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Digital Marketing Essentials You Always Wanted to Know - Vibrant Publishers 2020-07-23

The Internet has changed how we communicate, and that includes how we market. From corporate websites, to social media platforms, search engines, and more, there are many ways to reach your market in the digital age. The vast amount of data

that can be generated (Big Data), ads to the complexity of marketing decisions, but also lets you understand your market better than ever before. *Digital Marketing Essentials You Always Wanted To Know* includes easy-to-understand concepts, tips, and insights to understand how to gain and retain happy customers through the use of digital

technologies. This book will help you understand the principles that boost marketing productivity, including the tools required to create and implement a winning digital marketing strategy. It shows how to integrate your digital activities across channels to improve your marketing performance. Whether you are a beginner, looking to understand the basics of digital marketing, or an expert marketer, searching for a way to increase your digital marketing ROI, *Digital Marketing Essentials* will help you achieve your goals.

The Business Analyst's Handbook - Howard Podeswa 2009

One of the objectives of this book is to incorporate best practices and standards in to the BA role. While a number of standards and guidelines, such as Business Process Modeling Notation (BPMN), have been incorporated, particular emphasis has been placed on the Business Analysis Body of Knowledge

(BABOK), the Information Technology Infrastructure Library (ITIL), and the Unified Modeling Language (UML).

New Products Management - Charles Merle Crawford 1997

Taking a managerial approach, in order to acquaint students with the managerial steps and processes involved in new product development, this work includes coverage of product protocol.

Project Management Toolbox - Russ J. Martinelli 2016-02-01

Boost your performance with improved project management tactics *Project Management Toolbox: Tools and Techniques for the Practicing Project Manager, Second Edition* offers a succinct explanation of when, where, and how to use project management resources to enhance your work. With updated content that reflects key advances in the project management field, including planning,

implementation, control, cost, and scheduling, this revised text offers added material that covers relevant topics, such as agility, change management, governance, reporting, and risk management. This comprehensive resource provides a contemporary set of tools, explaining each tool's purpose and intention, development, customization and variations, and benefits and disadvantages. Additionally, examples, tips, and milestone checks guide you through the application of these tools, helping you practically apply the information you learn. Effective project management can support a company in increasing market share, improving the quality of products, and enhancing customer service. With so many aspects of project management changing as the business world continues to evolve, it is critical that you stay up to date on the latest topics in this field. Explore emerging topics within the world of project

management, keeping up to date on the latest, most relevant subject areas Leverage templates, exercises, and PowerPoint presentations to enhance your project management skills Discuss tips, reporting, implementation, documentation, and other essentials of the project management field Consider how project management fits into various industries, including technology, construction, healthcare, and product development Project Management ToolBox: Tools and Techniques for the Practicing Project Manager, Second Edition is an essential resource for experienced project managers and project management students alike.

Chemical Engineering Design Project - Martyn S Ray 2020-08-12

This new edition follows the original format, which combines a detailed case study - the production of phthalic anhydride - with practical advice and comprehensive background information. Guiding

the reader through all major aspects of a chemical engineering design, the text includes both the initial technical and economic feasibility study as well as the detailed design stages. Each aspect of the design is illustrated with material from an award-winning student design project. The book embodies the "learning by doing" approach to design. The student is directed to appropriate information sources and is encouraged to make decisions at each stage of the design process rather than simply following a design method. Thoroughly revised, updated, and expanded, the accompanying text includes developments in important areas and many new references.

Cost Management - Don R. Hansen 2003

Cost Management: Accounting and Control emphasizes that changing conditions often require a change in cost management systems. Emphasizing this point stresses the dynamic and exciting nature

of the field. By taking a systems approach -- one that first covers functional-based cost and control and then activity-based cost systems -- students understand how to understand and manage any cost management system.

Project Management - Harold Kerzner 2009-04-03

The landmark project management reference, now in a new edition Now in a Tenth Edition, this industry-leading project management "bible" aligns its streamlined approach to the latest release of the Project Management Institute's Project Management Body of Knowledge (PMI®'s PMBOK® Guide), the new mandatory source of training for the Project Management Professional (PMP®) Certification Exam. This outstanding edition gives students and professionals a profound understanding of project management with insights from one of the best-known and respected authorities on the subject. From the intricate

framework of organizational behavior and structure that can determine project success to the planning, scheduling, and controlling processes vital to effective project management, the new edition thoroughly covers every key component of the subject. This Tenth Edition features: New sections on scope changes, exiting a project, collective belief, and managing virtual teams More than twenty-five case studies, including a new case on the Iridium Project covering all aspects of project management 400 discussion questions More than 125 multiple-choice questions (PMI, PMBOK, PMP, and Project Management Professional are registered marks of the Project Management Institute, Inc.)

Pmp Exam Prep: Questions, Answers, & Explanations: 1000+ Practice Questions with Detailed Solutions - Christopher Scordo 2018-03

*** For the PMBOK Guide - Sixth Edition and PMP Exam released March 26, 2018 ***Countless time

and money is spent preparing for the PMP® exam. So why aren't students laser-focused on taking practice exams before attempting the real thing? Reflects the current PMP exam format and the PMBOK® Guide - Sixth Edition! The practice tests in this book are designed to help students adjust to the pace, subject matter, and difficulty of the real Project Management Professional (PMP) exam. Geared towards anyone preparing for the exam, all tests include clear solutions to help you understand core concepts. If you plan on passing the PMP exam, it's time to test your knowledge. It's time for PMP Exam Prep - Questions, Answers, & Explanations. Now packed with Over 1,000 realistic PMP sample questions to help you pass the exam on your FIRST try. In this book: 1000+ detailed PMP exam practice questions including 18 condensed PMP mock exams that can be completed in one hour; 11 Targeted PMBOK Knowledge Area tests,

and detailed solution sets for all PMP questions which include clear explanations and wording, PMBOK Knowledge Area and page references, and reasoning based on the latest PMBOK Guide - Sixth Edition and updated PMP exam format. Includes FREE PMP exam formula reference sheet!["PMI", "PMP", and "PMBOK Guide" are marks of Project Management Institute, Inc.]

Certified Cost Professional (CCP) Certification Study Guide - Makarand Hastak 2016-06-10

The AACE International CCP Certification Study Guide, 2nd Edition is designed as a companion workbook to the Skills and Knowledge of Cost Engineering, 6th Edition (S&K 6). In conjunction with S&K 6, this study guide will assist individuals in their preparation for the CCP Certification examination as well as develop the general knowledge a cost engineering professional is expected to have. This study guide offers insight

into the key topics found in each chapter of S&K 6 and provides practice questions and exercises to better develop knowledge in individual areas.

Venture Capital & the Finance of Innovation - Andrew Metrick 2021-02

"Many interesting developments have occurred in the world of venture capital since the publication of the first edition of this book in 2006, which prompted us to revise the book for the second edition. While the organization of the book remains unchanged, many of the chapters are substantially rewritten. For example, in Chapter 5, we re-ranked top VC firms, incorporating the latest performance statistics, fundraising and investment activities, notable exits, and (as always) our subjective opinions. In Chapter 6, we examine further evidence of the deepening globalization of the industry. In Chapters 3, 4, and 7, we analyze the impact of the 1999-2000 Internet bubble years on

the VC risk and returns, as investments made in those years are finally mature and thus now a part of the performance evaluation analysis. We also incorporated expositional improvements throughout the book based on reader feedback on the first edition. Another feature of the new edition is that the VCV model, used extensively in Part III of the book, is now available as a Web-based application available on <http://VCVtools.com>. Significant collaborative efforts went into developing this tool, which we believe will be of interest to a broad audience, including practitioners interested in valuing VC-backed company stocks and employee stock options"

Financial Management for Engineers - Peter C. Flynn 2008

CIMA - P2 Advanced Management Accounting - BPP Learning Media 2015-06-30

BPP Learning Media provides the widest range of study materials of any CIMA publisher. Our comprehensive printed materials highlight the areas to focus on for your exams, and our e-Learning products complement the syllabus to improve your understanding.

Value - McKinsey & Company Inc. 2010-10-26

An accessible guide to the essential issues of corporate finance While you can find numerous books focused on the topic of corporate finance, few offer the type of information managers need to help them make important decisions day in and day out. Value explores the core of corporate finance without getting bogged down in numbers and is intended to give managers an accessible guide to both the foundations and applications of corporate finance. Filled with in-depth insights from experts at McKinsey & Company, this reliable resource takes a much more qualitative approach to what the

authors consider a lost art. Discusses the four foundational principles of corporate finance Effectively applies the theory of value creation to our economy Examines ways to maintain and grow value through mergers, acquisitions, and portfolio management Addresses how to ensure your company has the right governance, performance measurement, and internal discussions to encourage value-creating decisions A perfect companion to the Fifth Edition of Valuation, this book will put the various issues associated with corporate finance in perspective.

Project Management - Jack R. Meredith 2017-10-30 Projects continue to grow larger, increasingly strategic, and more complex, with greater collaboration, instant feedback, specialization, and an ever-expanding list of stakeholders. Now more than ever, effective project management is critical for the success of any deliverable, and the demand for

qualified Project Managers has leapt into nearly all sectors. Project Management provides a robust grounding in essentials of the field using a managerial approach to both fundamental concepts and real-world practice. Designed for business students, this text follows the project life cycle from beginning to end to demonstrate what successful project management looks like on the ground. Expert discussion details specific techniques and applications, while guiding students through the diverse skill set required to select, initiate, execute, and evaluate today's projects. Insightful coverage of change management provides clear guidance on handling the organizational, interpersonal, economic, and technical glitches that can derail any project, while in-depth cases and real-world examples illustrate essential concepts in action.

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Development of Sustainable Bioprocesses - Elmar

Heinzle 2007-01-11

Bioprocess technology involves the combination of living matter (whole organism or enzymes) with nutrients under laboratory conditions to make a desired product within the pharmaceutical, food, cosmetics, biotechnology, fine chemicals and bulk chemicals sectors. Industry is under increasing pressure to develop new processes that are both environmentally friendly and cost-effective, and this can be achieved by taking a fresh look at process development; - namely by combining modern process modeling techniques with sustainability assessment methods. Development of Sustainable Bioprocesses: Modeling and Assessment describes methodologies and supporting case studies for the evolution and implementation of sustainable bioprocesses. Practical and industry-focused, the book begins with an introduction to the bioprocess

industries and development procedures.

Bioprocesses and bioproducts are then introduced, together with a description of the unit operations involved. Modeling procedures, a key feature of the book, are covered in chapter 3 prior to an overview of the key sustainability assessment methods in use (environmental, economic and societal). The second part of the book is devoted to case studies, which cover the development of bioprocesses in the pharmaceutical, food, fine chemicals, cosmetics and bulk chemicals industries. Some selected case studies include: citric acid, biopolymers, antibiotics, biopharmaceuticals. Supplementary material provides hands-on materials so that the techniques can be put into practice. These materials include a demo version of SuperPro Designer software (used in process engineering) and models of all featured case studies, excel sheets of assessment methods, Monte Carlo simulations and exercises. Previously

available on CD-ROM, the supplementary material can now be accessed via <http://booksupport.wiley.com> by entering the author name, book title or isbn and clicking on the desired entry. This will then give a listing of all the content available for download. Please read any text files before downloading material.

Handbook of Industrial Engineering Equations, Formulas, and Calculations - Adedeji B. Badiru
2010-09-17

The first handbook to focus exclusively on industrial engineering calculations with a correlation to applications, Handbook of Industrial Engineering Equations, Formulas, and Calculations contains a general collection of the mathematical equations often used in the practice of industrial engineering. Many books cover individual areas of engineering

APM Body of Knowledge - 2019-05

Managerial Economics - James R. McGuigan 2005
With its emphasis on real world, manager-oriented applications, this text shows students how managers apply theories and techniques to analyse and solve real-world business problems.

Banned Mind Control Techniques Unleashed - Daniel Smith 2014-11-18

Mind control is a tool that one can use for good or evil purposes. It all depends on the type of mind control that is involved and the intent of the individual who wants to apply it. It also depends on whether the target or subject of mind control will benefit from it or is harmed. Nonetheless, mind control is a very intriguing and fascinating topic. The majority of us use some form of mind control such as persuasion or manipulation in our everyday lives to get what we want from others and to achieve our goals. Some of us even have used the mind control technique of self hypnosis on

ourselves for self improvement in the areas of weight loss, reducing stress levels, or eradicating bad habits such as smoking from our lives. Mind control is a vast subject that has many components and factors to it and to get the proper understanding of it and the many techniques that are involved, it must be examined and explored in great detail. In his book entitled *Banned Mind Control Techniques Unleashed* author Daniel Smith covers in detail Mind Control and its associated techniques that are literally hidden away from the general public. You will learn about the dark secrets of hypnosis, manipulation, deception, persuasion, brainwashing and human psychology. After reading this book you will have a deeper understanding of mind control and its core principles. You will also have the information that you need to use mind control on others or stop others from using mind control on you!

Accounting Dictionary - Nora Sánchez 2004-05-10

The first English–Spanish translation dictionary of accounting terms to cover the differences in accounting terminology for Spanish-speaking countries This bilingual *Accounting Dictionary* offers not only English–Spanish and Spanish–English translations of accounting terms but also a Spanish–Spanish section correlating the different terms used in major Spanish-speaking countries. The only accounting dictionary to offer such coverage, this useful reference provides accounting practitioners and students with easy, accurate guidance for translating in and among: Argentina * Chile * Colombia * Mexico * Spain * Venezuela. Ideal for translating financial statements, conducting audits, and performing accounting functions in multinational companies, *Accounting Dictionary* is an essential tool for all accountants, financial managers, and students

participating in the burgeoning Spanish-speaking market. Order your copy today!

The Complete Strategy Guide to Day Trading for a Living in 2019: Revealing the Best Up-To-Date Forex, Options, Stock and Swing Trading Strategies of 2 - Mark Vogel 2019-01-20

Do you want to start Trading and live your best life? Are you looking to make money fast? Then this book is for you! This book will give you the potential to take a small sum of money and turn it into a larger sum of money within the same day! What more could you possibly want? It doesn't get much better than that. After reading this book, it's safe to say that you'll never want to work a normal forty hour per week job ever again. Some people become so consumed by day trading that they end up doing it full time. This plain-English guide shows you how day trading works, identifies its all-too-numerous pitfalls, and gets you started with an

action plan. From classic and renegade strategies to the nitty-gritty of daily trading practices, it gives you the knowledge and confidence you'll need to keep a cool head, manage risk, and make decisions instantly as you buy and sell your positions. Inside the book you'll discover: Day Trading for a Living Basic Day Trading Tips Forex Trading for Beginners Swing Trading Tips The right trading psychology What makes a good money-management system And Much More! This book will teach you, step-by-step, to become a stock trader, skilled at creating an ongoing income from the day trading stocks over one trading day or several days or weeks and you will find the secrets of traders that have done it before. If you're still in doubt whether making profits with day trading is attainable or very difficult especially if you haven't a related degree in the field, you're completely missing out! Trading isn't something that you can

learn in a classroom and doesn't require any specific degrees. Whether you've just finished high school, working in a completely different field or you're retired, anyone can easily start with day trading in a matter of weeks! The whole goal of this book is to help you become a profitable and successful trader. So, stop fiddling about and wasting time, take action now and start following your dream with one simple click of the 'BUY BUTTON', Now!

Financial Management - Joel G. Siegel 2000-04-01

Titles in this practical series speak to men and women who are starting a company or managing an ongoing small-to-medium-size business. Emphasis is on daily operations, as well as on analyzing problems and solving them. Books offer examples and approaches based on true-to-life business situations. All new editions of Business Library titles are being produced in a new paperback format that features handsome covers of

high quality and durability. The authors of this volume review methods of controlling a business's capital, purchasing and amortizing capital equipment, projecting operating costs, meeting ongoing expenses, and other aspects of financial management required to keep a business operating.

Process Engineering and Industrial Management -

Jean-Pierre Dal Pont 2013-03-04

Process Engineering, the science and art of transforming rawmaterials and energy into a vast array of commercial materials, wasconceived at the end of the 19th Century. Its history in the roleof the Process Industries has been quite honorable, and techniquesand products have contributed to improve health, welfare andquality of life. Today, industrial enterprises, which are still amajor source of wealth, have to deal with new challenges in aglobal world. They need to reconsider their strategy taking intoaccount environmental

constraints, social requirements, profit, competition, and resource depletion. “Systems thinking” is a prerequisite from process development at the lab level to good project management.

New manufacturing concepts have to be considered, taking into account LCA, supply chain management, recycling, plant flexibility, continuous development, process intensification and innovation. This book combines experience from academia and industry in the field of industrialization, i.e. in all processes involved in the conversion of research into successful operations. Enterprises are facing major challenges in a world of fierce competition and globalization. Process engineering techniques provide Process Industries with the necessary tools to cope with these issues. The chapters of this book give a new approach to the management of technology, projects and manufacturing. Contents
Part 1: The Company as of Today 1. The Industrial

Company: its Purpose, History, Context, and its Tomorrow?, Jean-Pierre Dal Pont. 2. The Two Modes of Operation of the Company – Operational and Entrepreneurial, Jean-Pierre Dal Pont. 3. The Strategic Management of the Company: Industrial Aspects, Jean-Pierre Dal Pont. Part 2: Process Development and Industrialization 4. Chemical Engineering and Process Engineering, Jean-Pierre Dal Pont. 5. Foundations of Process Industrialization, Jean-François Joly. 6. The Industrialization Process: Preliminary Projects, Jean-Pierre Dal Pont and Michel Royer. 7. Lifecycle Analysis and Eco-Design: Innovation Tools for Sustainable Industrial Chemistry, Sylvain Caillol. 8. Methods for Design and Evaluation of Sustainable Processes and Industrial Systems, Catherine Azzaro-Pantel. 9. Project Management Techniques: Engineering, Jean-Pierre Dal Pont. Part 3: The Necessary Adaptation of the Company for

theFuture 10. Japanese Methods, Jean-Pierre Dal Pont. 11. Innovation in Chemical Engineering Industries, Oliver Potierand Mauricio Camargo. 12. The Place of Intensified Processes in the Plant of the Future,Laurent Falk. 13. Change Management, Jean-Pierre Dal Pont. 14. The Plant of the Future, Jean-Pierre Dal Pont.

Project Estimating and Cost Management - Parviz F. Rad 2001-10

Improve the accuracy of project estimates and make better in-progress modifications by following the discipline-independent approach mapped out in this book. Learn the best ways to apply new tools, including a breakdown structure for both work and resources and proven estimating models. In addition, you'll gain insights into best practices for progress monitoring and cost management, as well as for dealing effectively with external projects.

Project Management, Planning and Control - Albert

Lester 2007

This fifth edition provides a comprehensive resource for project managers. It describes the latest project management systems that use critical path methods.

Pmp Exam Prep Simplified - Andrew Ramdayal
2018-02-19

Passing the PMP Exam is no easy task, but this book can make it a lot simpler. This book contains over 500 exam like questions, full-length mock exam, and exam tips. The hot topics sections of Critical Path and Earned Value Management is well explained and will get you passing the exam on your first try. This study guide is for the PMP exam based on the PMBOK Guide 6th edition.

Chemical Engineering Design - Gavin Towler
2012-01-25

Chemical Engineering Design, Second Edition, deals with the application of chemical engineering

principles to the design of chemical processes and equipment. Revised throughout, this edition has been specifically developed for the U.S. market. It provides the latest US codes and standards, including API, ASME and ISA design codes and ANSI standards. It contains new discussions of conceptual plant design, flowsheet development, and revamp design; extended coverage of capital cost estimation, process costing, and economics; and new chapters on equipment selection, reactor design, and solids handling processes. A rigorous pedagogy assists learning, with detailed worked examples, end of chapter exercises, plus supporting data, and Excel spreadsheet calculations, plus over 150 Patent References for downloading from the companion website. Extensive instructor resources, including 1170 lecture slides and a fully worked solutions manual are available to adopting instructors. This text is designed for chemical and

biochemical engineering students (senior undergraduate year, plus appropriate for capstone design courses where taken, plus graduates) and lecturers/tutors, and professionals in industry (chemical process, biochemical, pharmaceutical, petrochemical sectors). New to this edition: Revised organization into Part I: Process Design, and Part II: Plant Design. The broad themes of Part I are flowsheet development, economic analysis, safety and environmental impact and optimization. Part II contains chapters on equipment design and selection that can be used as supplements to a lecture course or as essential references for students or practicing engineers working on design projects. New discussion of conceptual plant design, flowsheet development and revamp design Significantly increased coverage of capital cost estimation, process costing and economics New chapters on equipment selection, reactor design and solids handling

processes New sections on fermentation, adsorption, membrane separations, ion exchange and chromatography Increased coverage of batch processing, food, pharmaceutical and biological processes All equipment chapters in Part II revised and updated with current information Updated throughout for latest US codes and standards, including API, ASME and ISA design codes and ANSI standards Additional worked examples and homework problems The most complete and up to date coverage of equipment selection 108 realistic commercial design projects from diverse industries A rigorous pedagogy assists learning, with detailed worked examples, end of chapter exercises, plus supporting data and Excel spreadsheet calculations plus over 150 Patent References, for downloading from the companion website Extensive instructor resources: 1170 lecture slides plus fully worked solutions manual available to adopting instructors

Project Management in Practice - Samuel J. Mantel 2011

Project Management in Practice, 4th Edition focuses on the technical aspects of project management that are directly related to practice.

Engineering Economy - Leland T. Blank 2001-08

This volume on the economic issues particular to engineering and the topics needed to analyse the engineering alternatives has been updated to include information on cost-estimation and public sector projects.

Research and Technology Management in the Electricity Industry - Tugrul Daim 2013-06-25

Technologies such as renewable energy alternatives including wind, solar and biomass, storage technologies and electric engines are creating a different landscape for the electricity industry. Using sources and ideas from technologies such as renewable energy alternatives, Research and

Technology Management in the Electricity Industry explores a different landscape for this industry and applies it to the electric industry supported by real industry cases. Divided into three sections, Research and Technology Management in the Electricity Industry introduces a range of methods and tools including technology assessment, forecasting, roadmapping, research and development portfolio management and technology transfer. These tools are the applied to emerging technologies in this industry with case studies including data from various organizations including Bonneville Power Administration and Energy Trust of Oregon, from sectors including lighting and wind energy. The final section considers innovation through these technologies. A product result of a collaboration between Bonneville Power Administration and Portland State University, Research and Technology Management in the

Electricity Industry is a comprehensive collection of methods, tools, examples and pathways for future innovation in the electricity industry.

Managerial Accounting - Kurt Heisinger 2018

The Vest Pocket CFO - Jae K. Shim 2005-05-27

The perfect speedy reference for today's overburdened financial managers The Vest Pocket CFO, Second Edition offers vital support for CFOs and financial executives who need to simplify their day-to-day workloads. Written in any easy Q & A format and packed with checklists, samples, and worked-out solutions to a wide variety of finance and accounting problems, it speeds readers through such complex tasks as Sarbanes-Oxley compliance, internal control and financial reporting, financial statement analysis, and much more. This small but powerful resource helps busy financial managers: * Solve business problems with instant access to key

techniques, tips, and strategies * Analyze, evaluate, and solve financial issues in a hurry with handy ratios, procedures, and rules of thumb * Use sample reports and guidelines to help complete complex tasks in a jiffy

Business Analysis - James Cadle 2014

Business analysts must respond to the challenges of today's highly competitive global economy by developing practical, creative and financially sound solutions and this excellent guide gives them the necessary tools. It is also ideal for students wanting to gain university and industry qualifications. This new edition includes expanded discussions regarding gap analysis and benefits management, the impact of Agile software development and an introduction to business architecture.

The Facility Management Handbook - Kathy Roper
2014-07-23

The wide-ranging umbrella of facility management

covers everything from technology systems to disaster recover planning to zoning compliance...and that's just getting started. Facilities management is a multidisciplinary function that requires a deep knowledge of the entire business and physical planning cycle. Undoubtedly, the sheer scope of duties requires a far-reaching reference for staying abreast of the latest innovations and best practices. The Facility Management Handbook is the answer. This guide shares insightful overviews, case studies, and practical guidelines that pave the way for successful planning, budgeting, real estate transactions, construction, emergency preparedness, security, operations, maintenance, and more. The thoroughly revised fourth edition examines cutting-edge technologies and includes new information on: Building Information Modeling (BIM) Contracting and project management methods FASB and IASB requirements Distributed

working Sustainability reporting and more The Facility Management Handbook is the one-stop resource every facility manager must have to master a broad scope of duties while staying current on innovations and best practices.

Digital Marketing Strategy - Simon Kingsnorth
2016-05-03

The modern marketer needs to learn how to employ strategic thinking alongside the use of digital media to deliver measurable and accountable business success. Digital Marketing Strategy covers the essential elements of achieving exactly this by guiding you through every step of creating your perfect digital marketing strategy. This book analyzes the essential techniques and platforms of digital marketing including social media, content marketing, SEO, user experience, personalization, display advertising and CRM, as well as the broader aspects of implementation including planning,

integration with overall company aims and presenting to decision makers. Simon Kingsnorth brings digital marketing strategy to life through best practice case studies, illustrations, checklists and summaries, to give you insightful and practical guidance. Rather than presenting a restrictive 'one size fits all' model, this book gives you the tools to tailor-make your own strategy according to your unique business needs and demonstrates how an integrated and holistic approach to marketing leads to greater success. Digital Marketing Strategy is also supported by a wealth of online resources, including budget and strategy templates, lecture slides and a bonus chapter.

Optimization of Chemical Processes - Thomas F. Edgar 2001

This book is an update of a successful first edition that has been extremely well received by the experts in the chemical process industries. The

authors explain both the theory and the practice of optimization, with the focus on the techniques and software that offer the most potential for success and give reliable results. Applications case studies in optimization are presented with new examples taken from the areas of microelectronics processing and molecular modeling. Ample references are cited for those who wish to explore the theoretical concepts in more detail.

Write Your Business Plan - The Staff of Entrepreneur Media 2015-01-19

More than 15 years ago, the staff at Entrepreneur Media introduced bestseller *Start Your Own Business*. Since its release, *Start Your Own Business* has sold more than 300,000 copies and has been called “the best startup book of all time.” At it again, the staff at Entrepreneur delivers a new dose of fundamental startup how-to, backed by 33+ years at the forefront of small business. *Write Your Business*

Plan takes aspiring entrepreneurs past one of the hardest steps of startup second to committing to their business goal — defining how to achieve it. Each chapter is devoted to analyzing, explaining, and presenting practical instruction on developing a business plan relevant to today’s marketplace and lending landscapes. Appropriate for both existing companies and brand-new startups, this guide is divided into three sections: *Before Writing Your Business Plan*, *Writing Your Business Plan*, and *Enhancing Your Business Plan*. Starting with basic FAQs, experts then lead readers into evaluating their venture, identifying what type of plan they need, and getting their plan on paper and polished for their intended audience. Coached by a diverse group of experts and successful business owners, readers gain an in-depth understanding of what’s essential to any plan, what’s appropriate for their industry, and what they can do to ensure success.

Corporate Valuation for Portfolio Investment -

Robert A. G. Monks 2010-11-09

A detailed guide to the discipline of corporate valuation Designed for the professional investor who is building an investment portfolio that includes equity, Corporate Valuation for Portfolio Investment takes you through a range of approaches, including those primarily based on assets, earnings, cash flow, and securities prices, as well as hybrid techniques. Along the way, it discusses the importance of qualitative measures such as governance, which go well beyond generally accepted accounting principles and international financial reporting standards, and addresses a variety of special situations in the life cycle of businesses, including initial public offerings and bankruptcies. Engaging and informative,

Corporate Valuation for Portfolio Investment also contains formulas, checklists, and models that the authors, or other experts, have found useful in making equity investments. Presents more than a dozen hybrid approaches to valuation, explaining their relevance to different types of investors Charts stock market trends, both verbally and visually, enabling investors to think like traders when needed Offers valuation guidance based on less quantitative factors, namely management quality and factors relating to the company and the economy Corporate Valuation for Portfolio Investment puts this dynamic discipline in perspective and presents proven ways to determine the value of corporate equity securities for the purpose of portfolio investment.

Rita Mulcahy's CAPM® Exam Prep - Rita Mulcahy
2018