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David Kirk

A red circular graphic with a gradient, appearing as a semi-circle or a partial circle, located to the right of the 'David Kirk' text.

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Big Data, Data Mining and Data Science George Dimitoglou, Leonidas Deligiannidis, Hamid Arabnia, 2024-12-30 Through the application of cutting edge techniques like Big Data Data Mining and Data Science it is possible to extract insights from massive datasets These methodologies are crucial in enabling informed decision making and driving transformative advancements across many fields industries and domains This book offers an overview of latest tools methods and approaches while also highlighting their practical use through various applications and case studies

Intersecting Natural Language Processing and FinTech Innovations in Service Marketing J Nair, Arjun, Manohar, Sridhar, B. Limbu, Yam, A. Huhmann, Bruce, 2025-04-25 Disruptive paradigms emerge from the accelerating advancements in natural language processing NLP and financial technology FinTech which present unparalleled opportunities in customer engagement In an era where personalized experiences and sophisticated artificial intelligence AI interactions are pivotal for brand success it is imperative for businesses to capitalize on AI s capabilities for customer needs By translating theoretical progress into actionable strategies business can craft deeply personalized messages and experiences Adopting these technologies to meet evolving consumer expectations and cultivating enduring customer loyalty is of strategic importance Intersecting Natural Language Processing and FinTech Innovations in Service Marketing provides a meticulous analysis of these underlying technologies bolstered by empirical case studies demonstrating successful integrations Critical issues such as data privacy security and ethical considerations are also addressed offering a comprehensive perspective on the opportunities and challenges inherent in this dynamic field Covering topics such as pricing insinuations key performance indicators KPIs and vulnerable consumers this book is an excellent resource for computer engineers marketers policymakers business owners researchers academicians and more

January 2023 - Surplus Record Machinery & Equipment Directory Thomas C. Scanlan, 2023-01-01 SURPLUS RECORD is the leading independent business directory of new and used capital equipment machine tools machinery and industrial equipment listing over 110 000 industrial assets including metalworking and fabricating machine tools chemical and process equipment cranes air compressors pumps motors circuit breakers generators transformers turbines and more Over 1 100 businesses list with the SURPLUS RECORD March 2022 issue Vol 100 No 1

Advances in Artificial Intelligence Applications in Industrial and Systems Engineering Waldemar Karwowski, Vincent Duffy, Gavriel Salvendy, 2025-08-15 Comprehensive guide offering actionable strategies for enhancing human centered AI efficiency and productivity in industrial and systems engineering through the power of AI Advances in Artificial Intelligence Applications in Industrial and Systems Engineering is the first book in the Advances in Industrial and Systems Engineering series offering insights into AI techniques challenges and applications across various industrial and systems engineering ISE domains Not only does the book chart current AI trends and tools for effective integration but it also raises pivotal ethical concerns and explores the latest methodologies tools and real world examples relevant to today s

dynamic ISE landscape Readers will gain a practical toolkit for effective integration and utilization of AI in system design and operation The book also presents the current state of AI across big data analytics machine learning artificial intelligence tools cloud based AI applications neural based technologies modeling and simulation in the metaverse intelligent systems engineering and more and discusses future trends Written by renowned international contributors for an international audience Advances in Artificial Intelligence Applications in Industrial and Systems Engineering includes information on Reinforcement learning computer vision and perception and safety considerations for autonomous systems AS NLP topics including language understanding and generation sentiment analysis and text classification and machine translation AI in healthcare covering medical imaging and diagnostics drug discovery and personalized medicine and patient monitoring and predictive analysis Cybersecurity covering threat detection and intrusion prevention fraud detection and risk management and network security Social good applications including poverty alleviation and education environmental sustainability and disaster response and humanitarian aid Advances in Artificial Intelligence Applications in Industrial and Systems Engineering is a timely essential reference for engineering computer science and business professionals worldwide *Global Strategy* Sali Li,Noman Shaheer,2025-01-07 Global Strategy is a groundbreaking textbook that redefines the field of global strategy shifting the focus from scaling established businesses to creating innovative businesses responding to international market needs It equips future multinational leaders with the tools and insights needed to succeed in the rapidly evolving world of global business *Hyperscale Revenue* Jim Christen,2025-11-11 Redefine Revenue Growth in Your Organization Revenue is the engine behind every decision your company makes forming the backbone of your business metrics It drives product innovation shapes go to market strategies and guides your hiring priorities At the heart of revenue lies the pipeline a crucial leading indicator built on meaningful high value interactions with decision makers Unlocking growth requires cultivating a pipeline acceleration mindset across your entire organization More importantly success hinges on fostering accountability through precise measurement and well structured cadences Yet many organizations lack a fully integrated sales operating system one specifically designed to navigate the complexities of today s enterprise environment If your revenue depends on the strength of your pipeline coverage why isn t it treated as a disciplined well defined practice Pipeline is a science while managing opportunities and closing deals is more of an art To achieve consistent scalable success you must fundamentally rethink your sales approach aligning strategy and execution with how today s buyers make decisions in high stakes complex environments The solution is both innovative and transformative blending creativity with discipline to reimagine your operating systems The real question is How far are you willing to go to ensure your company s growth and long term success The most effective way to drive this transformation is through proven engagement frameworks and expertly designed sales plays executed in a clear actionable sequence This method doesn t just make revenue growth possible it makes it inevitable It empowers your teams to become trusted advisors who shape outcomes rather than merely reacting to them Hyperscaled

Revenue has helped organizations achieve groundbreaking results increasing deal sizes by 73% shortening sales cycles by 43% improving win rates by 34% and reducing discounting by 21% These transformative outcomes consistently redefine what's possible for revenue growth in leading organizations *Strategic Management* Jeffrey H. Dyer,Paul C.

Godfrey,Robert J. Jensen,David J. Bryce,2024-02-02 Students enjoy the concise and approachable style of *Strategic Management Concepts and Cases 5th Edition* Written in an accessible Harvard Business Review style with lots of practical examples and strategy tools this course engages students with an easy to understand learning experience to strategic management concepts that will help them succeed in today's workplace The newest edition of *Strategic Management* sparks ideas fuels creative thinking and discussion while engaging students via contemporary examples outstanding author produced cases unique Strategy Tool Applications and much more *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 **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 *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 Table of Contents Part 1 1 Starting to know your apps 2 Understanding your app s logic through debugging techniques 3 Finding problem root causes using advanced debugging techniques 4 Making the most of logs Auditing an app s behavior Part 2 5 Identifying resource consumption problems using profiling techniques 6 Finding hidden problems using profiling techniques 7 Investigating locks in multithreaded architectures 8 Investigating deadlocks with thread dumps Part 3 9 Profiling memory related problems 10 Investigating memory problems with heap dumps 11 Analyzing potential JVM problems with GC logs Part 4 12 Uncovering system level failures and service communication problems 13 Measuring data consistency and transactions A Tools you ll need B Opening a project C Recommended further reading D Understanding Java threads E Memory management in Java apps

Natural Language Processing in Action, Second Edition Hobson Lane, Maria Dyszel, 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

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

The U.S. Healthcare Ecosystem: Payers, Providers, Producers, Second Edition Lawton Robert Burns, 2024-12-20 An Essential Guide to the Processes and Operational Complexities of the U S Healthcare System The U S Healthcare Ecosystem Second Edition serves as an expert navigator through the complicated and often confusing environment where healthcare payers healthcare providers and producers of healthcare technologies all interact This thorough updated resource delivers expert analysis of employer based health insurance pharmacy benefits the major professions healthcare consolidation drug discovery and development biotechnology and much more The author a seasoned professor of management at The Wharton School provides insight into important themes including how the goals of healthcare relate to the the iron triangle cost quality and access and the triple aim per capita cost population health and patient experience Chapters include brief but timely cases that inspire you to think more critically about the healthcare industry and make informed assessments The U S Healthcare Ecosystem Second Edition features Coverage of often neglected topics impacting healthcare delivery such as employer based health insurance pharmacy benefits healthcare consolidation and biotechnology The most current statistics and industry developments Helpful

diagrams charts and tables Chapter ending summaries and Questions to Ponder A 160 page Instructor Manual containing answers for the Questions to Ponder talking points for the critical thinking exercises as well as ready to use PowerPoints of all tables and figures within the text Insights and feedback from 60 professors *What are ChatGPT and Its Friends?*

Michael Kosta Loukides,2023 ChatGPT is not your run of the mill automated chat server It s much more But if you want to understand the possibilities that ChatGPT and similar models offers your organization it s important to move past the hype Large language models like GPT 3 and GPT 4 represent one of the biggest technological leaps we ve seen in our lifetime In this concise report Mike Loukides zeros in on the essential things you should understand to take advantage of ChatGPT

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

Creepy Analytics: Avoid Crossing the Line and Establish Ethical HR Analytics for Smarter Workforce Decisions Salvatore V. Falletta,2024-02-27 Discover how to develop and implement an HR analytics system that benefits employees as well as your organization The potential of HR analytics is a major discussion among scholars practitioners thought leaders and technology vendors with companies like Amazon Apple Google and Meta digging deeply into HR research and analytics practices that extend beyond simple metrics scorecards and reporting Additionally ethical questions have begun to arise about the potential abuses of HR analytics with respect to technological advancements and the datafication of personal and

often trivial characteristics preferences and behaviors that have little relevance to job performance As a former chief human resources officer head of Global HR Research and Analytics at a Fortune 100 and thought leader on this subject Salvatore Falletta has witnessed first hand the emergence of creepy analytics as a hot button issue In this one of a kind guide Falletta delivers a proven step by step process for establishing HR analytics capabilities that serve employees and organizations alike You ll learn how to rethink and redefine HR analytics determine stakeholder requirements gather and transform data communicate intelligence results and establish an ethical ecosystem to ensure HR analytics remains a force for good

Business Driven Information Systems Paige Baltzan,2008 The Baltzan and Phillips approach in Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second The premise for this unique approach is that business initiatives drive technology choices in a corporation Therefore every discussion addresses the business needs first and addresses the technology that supports those needs second This approach takes the difficult and often intangible MIS concepts brings them down to the student s level and applies them using a hands on approach to reinforce the concepts BDIS provides the foundation that will enable students to achieve excellence in business whether they major in operations management manufacturing sales marketing etc BDIS is designed to give students the ability to understand how information technology can be a point of strength in an organization Publisher s website

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 for Accelerating Salesforce Development Andy Forbes, Philip Safir, Joseph Kubon, Francisco Fálder, 2023-12-29 Harness ChatGPT for streamlined flows effective configuration proficient code writing and enhanced project activities Key Features Improve process quality and reduce costs by incorporating ChatGPT into your Salesforce projects Optimize project workflows and align technical capabilities with business goals Integrate ChatGPT s strengths with Salesforce expertise to innovate business analysis coding and testing approaches Purchase of the print or Kindle book includes a free PDF eBook Book Description Authored by a team of Salesforce masters with exemplary IT background ChatGPT for Salesforce Development helps you learn about the intricacies of Salesforce design configuration coding and testing demonstrating how ChatGPT can simplify complex setups and enhance project team efficiency With this book you ll unlock the effective use of ChatGPT for crafting user stories that align seamlessly with project goals learn how to design and implement Salesforce flows and quickly write clear comprehensive and high quality project documentation You ll leverage ChatGPT to write new Apex code decipher existing code and explore the development of web services and callouts This book covers everything from trigger creation to the development of Lightning Web Components LWC highlighting how these can accelerate the development process Applying ChatGPT s debugging capabilities you ll swiftly identify and resolve Salesforce issues to uphold the integrity and performance of your Salesforce applications By the end of this book you ll be adept at integrating ChatGPT at every stage of Salesforce project delivery from initial configuration to final testing What you will learn Masterfully craft detailed and engaging user stories tailored for Salesforce projects Leverage ChatGPT to design cutting edge features within the Salesforce ecosystem transforming ideas into functional and intuitive solutions Explore the integration of ChatGPT for configuring Salesforce environments Write Salesforce flows with ChatGPT enhancing workflow automation and efficiency Develop custom LWCs with ChatGPT s assistance Discover effective testing techniques using ChatGPT for optimized performance and reliability Who this book is for This book is for Salesforce developers offering insights into using ChatGPT to enhance their coding and configuration abilities It s an invaluable resource for business analysts looking to use ChatGPT to translate complex requirements into actionable solutions For testers this book covers methods to leverage ChatGPT for more effective testing processes ensuring higher quality outcomes Product owners will gain insights into optimizing project workflows and aligning technical capabilities with business goals making this book a must have for Salesforce project team members

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

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