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fast-track to business success. Revisiting the Department of Defense SBIR Fast Track Initiative National Academies Press In October 1995, the Department of Defense launched a Fast Track initiative to attract new firms and encourage commercialization of Small Business Innovation Research (SBIR) funded technologies throughout the department. The goal of the Fast Track initiative is to help close the funding gap that can occur between Phase I and II of the SBIR program. The Fast Track initiative seeks to address the gap by providing expedited review and essentially continuous funding from Phase I to Phase II, as long as applying firms can demonstrate that they have obtained third-party financing for their technology. Another program initiative, Phase II Enhancement, was launched in 1999 to concentrate SBIR funds on those R&D projects most likely to result in viable new products that the Department of Defense and others will buy. The current volume evaluates the two SBIR Program initiatives--Fast Track and Phase II Enhancement--and finds that both programs are effective. Ninety percent of Fast Track and 95 percent of Phase II Enhancement reported satisfaction with their decision. This book identifies the successes and remaining shortcomings of the programs, providing recommendations to address these issues. The 30 Day MBA in Marketing Your Fast Track Guide to Business Success Kogan Page Publishers The 30 Day MBA in Marketing provides a complete marketing 'course' spanning twelve disciplinary areas, and including such hot topics as Buyer behaviour, Marketing strategy, Promotion and advertising, Pricing, Managing the marketing organization and Marketing and the law. Each chapter includes at least one practical real life example to illustrate how marketing concepts apply to business decision making. Learn what they teach you on professional marketing courses and at the world's top Business Schools and why it matters to you; eliminate gaps in your marketing knowledge and take part in business decision making on an equal footing with MBA graduates or your company marketing director. This book includes detailed information on how to find and analyse market data on any business or market anywhere and online appendices that provide an invaluable guide to finding further information and free resources on each topic covered. Mothers on the Fast Track How a New Generation Can Balance Family and Careers Oxford University Press In the past few decades the number of women entering graduate and professional schools has been going up and up, while the number of women reaching the top rung of the corporate and academic worlds has remained relatively stagnant. Why are so many women falling off the fast track? In this timely book, Mary Ann Mason traces the career paths of the first generation of ambitious women who started careers in academia, law, medicine, business, and the media in large numbers in the 1970s and '80s. Along with her daughter, Mason has written a guide for young women who are facing the tough decision of when--and if--to start a family. It is also a guide for older women seeking a second chance to break through to the next level, as Mason herself did in academia. The book features anecdotes and strategies from the dozens of women they interviewed. Advice

ranges from the personal (know when to say "no," the importance of time management) to the institutional, with suggestions for how the workplace itself can be changed to make it easier for ambitious working mothers to reach the top levels. The result is a roadmap of new choices for women facing the sobering question of how to balance a successful career with family. "Lots of excellent advice for women facing different career stages." -BusinessWeek "An interesting look at the real challenges that mothers face in balancing work and family in a variety of professions." -- National Review "Must reading for professional women starting families, second chapters or simply trying to break through to the next level. An indispensable guide and realistic cost-benefit analysis of motherhood and women's careers." -- Lynn Povich, former Editor-in-Chief of Working Woman magazine Beauty Therapist To Entrepreneur The Essential Guide to Accelerating Your Career Success in the Beauty Industry Beauty Therapist to Entrepreneur helps beauty therapists, at various stages of their career, rise to the top. The book is a step-by-step guide, from how to get your first job, to becoming an entrepreneur. It uncovers the various career options available and which ones would be most suitable for fast-tracking your success. Korean Business Law The Legal Landscape and Beyond Drawing from experts in legal practice, academia, and the judiciary, Korean Business Law: The Legal Landscape and Beyond provides clear and concise explanations of what the law means in relation to South Korea's often complex and changing business law environment. This book is written for a diverse global audience, from lawyers to business leaders, from professors to students, both inside and outside of Korea. Some of the many topics include: corporations, mergers and acquisitions, securities offerings, the Korean judicial system, intellectual property, project finance, private equity funds, competition law, broadcasting/telecommunications, renewable energy law, corporate governance, legal risk management, labor law, real estate, trade law, and torts. "Jasper Kim's new book is a welcome resource for practitioners, scholars, and anyone interested in Korean business law." -- Susan Lawrence, Associate Director, Korea Institute, Harvard University "The contributors to this book have done enormous service by laying out the differences and similarities for an international audience." -- Evan Ramstad, Staff Reporter, Wall Street Journal "Kudos to Jasper Kim for bringing such a diverse group of scholars and practitioners together in one convenient and very readable book." -- Benjamin Hughes, Attorney, Shearman & Sterling, Singapore "A welcomed publication that could not have come at a better moment during this time of change, challenges, and renewed growth for Korea." -- Samuel S. Nam, Chief Administrative Officer, J.P. Morgan, Korea The 30 Day MBA Your Fast Track Guide to Business Success Kogan Page Publishers Drawing on the twelve core disciplines of business, including business law, economics, marketing and finance, this second edition of the hugely successful The 30 Day MBA shows you to use key business concepts and tools to assess business decisions and implement strategy. You will be able to create your own Management

Information Resource Centre, giving you access to business information on markets and competitors, research data and case studies, as well as hundreds of free business tools to help you carry out analyses. Importantly it will equip you with the knowledge and confidence to take part in strategic decisions alongside MBA graduates. Now including a thorough explanation of the 'break-even' analysis - the tool for making cost, volume, pricing and profit decisions - and case studies detailing economically resilient brands with particular focus on developing countries, *The 30 Day MBA*, second edition places MBA skills within reach of all professionals and students. *The Complete Idiot's Guide to Business Success in Your 20s and 30s Get on the Fast Track to Business Success—While You're Still Young Penguin* Calling all go-getters! Even in this economy, an outstanding business career for 20- and 30- somethings is possible, and this book can help get them on the fast track to success. It includes: finding motivation; setting goals; networking; how to work with and rise through management; and overcoming specific obstacles. ? Addresses an age-specific set of obstacles and issues ? Author has experience with early business success ? Even more necessary during the recent economic downturn *Guide to Business Planning Bloomberg Press* "A comprehensive guide to every aspect of preparing and using a business plan--newly updated and revised. New businesses and existing businesses fare better with well-thought-out plans. It is essential to have a good business plan to raise capital--either *Effective Small Business Management An Entrepreneurial Approach Prentice Hall* For undergraduate and graduate courses in entrepreneurship and/or small business management. This book provides you a pathway to launching a new, small business successfully. *The Next Generation of Women Leaders What You Need to Lead But Won't Learn in Business School ABC-CLIO* A groundbreaking, empowering collection of advice--richly illustrated with the stories of women at top echelons of their fields--that advances the leadership outlook for Generation X and Y women like no book before it. * Includes 30 interviews with highly accomplished business women * Offers a foreword by Gail Evans, the highest-ranking woman executive ever at CNN * Provides a far-reaching bibliography of significant materials combining works examining gender dynamics in addition to business classics *The Definitive Business Plan The Fast-track to Intelligent Business Planning for Executives and Entrepreneurs FT Press* "The Definitive Business Plan" delivers fast-track advice, aimed at competent business people who want to get beyond the basics and produce definitive, cogent and intelligent plans. *Creating Career Success: A Flexible Plan for the World of Work Cengage Learning* Today's workplace is a dynamic, ever-changing environment. Job security is a thing of the past, layoffs are common, and people change jobs and careers frequently. Students need to be prepared to adapt to the unexpected twists and turns they may face. *CREATING CAREER SUCCESS* helps students develop a self-directed, proactive, flexible plan to launch and manage their careers over the years to come, using the latest technological resources and job search strategies. Through a process of self-assessment, career

exploration, and self-promotion students discover how to connect their skills, interests and values to a variety of possible careers, build relationships, and present themselves in the best possible light to potential employers. Most importantly, students are encouraged to keep their minds and options open, and to engage themselves fully in the career development process. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Saudi Arabia Internet and E-Commerce Investment and Business Guide: Regulations and Opportunities Lulu.com Saudi Arabia Internet and E-Commerce Investment and Business Guide - Strategic and Practical Information: Regulations and Opportunities The Social Value of New Technology Edward Elgar Publishing New technologies, with their practical contributions, provide social value. The chapters in this volume view this social value from a program evaluation perspective, and the focus of the evaluations is the generation of new technology funded by public sector agencies. The authors provide important background on methodology and application and show that it is relevant not only to the established scholars and practitioners, but also to students. A Student's Guide to Education Studies Routledge A Student's Guide to Education Studies is a much-needed resource for any undergraduate making their first explorations into the fascinating world of education. The first publication of this book in 2002 helped to define the nature of the subject, introducing topics into the field which had not been previously considered. This new edition brings the subject up to date with the latest thinking and research on policy, globalisation, learning and knowledge, offering an accessible and wide-ranging introduction to a diverse range of topics and issues in education. Now fully updated to reflect rapid and significant changes in the field, this third edition considers topical issues including: the political dimension of education, the national debate about schooling and poverty, the marketisation of education, the end of Every Child Matters, the Coalition Government's policies for academies and free schools. Organised around three enduring themes - Education Policy and Politics, Global and Environmental Education, and Learning, Knowledge and the Curriculum - each chapter contains summary points, questions for discussion, and annotated suggestions for further reading. With a distinctive international and global focus, A Student's Guide to Education Studies is an essential resource for all students of Education Studies. The 30 Day MBA in Business Finance Your Fast Track Guide to Business Success Kogan Page Publishers The 30 Day MBA in Business Finance provides a complete 'course' in business finance, covering 13 key topics which fall under three main headings - the Fundamentals of Business Finance, Corporate Capital Structures and Financial Strategies and Special Topics. Learn what they teach you at the world's top accountancy firms and Business Schools and why it matters to you. With guidance on understanding financial reports, assessing the credit worthiness of business partners, determining profitable strategies, raising finance and ensuring proper records, this book contains everything you need

to eliminate gaps in your financial knowledge, think like a financial strategist and become a top manager. **Business Transformation Office the Ultimate Step-By-Step Guide 5starcooks** What other jobs or tasks affect the performance of the steps in the Business Transformation Office process? What may be the consequences for the performance of an organization if all stakeholders are not consulted regarding Business Transformation Office? What is our formula for success in Business Transformation Office ? Does Business Transformation Office systematically track and analyze outcomes for accountability and quality improvement? Who are the Business Transformation Office improvement team members, including Management Leads and Coaches? Defining, designing, creating, and implementing a process to solve a challenge or meet an objective is the most valuable role... In EVERY group, company, organization and department. Unless you are talking a one-time, single-use project, there should be a process. Whether that process is managed and implemented by humans, AI, or a combination of the two, it needs to be designed by someone with a complex enough perspective to ask the right questions. Someone capable of asking the right questions and step back and say, 'What are we really trying to accomplish here? And is there a different way to look at it?' This Self-Assessment empowers people to do just that - whether their title is entrepreneur, manager, consultant, (Vice-)President, CxO etc... - they are the people who rule the future. They are the person who asks the right questions to make Business Transformation Office investments work better. This Business Transformation Office All-Inclusive Self-Assessment enables You to be that person. All the tools you need to an in-depth Business Transformation Office Self-Assessment. Featuring 676 new and updated case-based questions, organized into seven core areas of process design, this Self-Assessment will help you identify areas in which Business Transformation Office improvements can be made. In using the questions you will be better able to: - diagnose Business Transformation Office projects, initiatives, organizations, businesses and processes using accepted diagnostic standards and practices - implement evidence-based best practice strategies aligned with overall goals - integrate recent advances in Business Transformation Office and process design strategies into practice according to best practice guidelines Using a Self-Assessment tool known as the Business Transformation Office Scorecard, you will develop a clear picture of which Business Transformation Office areas need attention. Your purchase includes access details to the Business Transformation Office self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows your organization exactly what to do next. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard, and... - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation ...plus an extra, special, resource that helps you with project managing. **INCLUDES LIFETIME SELF**

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Architect the Ultimate Step-By-Step Guide 5starcooks Is the measure of success for Business Process Architect understandable to a variety of people? How can you measure Business Process Architect in a systematic way? What are the compelling business reasons for embarking on Business Process Architect? Have all basic functions of Business Process Architect been defined? Can you track that any Business Process Architect project is implemented as planned, and is it working? Defining, designing, creating, and implementing a process to solve a challenge or meet an objective is the most valuable role... In EVERY group, company, organization and department. Unless you are talking a one-time, single-use project, there should be a process. Whether that process is managed and implemented by humans, AI, or a combination of the two, it needs to be designed by someone with a complex enough perspective to ask the right questions. Someone capable of asking the right questions and step back and say, 'What are we really trying to accomplish here? And is there a different way to look at it?' This Self-Assessment empowers people to do just that - whether their title is entrepreneur, manager, consultant, (Vice-)President, CxO etc... - they are the people who rule the future. They are the person who asks the right questions to make Business Process Architect investments work better. This Business Process Architect All-Inclusive Self-Assessment enables You to be that person. All the tools you need to an in-depth Business Process Architect Self-Assessment. Featuring 668 new and updated case-based questions, organized into seven core areas of process design, this Self-Assessment will help you identify areas in which Business Process Architect improvements can be made. In using the questions you will be better able to: - diagnose Business Process Architect projects, initiatives, organizations, businesses and processes using accepted diagnostic standards and practices - implement evidence-based best practice strategies aligned with overall goals - integrate recent advances in Business Process Architect and process design strategies into practice according to best practice guidelines Using a Self-Assessment tool known as the Business Process Architect Scorecard, you will develop a clear picture of which Business Process Architect areas need attention. Your purchase includes access details to the Business Process Architect self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows your organization exactly what to do next. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard, and... - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation ...plus an extra, special, resource that helps you with project managing. INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips. The

Complete Guide to Mergers and Acquisitions Process Tools to Support M&A Integration at Every Level John Wiley & Sons Ease the M&A process with a more effective integration plan The Complete Guide to Mergers and Acquisitions is the ultimate handbook for planning and managing post-merger integration. Packed full of "how to" guidance, tools, templates and resources that have been put to the test on numerous due diligence and integration efforts around the world, The Complete Guide to Mergers and Acquisitions has been the go-to guide for firms seeking to maximize the value of their deals since the release of the first edition in 1999. Poor integration management virtually ensures that a merger or acquisition will fail to meet financial and strategic goals. The Complete Guide to Mergers and Acquisitions provides the information that enables firms to quickly and prudently capture projected cost and revenue synergies, and to move the combined organization forward. The book addresses strategic deal considerations, due diligence, integration management, people dynamics and cultural integration, common integration mistakes, communications strategies, and provides actionable steps toward creating measurable, positive results throughout the integration process. The updated third edition contains new information and tools to help firms in any industry manage deals of all sizes, including: Results of The State of M&A Integration Effectiveness Survey, 2014 A new chapter on the M&A process deal stages, with an expanded Deal Flow Model Findings of substantial M&A research from various studies in multiple industries and organizations, supporting the concepts presented throughout the book New and revised tools and templates for due diligence, integration, and results measurement and reporting New case examples of recent transactions Highlighted 'Key Principles' throughout each chapter A summary of key points at the end of each chapter Discussion questions addressing the key themes of each chapter A 'rapid assessment' diagnostic regarding the key elements of each chapter, which can be completed for any organization A revised chapter on taking your M&A game to the next level - essential requirements for building M&A capabilities into a consistently successful enterprise competency Merger and acquisition activity across the globe continues to grow, and is also playing a major role in the development of expanding markets. A well-managed integration effort is essential to success, and failure means a tremendous waste in terms of time and money, as well as the rapid destruction of shareholder value. The Complete Guide to Mergers and Acquisitions: Process Tools to Support M&A Integration at Every Level, Third Edition is an invaluable resource to guide firms in managing M&A integration and maximize the value of their deals. The Entrepreneur's Guide to Risk and Decisions Building Successful Early-Stage Ventures Emerald Group Publishing Becoming a successful entrepreneur is impossible without accepting risk - the question is which risk to take and at what time. This guide offers practical, no-nonsense advice for marketing and financing your business, bringing on partners and employees, and launching your business as inexpensively and aggressively as possible. Microsoft Word

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provides a complete marketing 'course' spanning twelve disciplinary areas, and including hot topics such as: buyer behaviour, marketing strategy, promotion and advertising, pricing, managing the marketing organization and marketing and the law. Each chapter includes at least one practical real life example to illustrate how marketing concepts apply to business decision making. Learn what they teach you on professional marketing courses and at the world's top Business Schools and why it matters to you; eliminate gaps in your marketing knowledge and take part in business decision making on an equal footing with MBA graduates or your company marketing director. This book includes detailed information on how to find and analyse market data on any business or market anywhere and online resources that enable you to test your own knowledge. It also provides an invaluable guide to finding further information and free resources on each topic covered. National Trade Policy for Export Success United Nations This book outlines how trade policy reform can reduce business costs for production and logistics to improve competitiveness of companies and industry sectors. It provides business associations with a valuable tool to assess and influence trade policy and related regulations using cases and examples of policy, legal and regulatory changes (both positive and negative) from around the world. It weighs the benefits and costs of trade policy options, which is relevant to both business associations and other stakeholders engaging in advocacy campaigns on trade policy issues. This publication is also for government policymakers endeavouring to understand the business implications of their policies. Above all, this book promotes a culture of informed public-private dialogue, which is an essential component of the democratic process of policy formulation. Social Networking for Business (Bonus Content Edition) Choosing the Right Tools and Resources to Fit Your Needs Pearson Prentice Hall Bonus content "Is a Solo Authored Book on Collaboration an Oxymoron?" included in this digital edition. The First Best-Practice Guide to Executing Any Type of Social Computing Project Organizations today aren't just participating in social networking, collaborative computing, and online communities--they are depending on those communities to play crucially important roles in their business. But these collaborative environments don't just manage themselves: To succeed, they must be guided and nurtured carefully, actively, and intelligently. In Social Networking for Business, Rawn Shah brings together patterns and best practices drawn from his extensive experience managing worldwide online communities at IBM and participating in social networking on the Internet. Drawing on multiple real-world examples, Shah identifies key success factors associated with launching social networking projects to meet business objectives and guides you through managing the crucial "micro-challenges" you'll face in keeping them vibrant. • From mega-trends to micro-issues Mastering both high-level strategy and day-to-day, ground-level management • Defining the social experience you want to provide to your community Clarifying how members can join together and collaborate on collective tasks • Focusing on the crucial

human factors Building a culture of engagement in deeper collaborative relationships • Promoting effective leadership and governance Setting ground rules that work appropriately for the situation, without “oppression” • Building the skills to manage and measure your collaborative project Discovering the skills necessary to effectively lead computing projects Deliver Business Value A Complete Guide - 2019 Edition 5starcooks Who makes the Deliver Business Value decisions in your organization? Is the Deliver Business Value process severely broken such that a re-design is necessary? How frequently do you track Deliver Business Value measures? Has the Deliver Business Value work been fairly and/or equitably divided and delegated among team members who are qualified and capable to perform the work? Has everyone contributed? Is the measure of success for Deliver Business Value understandable to a variety of people? This instant Deliver Business Value self-assessment will make you the credible Deliver Business Value domain leader by revealing just what you need to know to be fluent and ready for any Deliver Business Value challenge. How do I reduce the effort in the Deliver Business Value work to be done to get problems solved? How can I ensure that plans of action include every Deliver Business Value task and that every Deliver Business Value outcome is in place? How will I save time investigating strategic and tactical options and ensuring Deliver Business Value costs are low? How can I deliver tailored Deliver Business Value advice instantly with structured going-forward plans? There's no better guide through these mind-expanding questions than acclaimed best-selling author Gerard Blokdyk. Blokdyk ensures all Deliver Business Value essentials are covered, from every angle: the Deliver Business Value self-assessment shows succinctly and clearly that what needs to be clarified to organize the required activities and processes so that Deliver Business Value outcomes are achieved. Contains extensive criteria grounded in past and current successful projects and activities by experienced Deliver Business Value practitioners. Their mastery, combined with the easy elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in Deliver Business Value are maximized with professional results. Your purchase includes access details to the Deliver Business Value self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows you exactly what to do next. Your exclusive instant access details can be found in your book. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation - In-depth and specific Deliver Business Value Checklists - Project management checklists and templates to assist with implementation INCLUDES LIFETIME SELF ASSESSMENT UPDATES Every self assessment comes with Lifetime Updates and Lifetime Free Updated Books. Lifetime Updates is an industry-first feature which allows you

to receive verified self assessment updates, ensuring you always have the most accurate information at your fingertips. **25 Dynamic, Day-Trading Strategies Mastering Swing Trading Inside & Out!!** Outskirts Press Create \$1000 trades using predictable market events; • Design trades that Sell for profits first, then buy back later; • Master trading both sides of the market with principal protection; • Build wealth with FREE cash leverage to triple your buying power!!! **The High-Potential Leader How to Grow Fast, Take on New Responsibilities, and Make an Impact** John Wiley & Sons Set your sights on High-Potential leadership and help your organization thrive In today's tumultuous and rapidly evolving business environment, High-Potential leaders are in high demand. Do you possess the relationship skills, strategic vision, innovation, and determination needed to thrive as a high-potential leader in your organization? New York Times bestselling author Ram Charan answers that question and helps you hop on the fast-track to leadership success in this insightful guide. Traditionally, leaders have risen up through the ranks based on their cognitive abilities, analytical skills, thoroughness, and even perfectionist tendencies, but as modern businesses have moved to a more digitally-driven model, the criteria for leaders has markedly changed. **The High-Potential Leader** explains the modern business climate while highlighting the critical role relationship building, communication style, engagement, and ability to motivate and bring out the best performance in others play in becoming an impactful leader. Whether you're just embarking on your leadership journey or are ready to make the leap to the next leadership level, Charan's real-world lessons and practical advice will help you discover who you are as a leader, chart your path, accelerate your growth, and ultimately, become the high-potential leader your organization needs to succeed. **The 30 Day MBA in Business Finance Your Fast Track Guide to Business Success** The 30 Day MBA in Business Finance provides a complete 'course' in business finance, covering 13 key topics which fall under three main headings - the fundamentals of business finance, corporate capital structures and financial strategies and special topics. Learn what they teach you at the world's top accountancy firms and Business Schools and why it matters to you. With guidance on understanding financial reports, assessing the credit worthiness of business partners, determining profitable strategies, raising finance and ensuring proper records, this book contains everything you need to eliminate gaps in your financial knowledge, think like a financial strategist and become a top manager. **Leading for High Performance in Asia Contemporary Research and Evidence-Based Practices** Springer How do leaders lead for high performance in Asia, the fastest growing region in the world? What are the new leadership influential processes and skillsets needed to engage the organizational members in creative and meaningful ways? In this book, readers will find strategic insights and tips derived from cutting-edge studies on specific leadership and management issues in Asia. Using a range of methodologies from in-depth interviews, field surveys, and computer simulation, the studies include the following

topics: Strategies to foster citizenship and pro-social behaviors in high-performing firms; the roles of culture-specific values such as paternalism and collectivism, the construction of leader identity, the effects of leadership on team satisfaction, the development of female leaders, and key lessons in strategic leadership development. Featuring studies conducted in China, Indonesia, Singapore, and Australia, this book will equip readers with a set of strategic and actionable tools for tackling the leadership challenges in Asia. Further, each chapter includes a 'Managerial Implications' section, in which subject experts share evidence-based practical and contextual recommendations.

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The Startup Owner's Manual The Step-By-Step Guide for Building a Great Company John Wiley & Sons More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of

the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model Canvas as the organizing principle for startup hypotheses
- Identify your customers and determine how to "get, keep and grow" customers profitably
- Compute how you'll drive your startup to repeatable, scalable profits.

The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

Information Systems Reengineering for Modern Business Systems: ERP, Supply Chain and E-Commerce Management Solutions IGI Global Businesses must constantly adapt to a dynamically changing environment that requires choosing an adaptive and dynamic information architecture that has the flexibility to support both changes in the business environment and changes in technology. In general, information systems reengineering has the objective of extracting the contents, data structures, and flow of data and process contained within existing legacy systems in order to reconstitute them into a new form for subsequent implementation.

Information Systems Reengineering for Modern Business Systems: ERP, Supply Chain and E-Commerce Management Solutions covers different techniques that could be used in industry in order to reengineer business processes and legacy systems into more flexible systems capable of supporting modern trends such as Enterprise Resource Planning (ERP), supply chain management systems and e-commerce. This reference book also covers other issues related to the reengineering of legacy systems, which include risk management and obsolescence management of requirements.