Engine Of Impact Essentials Of Strategic Leadership In The Nonprofit Sector

Do you want to know what it takes to make change and create solutions? Discover the model to meet the unprecedented challenges unique to the decade ahead and make a remarkable impact on people's lives. To overcome the radically different challenges of inequity, division, and scarcity of resources that will only increase in the future, the most successful and valuable leaders are those with the traits to be rebuilders. As the founding president of Social Venture Partners International, a global network of social innovators, entrepreneurs, philanthropists and more, Paul Shoemaker is here to connect you to the people, ideas, and organizations that matter. Shoemaker profiles 38 rock star rebuilders so you have a model to follow, including Peter Drucker Award winner Rosanne Haggerty, whose goal is to end chronic homelessness; Trish Millines, who has changed lives for kids of color in high tech; and David Risher, whose cross-sector approach is helping solve global illiteracy. Page by page, the common elements rebuilders utilize to make a remarkable impact on some or our most complex problems are highlighted as you: Learn the 5 vital traits change leaders use to solve big problems. Gain new perspective from relevant research, data, leadership lessons, and 3 case studies that illuminate the path ahead. Meet the leaders setting the standard for social change impact, all shared in Shoemaker's signature storytelling style. Taking Charge of Change is written for anyone seeking to be the driver of real change and an integral part of rebuilding the structures and foundations of American communities and companies throughout the decade ahead.

In this groundbreaking book, strategy expert David La Piana introduces "Real-Time Strategic Planning," a fluid, organic process that engages staff and board in a program of systematic readiness and continuous responsiveness. You'll find tools for clarifying your competitive advantage; generating a strategy screen--criteria for evaluating strategies to be able to respond quickly; handling big questions; developing and testing strategies; and implementing and adapting strategies.

This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. "Digitalization mirrors the Industrial Revolution's impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work." Gina O'Connor, Professor of Innovation Management at Babson College, USA "This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique "must-read" book because it goes beyond theory and provides practical examples." Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures." Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany

How companies like Amazon and Netflix know what "you might also like": the history, technology, business, and social impact of online recommendation engines. Increasingly, our technologies are giving us better, faster, smarter, and more personal advice than our own families and best friends. Amazon already knows what kind of books and household goods you like and is more than eager to recommend more; YouTube and TikTok always have another video lined up to show you; Netflix has crunched the numbers of your viewing habits to suggest whole genres that you would enjoy. In this volume in the MIT Press's Essential Knowledge series, innovation expert Michael Schrage explains the origins, technologies, business applications, and increasing societal impact of recommendation engines, the systems that allow companies worldwide to know what products, services, and experiences "you might also like." Schrage offers a history of recommendation that reaches back to antiquity's oracles and astrologers; recounts the academic origins and commercial evolution of recommendation engines; explains how these systems work, discussing key mathematical insights, including the impact of machine learning and deep learning algorithms; and highlights user experience design challenges. He offers brief but incisive case studies of the digital music service Spotify; ByteDance, the owner of TikTok; and the online personal stylist Stitch Fix. Finally, Schrage considers the future of technological recommenders: Will they leave us disappointed and dependent—or will they help us discover the world and ourselves in novel and serendipitous ways?

Getting Beyond Better
Real-time Strategic Planning in a Rapid-response World
Building HTML5 Games with ImpactJS
How the Best Nonprofits Launch, Scale Up, and Make a Difference
Essentials of Stochastic Processes
Three Keys to Maximizing Impact
Essential SNMP

The author of "Six Secrets of Change" describes how and why the principal's role must change to maximize student achievement. Includes a free professional development guide.

In July 1997, twenty-five of America's most influential journalists sat down to try and discover what had happened to their profession in the years between Watergate and Whitewater. What they knew was that the public no longer trusted the press as it once had. They were keenly aware of the pressures that advertisers and new technologies were putting on newsrooms around the country. But, more than anything, they were aware that readers, listeners, and viewers — the people who use the news — were turning away from it in droves. There were many reasons for the public's growing lack of trust. On television, there were the ads that looked like news shows and programs that presented gossip and press releases as if they were news. There were the "docudramas," television movies that were an uneasy blend of fact and fiction and which purported to show viewers how events had "really" happened. At newspapers and magazines, celebrity was replacing news, newsroom budgets were being slashed, and editors were pushing journalists for more "edge" and "attitude" in place of reporting. And, on the radio, powerful talk personalities led their listeners from sensation to sensation, from fact to fantasy, while deriding traditional journalism. Fact was blending with fiction, news with entertainment, journalism with rumor. Calling themselves the Committee of Concerned Journalists, the twenty-five determined to find how the news had found itself in this state. Drawn from the committee's years of intensive research, dozens of surveys of readers, listeners, viewers, editors, and journalists, and more than one hundred intensive interviews with journalists and editors, The Elements of Journalism is the first book ever to spell out — both for those who create and those who consume the news — the principles and responsibilities of journalism. Written by Bill Kovach and Tom Rosenstiel, two of the nation's preeminent press critics, this is one of the most provocative books about the role of information in society in more than a generation and one of the most important ever written about news. By offering in turn each of the principles that should govern reporting, Kovach and Rosenstiel show how some of the most common conceptions about the press, such as neutrality, fairness, and balance, are actually modern misconceptions. They also spell out how the news should be gathered, written, and reported even as they demonstrate why the First Amendment is on the brink of becoming a commercial right rather than something any American citizen can enjoy. The Elements of Journalism is already igniting a national dialogue on issues vital to us all. This book will be the starting point for discussions by journalists and members of the public about the nature of journalism and the access that we all enjoy to information for years to come.

Thorough yet concise, ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition, is a brief version of the authors' market-leading text STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH. Following the same framework as the larger book, ESSENTIALS helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Building upon the previous editions, this textbook is a first course in stochastic processes taken by undergraduate and graduate students (MS and PhD students from math, statistics, economics, computer science, engineering, and finance departments) who have had a course in probability theory. It covers Markov chains in discrete and continuous time, Poisson processes, renewal processes, martingales, and option pricing. One can only learn a subject by seeing it in action, so there are a large number of examples and more than 300 carefully chosen exercises to deepen the reader's understanding. Drawing from teaching experience and student feedback, there are many new examples and problems with solutions that use TI-83 to eliminate the tedious details of solving linear equations by hand, and the collection of exercises is much improved, with many more biological examples. Originally included in previous editions, material too advanced for this first course in stochastic processes has been eliminated while treatment of other topics useful for applications has been expanded. In addition, the ordering of topics has been improved; for example, the difficult subject of martingales is delayed until its usefulness can be applied in the treatment of mathematical finance.

Digital Entrepreneurship
What Newspeople Should Know and the Public Should Expect
An Introduction On HTML5 Game Development
Recommendation Engines
Essentials of Polymer Science and Engineering
1st Edition
Systems Thinking For Social Change

With business advice from an expert entrepreneur, learn how to identify and leverage the key factors that will bring sustainability and success to your startup. Kathleen Kelly Janus, a lecturer at the Stanford University Program on Social Entrepreneurship and the founder of the successful social enterprise Spark, set out to investigate what makes a startup succeed or fail. She surveyed more than 200 high-performing social entrepreneurs and interviewed dozens of founders. Social Startup Success shares her findings for the legions of entrepreneurs working for social good, revealing how the best organizations get over the revenue hump. How do social ventures scale to over $2 million, Janus's clear benchmark for a social enterprise's sustainability? Janus, tapping into strong connections to the Silicon Valley world where many of these ventures are started or and/or funded, reveals insights from key figures such as DonorsChoose founder Charles Best, charity:water's Scott Harrison, Reshma Saujani of Girls Who Code and many others. Social Startup Success will be social entrepreneurship's essential playbook; the first definitive guide to solving the problem of scale.

This text encompasses the core competencies required to lead nonprofit organizations through social innovation and impact during the 21st century. It fills a knowledge gap for leaders, managers, practitioners, students, faculty members, and providers in this rapidly growing field by providing a comprehensive framework for how to run and manage nonprofits. This includes all of the tools needed to affect social change through ethical business practices, management and leadership business strategies, social marketing, and policy analysis across government, nonprofits, and philanthropy. The book addresses solutions to key problem for professionals in the nonprofit sector: creating a return on investment defined by concrete outcomes and ability to demonstrate their organization's impact. Organizational case studies are presented by practitioners who have used innovative principles to organize, create, and manage ventures to influence social change locally, regionally, and beyond.

Nonprofit organizations in the U.S. earn more than $100 billion annually, and number over a million different organizations. They face increasing competition for donor's dollars and many of the issues they confront are similar to those confronted by for-profit organizations. Strategic Management for Nonprofit Organizations applies powerful concepts of strategic management developed originally in the for-profit sector to the management of nonprofits. It describes the preparation of a strategic plan consistent with the resources available; it analyzes the operational tasks in executing the plan; and describes the ways in which nonprofits need to change in order to remain competitive. The book draws clear distinctions between the different challenges encountered by nonprofits operating in different industries.

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the verybeginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

Introduction to Sports Biomechanics
Giving 2.0
Arguing for Organizational Advantage
How to Love Your Donors (to Death)
Zero Trust Networks

The Big Ideas Behind Reliable, Scalable, and Maintainable Systems

Social Innovation and Impact in Nonprofit Leadership

Gold Medal Winner; Philanthropy, Charities, and Nonprofits; 2012 Axiom Business Book Awards Giving 2.0 is the ultimate resource for anyone navigating the seemingly infinite ways one can give. The future of philanthropy is far more than just writing a check, and Giving 2.0 shows how individuals of every age and income level can harness the power of technology, collaboration, innovation, advocacy, and social entrepreneurship to take their giving to the next level and beyond. Major gifts may dominate headlines, but the majority of giving still comes from individual households—ordinary people with extraordinary generosity. Even in 2009, at a time of deep recession, individual giving averaged almost $2,000 per household and drove 82% of the $300 billion donated that same year. Based on her vast experience as a philanthropist, academic, volunteer, and social innovator, Arrillaga-Andreessen shares the most effective techniques she herself pilots and studies and a vast portfolio of lessons learned during her lifetime of giving. Featuring dozens of stories on innovative and powerful methods of how individuals give time, money, and expertise—whether volunteering and fundraising, leveraging technology and social media, starting a giving circle, fund, foundation, or advocacy group, or aspiring to create greater social impact—Giving 2.0 shows readers how they can renew, improve, and expand their giving and reach their fullest potential. A practical, entertaining, and inspiring call to action, Giving 2.0 is an indispensable tool for anyone passionate about creating change in our world.

Engineering principles for dynamics vehicles.

Making strategy requires undertaking major—often irreversible—decisions aimed at long-term success in an uncertain future. All leaders must formulate a clear course of action, yet many lack confidence in their ability to think systematically about their strategy. They struggle to apply the abstract lessons offered by conventional approaches to strategic analysis to their unique contexts. Making Great Strategy resolves these challenges with a straightforward, readily applicable framework. Jesper B. Sørensen and Glenn R. Carroll show that one factor underlies all sustainably successful strategies: a logically coherent argument that connects resources, capabilities, and environmental conditions to desired outcomes. They introduce a system for formulating and managing strategy through a set of three core activities: visualization, formalization and logic, and constructive argumentation. These activities can be implemented in any organization and are illustrated through examples and case studies from well-known companies such as Apple, Walmart, and The Economist. This book shows that while great strategic thinking is hard, it is not a mystery. Widely applicable and relevant for managers and leaders at all levels, especially executive teams charged with setting the course of their organizations, it is essential reading for anyone faced with practical problems of strategic management.

The perimeter defenses guarding your network perhaps are not as secure as you think. Hosts behind the firewall have no defenses of their own, so when a host in the "trusted" zone is breached, access to your data center is not far behind. That's an all-too-familiar scenario today. With this practical book, you'll learn the principles behind zero trust architecture, along with details necessary to implement it. The Zero Trust Model treats all hosts as if they're internet-facing, and considers the entire network to be compromised and hostile. By taking this approach, you'll focus on building strong authentication, authorization, and encryption throughout, while providing compartmentalized access and better operational agility. Understand how perimeter-based defenses have evolved to become the broken model we use today Explore two case studies of zero trust in production networks on the client side (Google) and on the server side (PagerDuty) Get example configuration for open source tools that you can use to build a zero trust network Learn how to migrate from a perimeter-based network to a zero trust network in production

Essentials of Strategic Leadership in the Nonprofit Sector

Analysing Human Movement Patterns

A Practical Guide to Solving Complex Problems, Avoiding Unintended Consequences, and Achieving Lasting Results

Leap of Reason

The Biodiesel Handbook

Understanding Philanthropy

Implementing Practices for Effective Reputation Management

Who drives transformation in society? How do they do it? In this compelling book, strategy guru Roger L. Martin and Skoll Foundation President and CEO Sally R. Osberg describe how social entrepreneurs target systems that exist in a stable but unjust equilibrium and transform them into entirely new, superior, and sustainable equilibria. All of these leaders--call them disrupters, visionaries, or changemakers--develop, build, and scale their solutions in ways that bring about the truly revolutionary change that makes the world a fairer and better place. The book begins with a probing and useful theory of social entrepreneurship, moving through history to illuminate what it is, how it works, and the nature of its role in modern society. The authors then set out a framework for understanding how successful social entrepreneuars actually go about producing transformative change. There are four key stages: understanding the world; envisioning a new future; building a model for change; and scaling the solution. With both depth and nuance, Martin and Osberg offer rich examples and personal stories and share lessons and tools invaluable to anyone who aspires to drive positive change, whatever the context. Getting Beyond Better sets forth a bold new framework, demonstrating how and why meaningful change actually happens in the world and providing concrete lessons and a practical model for businesses, policymakers, civil society organizations, and individuals who seek to transform our world for good.

Philanthropy has existed in various forms in all cultures and civilizations throughout history, yet most people know little about it and its distinctive place in our lives. Why does philanthropy exist? Why do people so often turn to philanthropy when we want to make the world a better place? In essence, what is philanthropy? These fundamental questions are tackled in this engaging and original book. Written by one of the founding figures in the field of philanthropic studies, Robert L. Payton, and his former student sociologist Michael P. Moody, Understanding Philanthropy presents a new way of thinking about the meaning and mission of philanthropy. Weaving together accessible theoretical explanations with fascinating examples of philanthropic action, this book advances key scholarly debates about philanthropy and offers practitioners a way of explaining the rationale for their nonprofit efforts.

The extractive industries (EI) sector occupies an outsize space in the economies of many developing countries. Policy makers, economists, and public finance professionals working in such countries are frequently confronted with issues that require an in-depth understanding of the sector, its economics, governance, and policy challenges

"This book is an introduction to automotive technology, with specic reference to battery electric, hybrid electric, and fuel cell electric vehicles. It could serve electrical engineers who need to know more about automobiles or automotive engineers who need to know about electrical propulsion systems. For example, this reviewer, who is a specialist in electric machinery, could use this book to better understand the automobiles for which the reviewer is designing electric drive motors. An automotive engineer, on the other hand, might use it to better understand the nature of motors and electric storage systems for application in automobiles, trucks or motorcycles. The early chapters of the book are accessible to technically literate people who need to know something about cars. While the rst chapter is historical in nature, the second chapter is a good introduction to automobiles, including dynamics of propulsion and braking. The third chapter discusses, in some detail, spark ignition and compression ignition (Diesel) engines. The fourth chapter discusses the nature of transmission systems." —James Kirtley, Massachusetts Institute of Technology, USA "The third edition covers extensive topics in modern electric, hybrid electric, and fuel cell vehicles, in which the profound knowledge, mathematical modeling, simulations, and control are clearly presented. Featured with design of various vehicle drivetrains, as well as a multi-objective optimization software, it is an estimable work to meet the needs of automotive industry." —Haiyan Henry Zhang, Purdue University, USA "The extensive combined experience of the authors have produced an extensive volume covering a broad range but detailed topics on the principles, design and architectures of Modern Electric, Hybrid Electric, and Fuel Cell Vehicles in a well-structured, clear and concise manner. The volume offers a complete overview of technologies, their selection, integration & control, as well as an interesting Technical Overview of the Toyota Prius. The technical chapters are complemented with example problems and user guides to assist the reader in practical calculations through the use of common scientic computing packages. It will be of interest mainly to research postgraduates working in this eld as well as established academic researchers, industrial R&D engineers and allied professionals." —Christopher Donaghy-Sparg, Durham University, United Kingdom The book deals with the fundamentals, theoretical bases, and design methodologies of conventional internal combustion engine (ICE) vehicles, electric vehicles (EVs), hybrid electric vehicles (HEVs), and fuel cell vehicles (FCVs). The design methodology is described in mathematical terms, step-by-step, and the topics are approached from the overall drive train system, not just individual components. Furthermore, in explaining the design methodology of each drive train, design examples are presented with simulation results. All the chapters have been updated, and two new chapters on Mild Hybrids and Optimal Sizing and Dimensioning and Control are also included • Chapters updated throughout the text. • New homework problems, solutions, and examples. • Includes two new chapters. • Features accompanying MATLABTM software.

Essentials for Economists, Public Finance Professionals, and Policy Makers
Theory and Cases
Team of Teams
The Path to Extraordinary Productivity
Binging with Babish
The Essential Guide to Getting Your Book Published
Impact on Business and Society

"Time management for the 21st century"--Cover.

Recipes recreated from beloved movies and TV shows by the host of one of the most popular food programs on the internet

T his book is at once an introduction to polymers and an imaginative invitation to the field of polymer science and engineering as a whole, including plastics and plastics processing. Created by two of the best-known scientists in America, the text explains and helps students as well as professionals appreciate all major topics in polymer chemistry and engineering: polymerization synthesis and kinetics, applications of probability theory, structure and morphology, thermal and solution properties, mechanical properties, biological properties and plastics processing methods. Essentials of Polymer Science and Engineering, designed to supercede many standard texts (including the authors'), is unique in a number of ways. Special attention has been paid to explaining fundamentals and providing high-level visuals. In addition, the text is replete with engaging profiles of polymer chemists and their discoveries. The book explains the science of polymer engineering, and at the same time, tells the story of the field from its beginnings to the present, indicating when and how polymer discoveries have played a role in history and society. The book comes well equipped with study questions and problems and is suitable for a one- or two-semester course for chemistry students at the undergraduate and graduate levels.

Writing in a humorous conversational style, Chief Alan Brunacini explains the application of common-sense customer service

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concepts to the fire service. Essentials of Fire Department Customer Service is basic reading for every firefighter, officer, and
administrator.
Good to Great
Managing to Outcomes in an Era of Scarcity
Strengthening Forensic Science in the United States
Strategic Management for Nonprofit Organizations
The Extractive Industries Sector
Essentials of Corporate Communication
New Rules of Engagement for a Complex World
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Now updated for 2015! The best, most comprehensive guide for writers is now revised and updated, with new sections on ebooks, self-publishing, crowd-funding through Kickstarter, blogging, increasing visibility via online marketing, micropublishing, the power of social media and author websites, and more—making The Essential Guide to Getting Your Book Published more vital than ever for anyone who wants to mine that great idea and turn it into a successfully published book. Written by experts with twenty-five books between them as well as many years' experience as a literary agent (Eckstut) and a book doctor (Sterry), this nuts-and-bolts guide demystifies every step of the publishing process: how to come up with a blockbuster title, create a selling proposal, find the right agent, understand a book contract, and develop marketing and publicity savvy. Includes interviews with hundreds of publishing insiders and authors, including Seth Godin, Neil Gaiman, Amy Bloom, Margaret Atwood, Leonard Lopate, plus agents, editors, and booksellers; sidebars featuring real-life publishing success stories; sample proposals, query letters, and an entirely updated resources and publishers directory.

Data is at the center of many challenges in system design today. Difficult issues need to be figured out, such as scalability, consistency, reliability, efficiency, and maintainability. In addition, we have an overwhelming variety of tools, including relational databases, NoSQL datastores, stream or batch processors, and message brokers. What are the right choices for your application? How do you make sense of all these buzzwords? In this practical and comprehensive guide, author Martin Kleppmann helps you navigate this diverse landscape by examining the pros and cons of various technologies for processing and storing data. Software keeps changing, but the fundamental principles remain the same. With this book, software engineers and architects will learn how to apply those ideas in practice, and how to make full use of data in modern applications. Peer under the hood of the systems you already use, and learn how to use and operate them more effectively Make informed decisions by identifying the strengths and weaknesses of different tools Navigate the trade-offs around consistency, scalability, fault tolerance, and complexity Understand the distributed systems research upon which modern databases are built Peek behind the scenes of major online services, and learn from their architectures

The marvelous microbes that made life on Earth possible and support our very existence For almost four billion years, microbes had the primordial oceans all to themselves. The stewards of Earth, these organisms transformed the chemistry of our planet to make it habitable for plants, animals, and us. Life's Engines takes readers deep into the microscopic world to explore how these marvelous creatures made life on Earth possible—and how human life today would cease to exist without them. Paul Falkowski looks "under the hood" of microbes to find the engines of life, the actual working parts that do the biochemical heavy lifting for every living organism on Earth. With insight and humor, he explains how these miniature engines are built—and how they have been appropriated by and assembled like Lego sets within every creature that walks, swims, or flies. Falkowski shows how evolution works to maintain this core machinery of life, and how we and other animals are veritable conglomerations of microbes. A vibrantly entertaining book about the microbes that support our very existence, Life's Engines will inspire wonder about these elegantly complex nanomachines that have driven life since its origin. It also issues a timely warning about the dangers of tinkering with that machinery to make it more "efficient" at meeting the ever-growing demands of humans in the coming century.

Create a real 2D game from start to finish with ImpactJS, the JavaScript game framework that works with the HTML5's Canvas element. Making video games is hard work that requires technical skills, a lot of planning, and—most critically—a commitment to completing the project. With this hands-on guide, you'll learn how to use Impact with other technologies step-by-step. You'll pick up important tips about game design, and discover how to publish Impact games to the Web, desktop, and mobile—including a method to package your game as a native iOS app. Packed with screen shots and sample code, this book is ideal for game developers of all levels. Set up your development environment and discover Impact's advantages Build a complete game with core logic, collision detection, and player and monster behavior Learn why a game design document is critical before you start building Display and animate game artwork with sprite sheets Add sound effects, background music, and text Create screens to display stats and in-game status Prepare to publish by baking your game files into a single file

The Principal
A Path Forward
Making Great Strategy
Engine of Impact
Its Meaning and Mission
Why Some Companies Make the Leap...And Others Don't
Life's Engines

Introduction to Sports Biomechanics has been developed to introduce you to the core topics covered in the first two years of your degree. It will give you a sound grounding in both the theoretical and practical aspects of the subject. Part One covers the anatomical and mechanical foundations of biomechanics and Part Two concentrates on the measuring techniques which sports biomechanists use to study the movements of the sports performer. In addition, the book is highly illustrated with line drawings and photographs which help to reinforce explanations and examples.

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

Simple Network Management Protocol (SNMP) provides a "simple" set of operations that allows you to more easily monitor and manage network devices like routers, switches, servers, printers, and more. The information you can monitor with SNMP is wide-ranging--from standard items, like the amount of traffic flowing into an interface, to far more esoteric items, like the air temperature inside a router. In spite of its name, though, SNMP is not especially simple to learn. O'Reilly has answered the call for help with a practical introduction that shows how to install, configure, and manage SNMP. Written for network and system administrators, the book introduces the basics of SNMP and then offers a technical background on how to use it effectively. Essential SNMP explores both commercial and open source packages, and elements like OIDs, MIBs, community strings, and traps are covered in depth. The book contains five new chapters and various updates throughout. Other new topics include: Expanded coverage of SNMPv1, SNMPv2, and SNMPv3 Expanded coverage of SNMPc The concepts behind network management and change management RRDTool and Cricket The use of scripts for a variety of tasks How Java can be used to create SNMP applications Net-SNMP's Perl module The bulk of the book is devoted to discussing, with real examples, how to use SNMP for system and network administration tasks. Administrators will come away with ideas for writing scripts to help them manage their networks, create managed objects, and extend the operation of SNMP agents. Once demystified, SNMP is much more accessible. If you're looking for a way to more easily manage your network, look no further than Essential SNMP, 2nd Edition.

This lively and engaging new book addresses a topical and important area of study. Helping readers not only to understand, but also to apply, the most important theoretical notions on identity, identification, reputation and corporate branding, it illustrates how communicating with a company's key audience depends upon all of the company's internal and external communication. The authors, leading experts in this field, provide students of corporate communication with a research-based tool box to be used for effective corporate communications and creating a positive reputation. Essentials of Corporate Communication features original examples and vignettes, drawn from a variety of US, European and Asian companies with a proven record of successful corporate communication, thus offering readers best practice examples. Illustrations are drawn from such global companies as Virgin, IKEA, INVE and Lego. Presenting the most up-to-date content available it is a must-read for all those studying and working in this field.

Fundamentals of Vehicle Dynamics, Revised Edition
How Social Entrepreneurship Works
Building Secure Systems in Untrusted Networks
Designing Data-Intensive Applications
The 5 Choices
Essentials of Strategic Management
How Rebuilders Solve Hard Problems

Donors, leaders of nonprofits, and public policy makers usually have the best of intentions to serve society and improve social conditions. But often their solutions fall far short of what they want to accomplish and what is truly needed. Moreover, the answers they propose and fund often produce the opposite of what they want over time. We end up with temporary shelters that increase homelessness, drug busts that increase drug-related crime, or food aid that increases starvation. How do these unintended consequences come about and how can we avoid them? By applying conventional thinking to complex social problems, we often perpetuate the very problems we try so hard to solve, but it is possible to think differently, and get different results. Systems Thinking for Social Change enables readers to contribute more effectively to society by helping them understand what systems thinking is and why it is so important in their work. It also gives concrete guidance on how to incorporate systems thinking in problem solving, decision making, and strategic planning without becoming a technical expert. Systems thinking leader David Stroh walks readers through techniques he has used to help people improve their efforts to end homelessness, improve public health, strengthen education, design a system for early childhood development, protect child welfare, develop rural economies, facilitate the reentry of formerly incarcerated people into society, resolve identity-based conflicts, and more. The result is a highly readable, effective guide to understanding systems and using that knowledge to get the results you want.

This short form textbook provides readers with a comprehensive yet concise overview of the fundamentals of Digital Marketing. The author, a well-renowned teacher and writer on the subject, presents a concise and clear structure that works step by step through each of the core aspects of the subject, including SEO, metrics and analytics, web development, e-commerce, social media and digital marketing strategy. Presented in nine chapters to suit delivery periods at both undergraduate and postgraduate levels, this book can be used either as a core text that gives tutors a sound platform on which to structure a module on digital marketing or as supporting text where digital marketing is an element of a module with a broader scope, such as strategic marketing. Pedagogical features include an essential summary paragraph at the start of each chapter, focused references and further reading. There is also online teaching and learning support for both in-class and digital delivery, including suggested case studies, chapter questions and other activities.

The second edition of this invaluable handbook covers converting vegetable oils, animal fats, and used oils into biodiesel fuel. The Biodiesel Handbook delivers solutions to issues associated with biodiesel feedstocks, production issues, quality control, viscosity, stability, applications, emissions, and other environmental impacts, as well as the status of the biodiesel industry worldwide. Incorporates the major research and other developments in the world of biodiesel in a comprehensive and practical format Includes reference materials and tables on biodiesel

standards, unit conversions, and technical details in four appendices Presents details on other uses of biodiesel and other alternative diesel fuels from oils and fats
We are entering a new era—an era of impact. The largest intergenerational transfer of wealth in history will soon be under way, bringing with it the potential for huge increases in philanthropic funding. Engine of Impact shows how nonprofits can apply the principles of strategic leadership to attract greater financial support and leverage that funding to maximum effect. As Good to Great author Jim Collins writes in his foreword, this book offers "a detailed roadmap of disciplined thought and action for turning a good nonprofit into one that can achieve great impact at scale." William F. Meehan III and Kim Starkey Jonker identify seven essential components of strategic leadership that set high-achieving organizations apart from the rest of the nonprofit sector. Together, these components form an "engine of impact"—a system that organizations must build, tune, and fuel if they hope to make a real difference in the world. Drawing on decades of teaching, advising, grantmaking, and research, Meehan and Jonker provide an actionable guide that executives, staff, board members, and donors can use to jumpstart their own performance and to achieve extraordinary results for their organization. Along with setting forth best practices using real-world examples, the authors outline common management challenges faced by nonprofits, showing how these challenges differ from those faced by for-profit businesses in important and often-overlooked ways. By offering crucial insights on the fundamentals of nonprofit management, this book will help leaders equip their organizations to fire on all cylinders and unleash the full potential of the nonprofit sector. Visit www.engineofimpact.org for additional information.
Taking Charge of Change
Modern Electric, Hybrid Electric, and Fuel Cell Vehicles
How Microbes Made Earth Habitable
Transform Your Giving and Our World
The Nonprofit Strategy Revolution
How to Write It, Sell It, and Market It . . . Successfully
The Elements of Journalism

From the New York Times bestselling author of My Share of the Task and Leaders, a manual for leaders looking to make their teams more adaptable, agile, and unified in the midst of change. When General Stanley McChrystal took command of the Joint Special Operations Task Force in 2004, he quickly realized that conventional military tactics were failing. Al Qaeda in Iraq was a decentralized network that could move quickly, strike ruthlessly, then seemingly vanish into the local population. The allied forces had a huge advantage in numbers, equipment, and training—but none of that seemed to matter. To defeat Al Qaeda, they would have to combine the power of the world's mightiest military with the agility of the world's most fearsome terrorist network. They would have to become a "team of teams"—faster, flatter, and more flexible than ever. In Team of Teams, McChrystal and his colleagues show how the challenges they faced in Iraq can be relevant to countless businesses, nonprofits, and organizations today. In periods of unprecedented crisis, leaders need practical management practices that can scale to thousands of people—and fast. By giving small groups the freedom to experiment and share what they learn across the entire organization, teams can respond more quickly, communicate more freely, and make better and faster decisions. Drawing on compelling examples—from NASA to hospital emergency rooms—Team of Teams makes the case for merging the power of a large corporation with the agility of a small team to transform any organization.
Inspired by a popular series of articles in the "Stanford Social Innovation Review," this volume teaches the social sector how to buck passing trends by using wise and time-tested strategies that foster investment and impact.
Absolute Essentials of Digital Marketing
Social Startup Success
100 Recipes Recreated from Your Favorite Movies and TV Shows
Essentials of Fire Department Customer Service