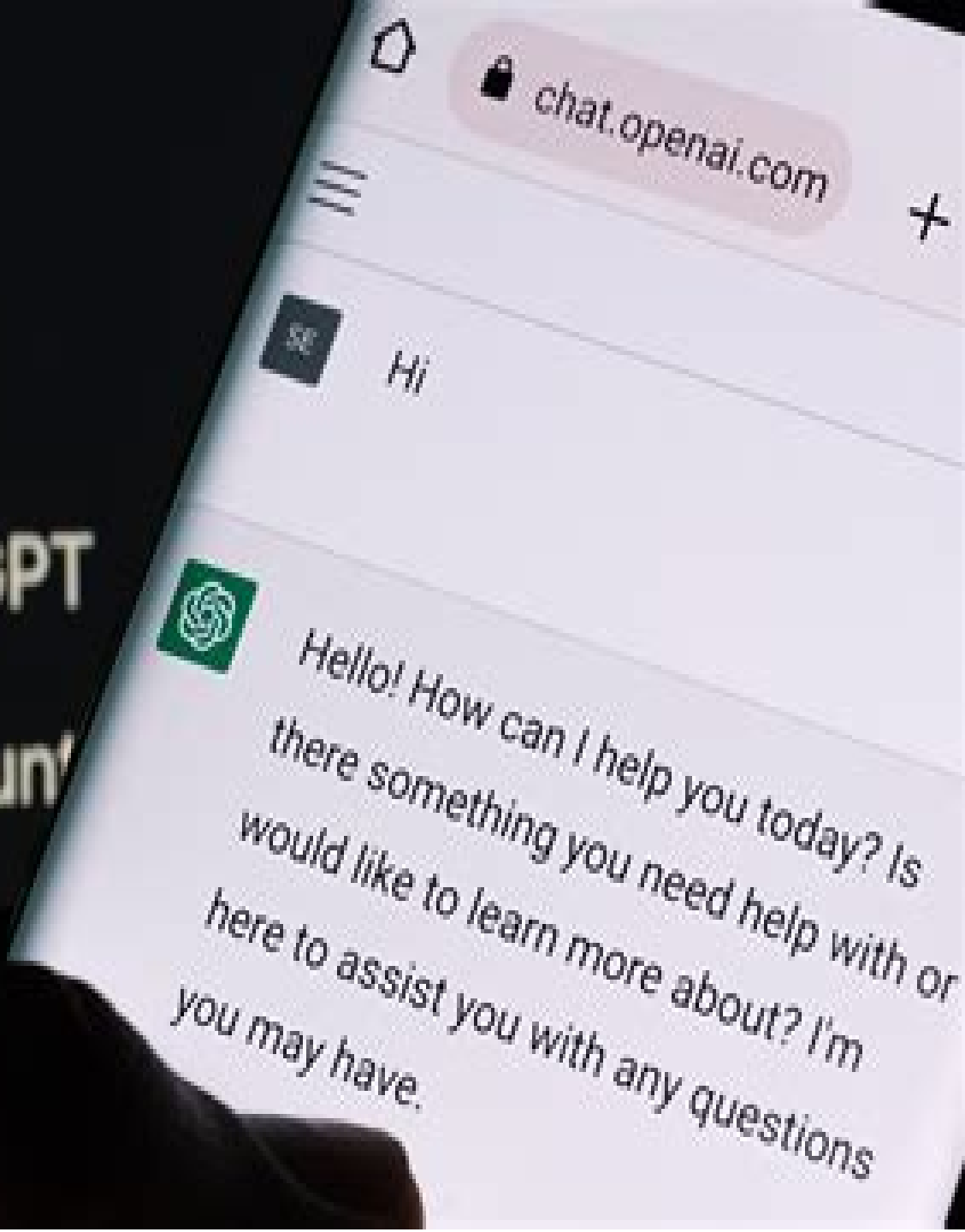




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The Essentials of Today's Marketing-3 Mehmet BAŞ, İnci ERDOĞAN TARAKÇI,Ramazan ASLAN,2023-08-29 CONTENTS GREEN MARKETING Ahmet AKATAK INDIVIDUAL MARKETING Ahmet T RKMEN AUGMENTED MARKETING Bahar EL K COGNITIVE MARKETING Belma Y N MOBILE MARKETING B ra MEYDAN Esra VONA KURT MARKETING MYOPIA Dilek AYDO DU AGRICULTURE MARKETING Figen ARSLAN KO KAYA SUSTAINABLE AGRICULTURAL MARKETING H seyin Fatih ATLI SHOPPER MARKETING Elif ST NDA LI ERTEN WORD OF MOUTH MARKETING WOMM Emine ENBABAO LU DANACI CONTENT MARKETING Hediye AYDO AN ChatGPT APPLICATIONS IN MARKETING Muhammed Furkan TA CI Nil Esra DAL SOCIAL MEDIA MARKETING Melda ASLAN NEURO MARKETING Meysure Evren EL K S T ER DATABASE MARKETING Murat SAKAL VIRAL MARKETING M zeyyen ZHAVZALI RECREATION MARKETING zlem G NCAN ONLINE AND OFFLINE MARKETING zlem ZDEM R S ZER POLITICAL MARKETING Volkan TEM ZKAN AVATAR BASED MARKETING Zeynep AYTA DIGITAL MARKETING Bar ARMUTCU **Troubleshooting Java, Second Edition** Laurentiu Spilca,2025-11-18 Learn how to quickly work out what your Java code is doing so you can understand when and why it misbehaves Searching for bugs detangling messy legacy code or evaluating your codebase for new features sucks up much of a developer s time Effectively reading and understanding existing code is a true superpower Troubleshooting Java Second Edition teaches you to efficiently analyze and debug Java applications using time tested tools and new AI powered techniques In Troubleshooting Java Second Edition you ll learn Efficiently use debuggers to quickly understand complex code Utilize AI driven tools to automate log analysis trace execution and predict problems Correctly implement and interpret application logs Identify performance bottlenecks and optimize slow execution paths Profile SQL queries to diagnose and optimize database interactions Evaluate heap dumps to detect and fix memory leaks Analyze thread dumps to resolve deadlocks and concurrency issues Navigate the intricacies of service oriented and microservices systems In Troubleshooting Java Second Edition Java veteran Laurentiu Spilca shares techniques for reading profiling debugging and optimizing Java code that he s honed over years working with high stakes systems This fully revised second edition updates coverage for new Java tools and adds methods for saving time and effort using AI You ll master techniques to identify memory leaks optimize database queries and resolve threading issues with ease The code samples are in Java but the skills you learn in this guide can be applied to any JVM language About the technology Whether you re working with legacy systems or using AI to generate fresh programs you ll spend more time reading and fixing code than writing it from scratch Troubleshooting is a messy art and efficient profiling logging debugging and optimization will save you hours of time and countless headaches About the book Troubleshooting Java Second Edition teaches practical techniques to diagnose debug and optimize Java applications You ll learn to uncover hidden dependencies diagnose crashes and resolve performance issues using tools like IntelliJ IDEA Debugger VisualVM and Heap Dump Analyzer This revised and updated second edition introduces AI powered

troubleshooting tools along with techniques for modern Java and cloud native apps What's inside Use debuggers to quickly understand complex code Automate code analysis with AI tools Implement and interpret application logs Identify performance bottlenecks About the reader For intermediate Java developers About the author Laurentiu Spilca is a skilled Java and Spring developer and an experienced technology instructor He is the author of Spring Start Here and Spring Security in Action

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The Next New Pranjal Sharma, 2023-05-26

WELCOME TO THE FIFTH INDUSTRIAL REVOLUTION

The progression of all the industrial revolutions tells an interesting tale While the first two had a cycle of over a hundred years each the third reduced it to around seventy years With the fourth industrial revolution the world took a giant leap in connectivity However not many would have imagined that the fourth industrial revolution would give way to the fifth within the next decade paving the way for exponential technology led transformation As you read this creative destruction of business models taking place across the world in every sector From the ashes of the old are rising stunning new models

The Next New identifies and profiles the deep shifts that are fundamentally changing professional careers and revenue models in every industry from mobility aerospace and smart manufacturing to green energy automation and artificial intelligence and a whole range of disruptive technologies Driven by emerging technologies demand for social inclusion and the urgency of sustainable practices a multitrillion dollar transition is under way Drawing on numerous interviews of business leaders and cutting edge research findings from MarketsandMarkets this book provides a practical roadmap to businesses as they prepare for the new ecosystem being created in turn helping to articulate the fifth industrial revolution with greater success

Natural Language Processing in Action, Second Edition Hobson Lane, Maria Dyshel, 2025-02-25

Develop your NLP skills from scratch with an open source toolbox of Python packages Transformers Hugging Face vector databases and your own Large Language Models

Natural Language Processing in Action Second Edition has helped thousands of data scientists build machines that understand human language In this new and revised edition you'll discover state of the art Natural Language Processing NLP models like BERT and HuggingFace transformers popular open source frameworks for chatbots and more You'll create NLP tools that can detect fake news filter spam deliver exceptional search results and even build truthfulness and reasoning into Large Language Models LLMs In

Natural Language Processing in Action Second Edition you will learn how to Process analyze understand and generate natural language text Build production quality NLP pipelines with spaCy Build neural networks for NLP using Pytorch BERT and GPT transformers for English composition writing code and even organizing your thoughts Create chatbots and other conversational AI agents In this new and revised edition you ll discover state of the art NLP models like BERT and HuggingFace transformers popular open source frameworks for chatbots and more Plus you ll discover vital skills and techniques for optimizing LLMs including conversational design and automating the trial and error of LLM interactions for effective and accurate results About the technology From nearly human chatbots to ultra personalized business reports to AI generated email news stories and novels natural language processing NLP has never been more powerful Groundbreaking advances in deep learning have made high quality open source models and powerful NLP tools like spaCy and PyTorch widely available and ready for production applications This book is your entrance ticket and backstage pass into the next generation of natural language processing About the book Natural Language Processing in Action Second Edition introduces the foundational technologies and state of the art tools you ll need to write and publish NLP applications You learn how to create custom models for search translation writing assistants and more without relying on big commercial foundation models This fully updated second edition includes coverage of BERT Hugging Face transformers fine tuning large language models and more What s inside NLP pipelines with spaCy Neural networks with PyTorch BERT and GPT transformers Conversational design for chatbots About the reader For intermediate Python programmers familiar with deep learning basics About the author Hobson Lane is a data scientist and machine learning engineer with over twenty years of experience building autonomous systems and NLP pipelines Maria Dyshel is a social entrepreneur and artificial intelligence expert and the CEO and cofounder of Tangible AI Cole Howard and Hannes Max Hapke were co authors of the first edition

AI: Game On Tim Trumper, 2024-03-06 AI Game On is written for today s business leaders who seek to understand how AI can be leveraged for increased sustainability improved competitive positioning and or to drive better customer shareholder and societal outcomes The aim of AI Game On is to help business leaders thrive in a world that is more data driven and AI directed providing readers with frameworks methods and real examples of constructive ethical governance of AI deployment as well as harmful models which organisations and society must avoid AI Game On attacks the vexing and strategic dilemma for directors and executives whose job is to decide who or what decides The book answers the questions of how and why an organisation would and could delegate decisions to AI and explores the consequences of such decision making AI Game On strives to make sense of the trade offs between decisions of AI and or decisions of humans AI Game On is jam packed with compelling use cases demonstrating how AI can break through complex and difficult business problems to create opportunities for the world that were unimaginable only twelve months ago Insights from AI Game On will prove both valuable and advantageous for leaders in commercial government or not for profit sectors alike

The First Meeting Differentiator Lee B.

Salz,2025-09-30 The first meeting is where everything begins or ends Get it right and you build unstoppable deal momentum Get it wrong and the deal is in big trouble Traditional discovery meetings must die Today s buyer demands it They no longer tolerate one sided sales interrogations that serve the seller but provide no value to them If they agree to a meeting with you they expect something more a consultation experience that makes them wiser as a result of time spent with you That s the transformation The First Meeting Differentiator guides you to make In this breakthrough book world renowned sales management strategist and bestselling author Lee B Salz reveals the strategy and the step by step framework for transforming your first meetings into high impact client centric consultations that differentiate you and lay the foundation to win more deals at the prices you want This shift changes the entire buyer seller experience First meetings become energized trust building impactful conversations that ignite interest and set the stage for closing deals Following the success of Salz s bestsellers Sales Differentiation and Sell Different The First Meeting Differentiator adds a powerful new component to your sales strategy Packed with real world stories actionable insights and hands on workshops this is the ultimate guide to modernizing your sales approach and outselling the competition Design a first meeting strategy that excites prospects and earns their trust Use techniques that differentiate the meeting experience not just your product Shift from one sided discovery to dynamic consultations that deliver value for both sides Engage emotions in ways that motivate them to take action by leveraging Empathetic Expertise Master qualifying to separate real deals from mirages Create intriguing questions that qualify deals differentiate you and make consultations magical Stop talking about features and benefits and develop stories that captivate differentiate and lead them to want to buy from you **Hugging Face in Action** Wei-Meng

Lee,2025-11-11 Everything you need to know about using the tools libraries and models at Hugging Face from transformers to RAG LangChain and Gradio Hugging Face in Action reveals how to get the absolute best out of everything Hugging Face from accessing state of the art models to building intuitive frontends for AI apps With Hugging Face in Action you ll learn Utilizing Hugging Face Transformers and Pipelines for NLP tasks Applying Hugging Face techniques for Computer Vision projects Manipulating Hugging Face Datasets for efficient data handling Training Machine Learning models with AutoTrain functionality Implementing AI agents for autonomous task execution Developing LLM based applications using LangChain and LlamaIndex Constructing LangChain applications visually with LangFlow Creating web based user interfaces using Gradio Building locally running LLM based applications with GPT4ALL Querying local data using Large Language Models Want a cutting edge transformer library Hugging Face s open source offering is best in class Need somewhere to host your models Hugging Face Spaces has you covered Do your users need an intuitive frontend for your AI app Hugging Face s Gradio library makes it easy to build UI using the Python skills you already have In Hugging Face in Action you ll learn how to take full advantage of all of Hugging Face s amazing features to quickly and reliably prototype and productionize AI applications About the technology Hugging Face is an incredible open source ecosystem for AI engineers and data scientists

providing hundreds of pre trained models datasets tools and libraries It s also a central hub for collaborating on leading edge AI research Hugging Face is a massive platform and this book will help you take full advantage of all it has to offer About the book Hugging Face in Action teaches you how to build end to end AI systems using resources from the Hugging Face community In it you ll create multiple projects including an object detection model a RAG Q A application an LLM powered chatbot and more You ll appreciate the clear accessible explanations along with thoughtful introductions to key technologies like LangChain LlamaIndex and Gradio What s inside How to navigate the huge Hugging Face library of models and tools How to run LLMs locally using GPT4ALL How to create web based user interfaces using Gradio How to improve models using Hugging Face datasets About the reader For Python programmers familiar with NumPy and Pandas No AI experience required About the author Wei Meng Lee is a technologist and founder of Developer Learning Solutions Table of Contents 1 Introducing Hugging Face 2 Getting started 3 Using Hugging Face transformers and pipelines for NLP tasks 4 Using Hugging Face for computer vision tasks 5 Exploring tokenizing and visualizing Hugging Face datasets 6 Fine tuning pretrained models and working with multimodal models 7 Creating LLM based applications using LangChain and LlamaIndex 8 Building LangChain applications visually using Langflow 9 Programming agents 10 Building a web based UI using Gradio 11 Building locally running LLM based applications using GPT4All 12 Using LLMs to query your local data 13 Bridging LLMs to the real world with the Model Context Protocol

Essentials of Marketing Analytics, 1e Joseph F. Hair (Jr.), Dana E. Harrison, Haya Ajjan, 2021 We developed this new book with enthusiasm and great optimism Marketing analytics is an exciting field to study and there are numerous emerging opportunities for students at the undergraduate level and particularly at the master s level We live in a global highly competitive rapidly changing world that is increasingly influenced by digital data expanded analytical capabilities information technology social media artificial intelligence and many other recent developments We believe this book will become the premier source for new and essential knowledge in data analytics particularly for situations related to marketing decision making that can benefit from marketing analytics which is likely 80 percent of all challenges faced by organizations

Blank Space W. David Marx, 2025-11-18 An NPR Most Anticipated Book of Fall 2025 A revealing exploration of a quarter century of cultural stagnation examining the commercial and technological forces that have come to dominate contemporary culture from music and fashion to art film TV and beyond Over the past twenty five years pop culture has suffered from a perplexing lack of reinvention We ve entered a cultural blank space an era when reboots rehashes and fads flourish while bold artistic experimentation struggles to gain recognition Why is risk no longer rewarded and how did playing it safe become the formula for success Acclaimed cultural historian W David Marx sets out to uncover the answers In this ambitious cultural history Marx guides us through the blur of the twenty first century so far from the Obama era to the rise of K pop from Paris Hilton to the Marvel cinematic universe from Beyonc and Taylor Swift to Beyonc and Taylor Swift whose enduring influence highlights both their adaptability and the broader shifts in pop culture

Combining sociological economic and political insights with a deep dive into art street culture fashion and technology Blank Space dissects the rise of profit driven formulaic trends and the shifting cultural norms that often prioritize going viral over innovation He reveals how backlash against indie snobbery and nineties counterculture gave rise to a counter counterculture one marked by antiliberal sentiment the celebration of business heroes and the increasing influence of industry plants and the elite class In a world of crypto bros nepo babies and AI driven art Marx offers readers a much needed dose of clarity and context Vibrantly narrated and sharply argued Blank Space is an essential guide for anyone looking to understand the chaos of the twenty first century the trends tastemakers and icons who shaped it and how we might push our culture forward over the next quarter century through renewed emphasis on creativity community and the values that transcend mere profit

Knowledge Graphs and LLMs in Action Alessandro Negro,Vlastimil Kus,Giuseppe Futia,Fabio Montagna,2025-11-11

Combine knowledge graphs with large language models to deliver powerful reliable and explainable AI solutions Knowledge graphs model relationships between the objects events situations and concepts in your domain so you can readily identify important patterns in your own data and make better decisions Paired up with large language models they promise huge potential for working with structured and unstructured enterprise data building recommendation systems developing fraud detection mechanisms delivering customer service chatbots or more This book provides tools and techniques for efficiently organizing data modeling a knowledge graph and incorporating KGs into the functioning of LLMs and vice versa In Knowledge Graphs and LLMs in Action you will learn how to Model knowledge graphs with an iterative top down approach based in business needs Create a knowledge graph starting from ontologies taxonomies and structured data Build knowledge graphs from unstructured data sources using LLMs Use machine learning algorithms to complete your graphs and derive insights from it Reason on the knowledge graph and build KG powered RAG systems for LLMs In Knowledge Graphs and LLMs in Action you ll discover the theory of knowledge graphs then put them into practice with LLMs to build working intelligence systems You ll learn to create KGs from first principles go hands on to develop advisor applications for real world domains like healthcare and finance build retrieval augmented generation for LLMs and more About the technology Using knowledge graphs with LLMs reduces hallucinations enables explainable outputs and supports better reasoning By naturally encoding the relationships in your data knowledge graphs help create AI systems that are more reliable and accurate even for models that have limited domain knowledge About the book Knowledge Graphs and LLMs in Action shows you how to introduce knowledge graphs constructed from structured and unstructured sources into LLM powered applications and RAG pipelines Real world case studies for domain specific applications from healthcare to financial crime detection illustrate how this powerful pairing works in practice You ll especially appreciate the expert insights on knowledge representation and reasoning strategies What s inside Design knowledge graphs for real world needs Build KGs from structured and unstructured data Apply machine learning to enrich complete and analyze graphs Pair knowledge graphs with RAG systems

About the reader For ML and AI engineers data scientists and data engineers Examples in Python About the author Alessandro Negro is Chief Scientist at GraphAware and author of Graph Powered Machine Learning Vlastimil Kus Giuseppe Futia and Fabio Montagna are seasoned ML and AI professionals specializing in Knowledge Graphs Large Language Models and Graph Neural Networks Table of Contents Part 1 1 Knowledge graphs and LLMs A killer combination 2 Intelligent systems A hybrid approach Part 2 3 Create your first knowledge graph from ontologies 4 From simple networks to multisource integration Part 3 5 Extracting domain specific knowledge from unstructured data 6 Building knowledge graphs with large language models 7 Named entity disambiguation 8 NED with open LLMs and domain ontologies Part 4 9 Machine learning on knowledge graphs A primer approach 10 Graph feature engineering Manual and semiautomated approaches 11 Graph representation learning and graph neural networks 12 Node classification and link prediction with GNNs Part 5 13 Knowledge graph powered retrieval augmented generation 14 Asking a KG questions with natural language 15 Building a QA agent with LangGraph

Decision Sprint: The New Way to Innovate into the Unknown and Move from Strategy to Action Atif Rafiq, 2023-04-25 A Wall Street Journal Bestseller Atif has been at the center of Internet and digital disruption for over 20 years building on 15 years of experience in pure play tech companies such as Amazon where he led large scale fast growing digital businesses CNBC Fearlessly delve into the unknown with breakthrough methods to put your company on the path to innovation creativity and growth It s no secret that steering a business has become dramatically more complex and uncertain in our modern era Constant exploration of new territory by teams is the name of the game Yet most companies are stuck with yesterday s approach to problem solving Problem solving needs to be reinvented to meet today s challenges The future of business depends on it Having reached the highest levels of the Fortune 500 digital disrupter Atif Rafiq has written Decision Sprint to pull the curtain back on the hidden management systems within your organization that impact how people think collaborate and make decisions Talent is vital to any company s advancement but it s the collaboration and problem solving systems that separate industry leaders from the rest Systems designed to embrace unknowns are the quickest most enduring way to foster growth continuous innovation and results Learn how teams begin with upstream work the phase of a promising idea or initiative where the unknowns predominate to problem solve anything thus unlocking downstream actions from alignment to decision making to execution With Rafiq s guidance you ll overtake your competitors by moving upstream embracing workflows that convert unknowns to clear recommendations alignment and action In addition you ll receive direct advice from the CEOs presidents of H R Block Volvo Peacock Restaurant Brands Orange Theory Fitness among others and learn from in depth case studies such as Amazon s disruption of publishing the massive digital transformation of McDonald s the secret of launch of Apple Pay Volvo s push for sustainability and more Don t just be ready for the next frontier of business be continuously ready for the unknowns with Decision Sprint

The Sacred Chain Jim Stump, 2024-04-02 In this marvelously accessible book philosopher Christian Jim Stump provides the reader with new eyes for a journey through time

the origin of the soul suffering and morality and reveals how the latest scientific findings about what it means to be human have led him to a deeper and more authentic faith Francis S Collins Director of the Human Genome Project and Founder of BioLogos author of *The Language of God* A thought provoking and eye opening work by Jim Stump Vice President at BioLogos and host of the *Language of God* podcast offering a compelling argument about how evolution does not have to be at odds with faith but can actually enrich and deepen it In this moving and deeply thoughtful book Jim Stump takes readers with him on his journey to understanding evolution and reconciling it with his faith *The Sacred Chain* draws on philosophy theology and the latest scientific research to tackle some of the biggest questions facing humanity and people of faith today such as How can we hold the Bible as a sacred text and yet reconcile modern science with it By condensing noteworthy events in the history of our universe into one calendar week what can we learn about God s creative process and priorities and where humans fit in If humans are created in the image of God what does evolution have to teach us about our species and our place in creation What about the soul How can we understand our transcendent qualities if the human body is the product of evolution How does evolutionary science help us understand how God might use pain and suffering for important and good purposes Does it have to be one or the other science or religion or is there a third way one that not only preserves faith in the face of modern science but leads to a stronger more relevant and more authentic faith Deeply researched and a delight to read *The Sacred Chain* provides clarity in our uncertain times revealing a bigger picture of our world and our place within it It is a panorama consistent with the scientific findings about who we are and where we come from that can actually bolster our faith as it engages our curiosity about ourselves our universe and the nature of existence itself *Pivot or Die* Gary Shapiro, 2024-10-08 From Gary Shapiro New York Times bestselling author and head of CES and the Consumer Technology Association a manifesto for today s top executives entrepreneurs and leaders *pivot or die* As CEO of the Consumer Technology Association owner and producer of CES Gary Shapiro has had a front row seat to the launch of nearly every recent major technology He s seen tech companies rise and fall and bankrupt entrepreneurs become billionaires After more than four decades in the industry he knows that leaders who make it in the tech world have one thing in common they know how to pivot Drawing upon detailed case studies economic theory and personal experience *Pivot or Die* offers a behind the scenes look at the development of innovative technology and business strategies Along the way Shapiro offers a pivot framework for leaders in technology and beyond to stay flexible and agile The startup pivot how startups can shake up industries and maximize the advantage of new ideas The forced pivot adapting to the unforeseeable or simply unforeseen and meeting shifting consumer demands The failure pivot why failure can deliver better lessons than success and how to take those lessons forward The success pivot Beating the market by seizing opportunity and out pivoting your competitors In laying out each of these pivots Shapiro shares unique lessons on how leaders can change minds and mindsets and steer their organizations to success in an increasingly competitive environment *The Evolution of Management Thought* Daniel A.

Wren, Arthur G. Bedeian, 2023-09-27 The new edition of the canonical text on the history and development of management thought Far more than a chronicle of the historical development of modern management s many roots the newly released ninth edition of *The Evolution of Management Thought* by Daniel A Wren and Arthur G Bedeian is a fascinating telling of how ideas about the nature of work the nature of human beings and the nature of organizations have changed throughout history Its methodology is analytic synthetic and interdisciplinary It is analytic in that it examines the backgrounds experiences and beliefs of people who made significant contributions to management thinking It is synthetic in that it weaves developmental trends social movements and environmental forces into a conceptual framework for understanding how management thinking has evolved within and across generations It is interdisciplinary in that it draws insights from economics history political science psychology and sociology to explain why management thinking has developed as it has The authors trace the intellectual history of modern management thought as an activity and as an academic discipline in a way that makes reading *The Evolution of Management Thought* a thoroughly enjoyable encounter Designed for upper level and graduate courses this new edition further cements *The Evolution of Management Thought* s place as the standard text in the field of management history for more than half a century

[Negotiation Essentials: The Tools You Need to Find Common Ground and Walk Away a Winner](#) Keld Jensen, 2023-11-14 Actionable easy to understand negotiating strategies you can use to dramatically improve your business career and personal life Negotiations can be a perplexing and often intimidating endeavor Are there aspects about the process that are hiding beneath the surface unknown to even experienced negotiators Or insider tools that would change your game considerably The answer is yes and they re all revealed in this practical guide from a world renowned negotiation expert *Negotiation Essentials* demystifies this all important subject helping you break the process down into easily digestible parts It covers the most important negotiating concepts including the critical differences among great good and bad negotiators choosing when where and how to negotiate the art of saying no understanding body language how emotions stress and personal chemistry affect decision making and behavioral patterns of the most successful negotiators *Negotiation Essentials* is organized into three thematic sections PART I THE ESSENTIALS explains how to identify a negotiation how to know who is winning the important role preparation plays creating a winning negotiating strategy and more PART II THE ESSENTIALS APPLIED starts with an assessment to see which areas of negotiation you need to focus on then teaches the 10 phrases in a successful negotiation 5 different negotiation styles and how to use them and so much more PART III BEYOND THE ESSENTIALS dives into negotiating across cultures the roles that emotions stress personal chemistry and trust play in negotiations the difference between face to face and online negotiations and secrets of the award winning Negotiation Economics philosophy opening the possibility of achieving up to 42% unrealized value Filled with essential takeaways wrapping up each chapter assessments illustrations color illustrations and clear action steps *Negotiation Essentials* concludes with a *Negotiating Essentials Toolkit* which includes the professional negotiators pre and post

negotiation checklists Whether you re discussing a possible promotion with a supervisor speaking to a potential high dollar client or engaging in a merger and acquisition process knowing how to plan and conduct a successful negotiation is what will spell the difference between success and failure *CHATGPT - 101 THINGS YOU MUST KNOW TODAY ABOUT CHATGPT AND GENERATIVE AI... LASSE. ROUHIANEN,2024*

Entrepreneurship Sean Wise,Andrew Zacharakis,Andrew C. Corbett,William D. Bygrave,2024-10-24 A balanced and practical combination of entrepreneurial theory and cases from a Canadian perspective In the newly revised second Canadian edition of Entrepreneurship a team of entrepreneurs professors researchers and mentors delivers an accessible and insightful combination of business concepts and cases illustrating contemporary entrepreneurial theory Exploring every stage of the entrepreneurial process this comprehensive textbook covers everything aspiring Canadian founders and future entrepreneurs need to know from ideation to funding launch marketing and more Throughout the introductory text a wealth of engaging case studies and examples demonstrate the real world application of business theory Perfect for students of business administration management and entrepreneurship Entrepreneurship offers a hands on learning experience that will appeal to learners who benefit from an abundance of contemporary real world cases and practical examples New to this Edition New case studies on Indigenous entrepreneurs social entrepreneurship and building a founding team New VIDEO cases on Cheekbone Beauty Cosmetics Wealthsimple and Peace by Chocolate New chapter on Indigenous entrepreneurship in Canada highlighting the 7 Grandfather Teachings and the 7 Generation Principle Updated coverage of the Global Entrepreneurship Monitor GEM the recent history of entrepreneurship the Lean Startup methodology Agile Development and Design Thinking Expanded material on the startup lifecycle key milestones first revenue Problem Solution Fit and Product Market Fit Updated information on new forms of funding such as Initial Coin Offerings ICOs and angel investors Expanded coverage of digital entrepreneurship digital resources and online platforms and tools New content on entrepreneurial ecosystems and entrepreneurial support organizations New content on small business family business and side hustles New discussion of entrepreneurial ethics policy and entrepreneurship and the impact of remote work Revised and expanded sections on the business planning process business models and the Lean Canvas Wiley Advantage Combines the concepts and theories of entrepreneurship with practical instruction and real life examples and cases Offers in depth discussion of digital entrepreneurship and the resources that help drive it including various online platforms and digital design tools Provides comprehensive and up to date coverage of various forms of entrepreneurship including necessity and opportunity based entrepreneurship and entrepreneurship by immigrants women and Indigenous people Covers all stages of the entrepreneurial process from pre startup through harvest Features end of chapter case studies of entrepreneurs in action including cases on Indigenous entrepreneurship and crowdfunding Includes sample syllabi chapter outlines case lecture notes an image bank discussion questions a test bank additional case studies classroom activities and other teaching resources *Four Days a Week* Juliet

Schor, 2025-06-03 Bestselling author leading sociologist and economist Juliet Schor makes the case for a four day work week persuasively showing how this model can address major challenges such as burnout AI and the climate crisis and how employees companies and governments can work together to make it a reality Around the world long hours and intense pressure are taking their toll When the pandemic hit in 2020 work induced stress and burnout skyrocketed Many reached a breaking point Now three quarters of the world s employees are disengaged and struggling including in the US and Canada where half are experiencing high levels of daily stress Our current work culture the five day forty hours a week model which has gone unchanged for nearly a century is failing But a remedial countertrend has emerged the four day work week Kickstarter Bolt Basecamp ThredUp and hundreds of other employers have eliminated the fifth day of work successfully figuring out how to maintain productivity while seeing remarkable improvements in employee well being Hiring is easier and fewer people are quitting These results are global Working a four day week people feel energized capable and more optimistic about their lives and their jobs Four Days a Week is the first large scale study of this trend Juliet Schor an expert who has researched and written about work for more than four decades beginning with her New York Times bestseller The Overworked American in 1992 shares her pioneering analysis of the benefits of a shorter work week how companies can achieve them why the concept has taken so long to emerge and gain acceptance and why doing so will help a company s employees and its bottom line The book is a blueprint for implementing a change that once seemed radical but is now within reach

Harrison's Principles of Internal Medicine, Twenty-Second Edition (Vol.1 & Vol.2) Joseph Loscalzo, Anthony S. Fauci, Dennis L. Kasper, Stephen Hauser, Dan Longo, J. Larry Jameson, 2025-07-18 The acclaimed landmark guide to internal medicine updated to reflect the latest guidelines and recommendations The Voice of Clinical Reason For more than seven decades Harrison s Principles of Internal Medicine has provided healthcare professionals with the informational foundation needed to provide optimal patient care The world s leading authority on applied pathophysiology and clinical medicine this trusted resource has covered countless advances and developments across the full span of medicine Fully updated the new 22nd edition has been modified extensively in its structure and content and offers a standardized format for each disease chapter The authors and editors have curated and synthesized the vast amount of information that comprises general internal medicine and each of the major specialties into a highly readable and informative resource Harrison s is world renowned as the most authoritative source for Descriptions of disease mechanisms and how the clinician can apply that knowledge for the best patient care and optimal diagnosis and treatment of specific diseases Clear concise schemas that facilitate the generation of differential diagnoses to reason efficiently through complex real world clinical cases The physiologic and epidemiologic basis of signs and symptoms which are covered through a wealth of unsurpassed expert guidance and linked to the disease specific chapters that follow Updated clinical trial results and recommended guidelines Excellent and extensive visual support including radiographs clinical photos schematics and high quality drawings Coverage

of both therapeutic approaches and specific treatment regimens Practical clinical decision trees and algorithms Organ and system specific sections with clinically relevant pathophysiology and practical clinical advice on the approach to the patient strategies towards building a differential diagnosis outstanding clinical algorithms and diagnostic schema a wealth of clinical images and diagrams current clinical guidelines as well as general and specific approaches to therapy This twenty second edition features Updated content that reflects new approved therapeutics and new practice changing guidelines and evidence summaries More than 3 000 clinical pathological and radiographic photographs diagnostic and therapeutic decision trees and clear schematics and diagrams describing pathophysiologic processes Numerous atlases featuring curated collections of important visual aspects of diagnosis and management Brand new chapters including The Value of the Physical Examination in Modern Medicine Physician Well Being Exercise Intolerance Primary and Secondary Hemophagocytic Lymphohistiocytosis Symptom Control in Patients with Cancer Principles of Immunization COVID and Other Coronavirus Infections Desensitization Point of Care Ultrasound Placebo and Nocebo Effects Bedside Examination Tests in the Patient with Low Back Pain and Antithrombotic Therapy in Adult Patients *Contemporary Business* Louis E. Boone,David L. Kurtz,Daniel Pfaltzgraf,2024-08-14 Student friendly engaging and accessible *Contemporary Business* 20e equips students with the skills to assess and solve today s global business challenges and succeed in a fast paced environment Designed to drive interest in business our newest edition offers a comprehensive approach to the material including a variety of resources to support today s students Its modern approach wealth of videos relevant and up to date content and career readiness resources keep your course current and engaging

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