely success within the context of scores of embarrassing failures. Was my eventual success primarily a result of talent, luck, hard work, or an accidental just-right balance of each? All I know for sure is that I pursued a conscious strategy of managing my opportunities in a way that would make it easier for luck to find me."

Más allá del desempeño es una obra coral cuya filosofía es dar a conocer cuáles deben ser las prioridades de la empresa, y alcanzar un equilibrio entre el rendimiento de la empresa, el desempeño de los trabajadores y la salud corporativa de la misma. Demuestran cómo un exceso de lo uno sobre lo otro provoca una disfunción interna que acaba provocando el hundimiento de la empresa. El desempeño tiene que ver con lograr resultados económicos en el lugar y circunstancias actuales. La salud tiene que ver con la capacidad para hacerlo un año tras otro. Son dos conceptos diferentes. Algunas compañías no cuentan ni con lo uno ni con lo otro; otras, solo consiguen una de las dos cosas. Para alcanzar la máxima ventaja competitiva hay que lograr las dos. ¿Pero cómo?

Weaving together prescriptions with a series of cases, Systemic Change Management describes the value and how-to of a systemic or enterprise approach to organizational change. Each capability presented here promotes change, but when used together create synergies that magnify their individual impact within and between collaborating organizations.

de la visión a la acción

Project management per l'edilizia - II EDIZIONE - Ingegneria economica: applicazioni e sviluppo

Il metodo Lego® Serious Play® per il business

Introduction to Real ITSM

Una historia

A Cubicle's-Eye View of Bosses, Meetings, Management Fads and Other Workplace Afflictions

T-Kits (Training kits) are a product of the Partnership Agreement on European Youth Worker Training run by the CoE and the European Communities Commission

During the 1980s and 1990s, Richard Normann and his colleagues developed an original approach to strategy, based on seeing value as inherently co-produced in systems. Their 'Value Creating Systems' approach was a strong contrast to the idea of 'competitive advantage' that defined strategy at the time. The approach focuses on the design of the 'offerings' that define relationships among co-producers, and which connect actors in fields which transcend traditional industry borders. In the contemporary networked world, where consumers become co-producers, the ideas Normann and his

colleagues developed towards strategy are uniquely effective in explaining and guiding practice. Strategy for a Networked World revisits and further develops these ideas. It is co-authored by two long-standing colleagues of Normann, Rafael Ramírez and Ulf Mannervik, who have successfully applied these ideas to their own consultancy practice. This book provides the theoretical basis for strategies of value co-creation, an accessible methodology and practical guidance, case studies of Facebook and the World Economic Forum, and examples of successful collaborations with organisations such as EDF, Scania, SCA and Shell. Designed to advise strategists and business developers working in uncertain, complex and turbulent contexts, it is suitable both for practitioners and for academics, combining theory and the means to turn it into practice. It will also serve as a valuable contribution to MBA classes and towards the development of more effective business strategies.

Tutti gli esseri umani, di ogni credo e classe sociale, mentono almeno dieci volte al giorno. Brian King dimostra che non c'è nulla di immorale e disdicevole in questo: mentiamo per amore, per timidezza, per non dare una risposta maleducata, per fare conquiste, per riuscire a trovarci un lavoro, per non essere attaccati e anche per tenere lontani gli scocciatori. Se dicessimo sempre la verità il mondo sarebbe un posto feroce e pericoloso, mentre ci sono mille modi per "adattare" la verità senza dover ferire gli altri, facendoci inutilmente dei nemici. Il libro è un'analisi dei meccanismi e dei labirinti della "mente che mente": dalle piccole situazioni della vita quotidiana fino ai meccanismi iper-raffinati della persuasione di massa. Inoltre mentire, sostiene l'autore, è uno degli esercizi più creativi e poliedrici del nostro comportamento.

En Estrategia, Lawrence Freedman recoge la vasta historia del pensamiento estratégico: un ensayo interesantísimo, coherente y profundo que revela hasta qué punto la estrategia impregna todos los aspectos de nuestra existencia. Freedman inicia la andadura en los orígenes de la estrategia estudiando los aspectos más relevantes de la Biblia, los antiguos mitos griegos, el libro de Sun Tzu y la obra de Maquiavelo. A continuación, un repaso magistral a la estrategia militar, con afinadas lecturas de los textos de Carl von Clausewitz hasta las estrategias nucleares de los años cincuenta del siglo pasado, los modelos de contrainsurgencia y la llamada «revolución» en los asuntos militares. Su análisis sobre estrategia política comienza con el revolucionario análisis de la política según Marx y acaba con las campañas presidenciales de Obama. Freedman añade a todo ello un relato histórico completo sobre estrategia empresarial, que abarca todas las ideas de los grandes teóricos del tema, desde Frederick Winslow Taylor a Alfred Sloan y Peter Drucker. Se cierra este portentoso ensayo con un estudio de las Ciencias Sociales contemporáneas y se analiza hasta qué punto esta disciplina ha dado forma a nuestra idea del concepto «estrategia». En el núcleo del pensamiento estratégico se encuentra la siguiente cuestión: ¿es posible manipular y configurar nuestro entorno en vez de ser simplemente las víctimas de fuerzas que están más allá de nuestro control? Una y otra vez, Freedman demuestra que la intrínseca impredecibilidad de dicho entorno —siempre sujeto a acontecimientos azarosos, las acciones de nuestros enemigos o los errores de nuestros amigos— proporciona a la estrategia esas características particulares de reto y dramatismo. Los ejércitos, las empresas y las naciones en raras ocasiones evolucionan de un estado predecible a otro; más bien al contrario, se abren camino a través de una serie de etapas de las cuales lo ignoran todo con anterioridad. En el proceso siempre se requiere una reformulación de la estrategia original, incluido el objetivo final. Así pues, la imagen de la estrategia que se nos presenta en este libro tiene un carácter fluido y flexible, gobernada por el punto de partida, no por el destino final. Este magistral libro es un brillante repaso a las teorías estratégicas más relevantes de la historia, desde la astucia de David frente a Goliat hasta el uso moderno de la teoría de juegos en la economía, y condensa toda una vida de reflexiones y estudios sobre estrategia. «Un libro de una asombrosa profundidad, erudición y, sobre todo, sabiduría». The Financial Times «Magistral [...], de una erudición portentosa y de poderosa inteligencia». The Economist «Fabuloso [...]. Un texto lúcido que plantea y resuelve cuestiones de gran importancia para cualquiera que se dedique a la planificación profesional, sea de una campaña comercial o militar». Kirkus Reviews «Un maravilloso periplo por el significado, las derivaciones y las consecuencias del pensamiento estratégico a través de la historia y sus diferentes contextos. Freedman es un especialista en la materia, e insuperable en su capacidad para desvelar los giros y revueltas de las complejidades estratégicas y sus paradojas». Robert Jervis, Profesor de Política Internacional en la Universidad de Columbia «Lawrence Freeman demuestra aquí por qué se le considera, con toda justicia, uno de los pensadores más importantes a nivel mundial sobre estrategia: él la define como el arte de superar una situación inicial donde se da un equilibrio de poder». Joseph S. Nye, Jr., Harvard University, y autor de The Future of Power.

Try Rebooting Yourself

L'arte di mentire onestamente (o quasi)

Tous talentueux

The Five Capabilities for Improving Enterprises

Atomic Habits

Information Theory, Inference and Learning Algorithms

The third edition of Market-Led Strategic Change builds on the massive success of the previous two editions, popular with lecturers and students alike, presenting an innovative approach to solving an old problem: making marketing happen! In his witty and direct style, Nigel Piercy has radically updated this seminal text, popular with managers, students, and lecturers alike, to take into account the most recent developments in the field. With a central focus on customer value and creative strategic thinking, he fully evaluates the impact of electronic business on marketing and sales strategy, and stresses the goal of totally integrated marketing to deliver superior customer value. "Reality Checks" throughout the text challenge the reader to be realistic and pragmatic. The book confronts the critical issues now faced in strategic marketing: - escalating customer demands driving the imperative for superior value - totally integrated marketing to deliver customer value - the profound impact of electronic business on customer relationships - managing processes like planning and budgeting to achieve effective implementation At once pragmatic, cutting-edge and thought-provoking, Market-Led Strategic Change is essential reading for all managers, students and lecturers seeking a definitive guide to the demands and challenges of strategic marketing in the 21st century.

L'epopea di Napoleone rappresenta un capitolo affascinante della Storia e rivela le sue eccezionali qualità di manager e di organizzatore, non solo in campo militare ma in tutti gli aspetti della politica e della vita pubblica. L'ascesa e la caduta del generale Bonaparte costituiscono un grande caso di studio per l'impresa, utile a individuare le caratteristiche vincenti della gestione di un progetto, di una strategia o delle relazioni con le persone che ci circondano. Con uno stile chiaro ed avvincente, Jerry Manas muove da un'attenta analisi delle vicende storiche per illustrare, senza mai diventare noioso o accademico, i Sei Principi Vincenti di Napoleone (esattezza, velocità, flessibilità, semplicità, carattere e forza morale). Strategie e tecniche di leadership che i manager possono applicare in azienda per: - sviluppare le competenze per raggiungere con successo i propri obiettivi - stabilire le priorità e utilizzare al meglio le risorse disponibili - comunicare in modo rapido ed efficace - costruire il consenso per motivare e gestire team numerosi evitando gli errori e i difetti (come impazienza, impulsività, eccessiva

ambizione, senso di superiorità) che hanno condotto il grande imperatore alla rovina e che danneggiano anche le aziende e i leader di oggi.

D é celer les talents Identifier les hauts potentiels D é velopper tous les talents Fid é liser et mobiliser les personnes Lorsque l'entreprise doit atteindre un haut niveau de performance dans un contexte de forte incertitude, le management des talents s'impose. R é ussir à identifier tous les talents, actuels et futurs, est essentiel. Rendre tous les salariés talentueux devient un impératif stratégique. Comment identifier, développer mais aussi retenir et fidéliser les talents pour être le plus performant demain ? Conçu pour répondre aux besoins des DRH sur le terrain, cet ouvrage réunit des retours d'expérience de dirigeants et de praticiens, mais aussi les analyses des meilleurs experts RH, pour vous permettre de : identifier tous les talents de votre entreprise mettre en oeuvre les meilleures politiques de GPEC pour rendre tous vos salariés talentueux développer des programmes de fidélisation pour les talents essentiels à votre performance

366.41
Développer les talents et les potentiels dans l'entreprise - Les meilleures pratiques vues par 100 experts

Simple Words for Complex Virtues

Los 50 mejores libros de gestión empresarial

Il segreto dei giganti

Apertura

Il management imprenditoriale tra strategia, organizzazione e leadership

O cale uoar? ?i eficient? de a-?i forma obiceiuri bune ?i a sc?pa de cele proaste Schimb?ri mici, rezultate remarcabile „O carte extrem de practic? ?i util?. James Clear extrage informa?iile fundamentale despre formarea obiceiurilor, astfel ca tu s? po?i realiza mai mult concentrându-te pe mai pu?ine lucruri." – Mark Manson, autorul bestsellerului Arta subtil? a nep?s?rii „James Clear a petrecut ani de zile perfec?ionând arta ?i studiind ?tiin?a obiceiurilor. Aceast? carte antrenant? ?i practic? este ghidul de care ai nevoie ca s? scapi de deprinderile proaste ?i s?-?i formezi unele bune." – Adam Grant, autorul bestsellerurilor Originalii ?i Option B. Inspirându-se din cele mai noi descoperiri din biologie, psihologie ?i neuro?tiin?e, James Clear a conceput un ghid u?or de asimilat, cu ajutorul c?ruia obiceiurile bune devin inevitabile, iar cele rele, imposibile. Înva??: * s?-?i construie?ti un sistem pentru a deveni cu 1% mai bun în fiecare zi; * s? renun?i la obiceiurile rele ?i s? le p?strezi pe cele bune; * s? evi?i gre?elile comise în general de cei care încearc? s?-?i schimbe obiceiurile; * s? dep??e?ti lipsa de motiva?ie ?i de voin??; * s?-?i dezvolt?i o identitate mai puternic? ?i s? crezi în tine însu?i; * s?-?i faci timp pentru noile obiceiuri (chiar ?i când via?a o ia razna); * s?-?i concepi un mediu care s? favorizeze succesul; * s? faci schimb?ri mici, u?oare, care ofer? rezultate mari; * s?-?i revii atunci când te aba?i de la drum; * ?i, cel mai important, cum s? aplici aceste idei în via?a real?... .. ?i multe altele Indiferent dac? e vorba de o echip? care încearc? s? câ?tige un campionat, o organiza?ie care sper? s? redefineasc? o industrie sau pur ?i simplu un om care vrea s? se lase de fumat, s? sl?beasc?, s? reduc? stresul ori s? realizeze orice alt obiectiv, Atomic Habits este solu?ia. „Nu m? consider un expert ?i nu de?in toate r?spunsurile, dar sunt fericit s? împ?rt?esc ceea ce am învă?at până acum." – James Clear „O carte deosebit?, care î?i va schimba felul în care î?i organizezi ziua ?i î?i tr?ie?ti via?a." – Ryan Holiday, autorul bestsellerurilor The Obstacle is the Way ?i Ego is the Enemy „În Atomic Habits, Clear î?i va ar?ta cum s? dep??e?ti lipsa de motiva?ie, cum s? schimbi mediul înconjur?tor ca s? încurajezi succesul ?i cum s?-?i faci timp pentru obiceiuri noi ?i mai bune." – Glamour.com Cartea lui James Clear a fost prezentat? în New York Times, Time, Entrepreneur, precum ?i în emisiunea CBS This Morning ?i este predat? în universit??ile din toat? lumea. Site-ul s?u, jamesclear.com, are milioane de vizualiz?ri în fiecare lun? ?i sute de mii de persoane se aboneaz? la newsletter. El este creatorul The Habits Academy, principala platform? de training pentru organiza?iile ?i persoanele interesate în formarea de obiceiuri mai bune în via?? ?i în munc?. Sfaturile din Atomic Habits sunt urmate ?i de antrenorii ?i juc?torii din NBA ?i NFL.

A collection of the widely read comic strip captures the reality of the nine-to-five worker--from the techno-man stuck in a dead-end job to the trash collector who knows everything about everything--offering a dead-on depiction of office life. Original.

Walter Isaacson racconta l'avvincente storia del geniale imprenditore la cui passione per la perfezione e il carisma feroce hanno rivoluzionato sei settori dell'economia e del business: computer, film d'animazione, musica, telefoni, tablet ed editoria digitale.

The Dilbert Principle is an inside view of bosses, meetings, management fads and other workplace afflictions. Scott Adams examines even more bizarre and hilarious situations in the world of work with growing absurdity. In twenty-six provocative, illustrated chapters, Adams reveals the secrets of management in every company, including; swearing your way to success, faking quality, trolls in the accounting department, humiliation as a management tool, selling bad products to stupid people and more! 'A roaring success' Daily Telegraph.

The Dilbert Principle

Winning in Service Markets

Dilbert e la strategia del fur(b)etto

La strategia di comunicazione nell'era digitale

How to Fail at Almost Everything and Still Win Big

Thriving on Business Stupidity in the 21st Century

Líder global em marketing de serviços, este livro apresenta, de maneira sólida e fascinante, o mais completo painel dos diferentes setores de serviços e seus principais desafios. Este é um verdadeiro manual que oferece uma forte abordagem gerencial alicerçada por uma estrutura didática coerente e progressiva baseada em pesquisas acadêmicas fundamentadas, privilegiando sempre a teoria com foco em resultados. Descreve práticas de organizações inovadoras e vencedoras do mundo todo para você entender como atingir excelência em serviços tendo como aliado fundamental o tripé gestão de pessoas, tecnologia de ponta e as melhores estratégias. Esta obra traz os elementos essenciais a todos os profissionais de marketing de serviços, ensinando como fazer a gestão da interface entre os clientes e a empresa de serviços com base nos 4 Ps tradicionais somados aos novos Ps do marketing de serviços (pessoas, processos, paisagem de serviços e produtividade); desenvolver relacionamento com clientes por meio da lealdade, da resolução eficiente de reclamações e da recuperação do serviço para conquistar lucratividade de longo prazo; despertar no cliente o estado emocional desejável no momento da entrega do serviço; destacar a qualidade do serviço e a produtividade, para conquistar liderança em serviços de excelência e alavancar o desempenho do negócio até mesmo em situações de crise. Aqui você encontra muitos exemplos reais, estudos de caso de sucesso e de abrangência nacional e internacional, questões de revisão dos conteúdos abordados e materiais complementares valiosos que vão ajudar você a entender o que pode dar certo ou não em determinados negócios e como otimizar a tomada de decisão perante os desafios da gestão em marketing de serviços. Este é o livro certo para você, profissional ou estudante, que precisa aprender sobre as características distintas de serviços em todos os setores e criar vantagem competitiva com os melhores insights e resultados! Aplicação: esta obra é indicada para estudantes dos cursos de Marketing e Administração, nas disciplinas que abrangem Marketing de Serviços, além de profissionais das áreas de marketing e de serviços, turismo, hotelaria, gastronomia, eventos, empreendedores, gestores em geral e todos aqueles que lidam com serviços em seu dia a dia e precisam dar visibilidade ao seu negócio.

The various studies presented in this anthology underscore the foundational matter of translation in biblical studies as understood from the specific perspective of Biblical Performance Criticism. If the assumption for the biblical messages being received is not individual silent reading, then the question

becomes, how does this public performative mode of communication affect the translation of this biblical material? Rather than respond to this in general theoretical terms, most in this collection of articles offer specific applications to particular Hebrew and Greek passages of Scripture. Almost all the authors have firsthand experience with the translation of biblical materials into non-European languages in communities who maintain a vibrant oral tradition. The premise is that the original Scriptures, which were composed in and for performance, are being prepared again for live audiences who will receive these sacred texts, not primarily in printed form, but first and foremost in community by means of oral and visual media. This volume is an invitation for others to join us in researching more intensely this intersection of sound, performance, and translation in a contemporary communication of the Word.

Timothy Ferriss è molto più di un mental coach: è diventato ormai un campione del web, con milioni di follower, e con i suoi libri, "Bibbie" del saper vivere, ha catturato legioni di lettori. Di sicuro è uno che non ha paura di niente: ogni volta che si prefigge di imparare qualcosa, che sia una lingua orientale, un'arte marziale, una strategia infallibile di management, Tim sa come fare. Ma Ferriss è diventato quello che è oggi perché ha tratto ispirazione da tanti giganti, come li chiama lui, che ha scovato in giro per il mondo, ciascuno maestro nella sua disciplina. E da loro ha carpito i segreti che li hanno resi le persone che sono oggi. Maghi degli scacchi, divi hollywoodiani, militari pluridecorati, super-atleti, scrittori da milioni di copie, grandi manager, guru della meditazione, star della medicina, assi della finanza: basta scegliere il personaggio più affine ai nostri sogni, la nostra icona. Qui ritroviamo distillato il "Ferriss-pensiero", nonché il suo istinto infallibile per il meglio di tutto ciò che è mainstream, cultura di massa. Entreremo in possesso di una vera e propria cassetta degli attrezzi, un kit di strumenti per cambiare la nostra vita. Suddiviso in tre grandi sezioni – salute, ricchezza, saggezza, perché per raggiungere il successo e la felicità ci vogliono tutte e tre –, Tim ha concepito questo manuale di vita come un sontuoso buffet da cui prendere ciò che fa più gola. È il libro che voleva da sempre: si è divertito a scriverlo, sapendo che noi ci divertiremo a leggerlo.

In a hierarchy, every employee rises to the level of their own incompetence. This simple maxim, defined by this classic book over 40 years ago, has become a beacon of truth in the world of work. From the civil service to multinational companies to hospital management, it explains why things constantly go wrong: promotion up a hierarchy inevitably leads to over-promotion and incompetence. Through barbed anecdotes and wry humour the authors define the problem and show how anyone, whether at the top or bottom of the career ladder, can avoid its pitfalls. Or, indeed, avoid promotion entirely!

Translating Scripture for Sound and Performance

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