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Project Management 2008-05 going beyond conventional approaches this drawing text emphasizes the emotional intellectual and spiritual significance of art the authors trace the development of today's art from that of the past giving a sense of meaning and continuity illustrations and analyses enable students to turn their energies to new and different directions to give material form to their own ideas art of the last two decades is given broad coverage and analysis including work from self taught artists and from a multitude of ethnic groups

Drawing 1997 this new management text provides an introduction to the fundamentals of management for the european and international business studies student the author adopts a step by step practical approach with the theory organised around the core competencies managers must possess planning organising implementing and controlling it looks at some of the world's leading companies including microsoft and unilever and compares and contrasts different models of management and organisational structure issues covered include topics such as industrial democracy networking corporate governance and ethics and gender issues in management

Entrepreneurship 1992 as the primary focus of the global economy has moved from agriculture to manufacturing to services dominated economies the realisation that we are all in services has finally dawned services marketing has developed as a result and is now a well established sub discipline of marketing with its own theories and body of knowledge this volume deals with the unique difficulties of marketing what is essentially an intangible entity and focuses on the most contemporary debates research and managerial demands in this particular but very challenging business domain the text covers issues of importance to all service marketers including service quality customer expectations perceptions creating value for the customer service architecture pricing imperatives demand management building customer relationships loyalty integrated service marketing communications service recovery strategies

Art Matters 2nd Edition 2023-09 the expert authors of this leading text present a thorough introduction to hrm by exploring a variety of perspectives styles and arguments it takes a rigorous critical approach that makes contemporary developments in human resource management accessible to students they explore the most pressing and topical themes and debates of today the effects of hrm on organisational performance management and leadership development performance management and employee reward whilst covering in depth the theory and practice of the operational aspects of hrm the final part of the text compares trends in hrm around the world with a particular focus on india and china as well as the influence of multinational corporations human resource management is written for undergraduate postgraduate and mba students as well as those studying for the cipd qualifications

Speaking and Listening 1979-01-01 in print and online this new casebook considers the full range of contemporary domestic relationships including families based on marriage and families formed through nonmarital cohabitation the book

presents the framework of constitutional and federal law that shapes family law at the state level and materials to help students master the practical dimensions of family law including the mechanics of determining marriage validity establishing parentage and working with uniform jurisdictional statutes text boxes and links to online resources pose critical thinking questions and direct students to international and comparative dimensions of the subject important ethical questions and further reading

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Services Marketing 2009-07-11 recent advances in the study of dynamical systems have revolutionized the way that classical mechanics is taught and understood this new and comprehensive textbook provides a complete description of this fundamental branch of physics the authors cover all the material that one would expect to find in a standard graduate course lagrangian and hamiltonian dynamics canonical transformations the hamilton jacobi equation perturbation methods and rigid bodies they also deal with more advanced topics such as the relativistic kepler problem liouville and darboux theorems and inverse and chaotic scattering a key feature of the book is the early introduction of geometric differential manifold ideas as well as detailed treatment of topics in nonlinear dynamics such as the kam theorem and continuum dynamics including solitons over 200 homework exercises are included it will be an ideal textbook for graduate students of physics applied mathematics theoretical chemistry and engineering as well as a useful reference for researchers in these fields a solutions manual is available exclusively for instructors

Classical Dynamics 1998 this book is a practical blueprint for teachers wanting to begin teaching project based music technology production and songwriting to secondary and college age students we hope to inspire teachers to expand beyond the usual ensemble offerings to create a culture of unique creativity at their school the book will primarily draw upon the authors experiences developing and implementing the music technology program at lebanon high school one of the nation s largest secondary level programs and courses at new york university and montclair state university while the lesson templates can be used with any hardware and software setup the book uses the popular digital audio workstation ableton live for specific examples and screenshots

Public Relations 1986 federal income taxation a contemporary approach uses several modern platforms to introduce students to the federal income taxation of individuals after a general overview the book takes two more passes through the system each in increasing detail this helps students see the overall structure early in their studies and gives context to new concepts as they are introduced helpful self assessment questions allow students to measure their own comprehension and save valuable class time for more advanced discussions almost 100 detailed problems for class discussion require students to apply code and regulation provisions to real life fact patterns the book also includes links to several instructional videos with practice questions providing students with another opportunity to reinforce their understanding of the material like other titles in the interactive casebook series the accompanying electronic version gives students

immediate access to the full text of cited cases statutes articles and other materials in the westlaw database it also contains hundreds of links to relevant videos photos articles audio clips and other sources that help make the subject come alive for students the electronic version also allows for immediate content updates easing the burden on instructors to prepare supplemental material

Human Resource Management 2014 taking a modern european perspective marketing strategies examines marketing from different angles an order to create a broader understanding of the discipline a radical and dynamic approach to the subject is taken in that there is no discussion of the traditional 4 p s as strategies are company specific instead the author integrates five of the main contemporary factors that affect marketing in the 21st century globalisation the impact of technology ethics market orientation and sustainability marketing strategies is suitable for upper level courses in ba marketing modules such as marketing strategy marketing management as well as students studying for an mba and a business studies course

Professional Responsibility 2014 how is the qur an central to all muslim societies to be understood today in order to meet the needs of these societies abdullah saeed a distinguished muslim scholar explores the interpretation of the ethico legal content of the qur an whilst taking into consideration the changing nature of the modern world saeed explores the current debates surrounding the interpretation of the qur an and their impact on contemporary understanding of this sacred text discussing the text s relevance to modern issues without compromising the overall framework of the qur an and its core beliefs and practices he proposes a fresh approach which takes into account the historical and contemporary contexts of interpretation inspiring healthy debate this book is essential reading for students and scholars seeking a contemporary approach to the interpretation of the qur anic text

Speaking & Listening 1979 this textbook reflects a hybrid approach to studying stratification it addresses the knowledge accumulated by stratification scholars and challenges students to apply this information to their social world features include the text is divided into basic concepts theoretical and methodological and applications e g to class poverty mobility education gender race each chapter includes a list of key concepts questions for thought suggested exercises and multimedia resources print internet and films a unique methodological chapter provides students the skills they will need to be able to read contemporary sociological literature the selection of chapters and chapter content provide students a sense of the topics questions and research that dominate contemporary research on social stratification and inequality research oriented approach reflecting the field of stratification studies additional ancillary material may be found at stratificationandinequality com

Domestic Relationships 2013 description coming soon

Administrative Law 2016 integrating economics sociology philosophy and psychology the book investigates contemporary corporate issues through cases and materials that situate the corporation in its social and political setting this casebook updates the organization of the traditional materials on directors and officers duties by integrating materials such as derivative litigation and indemnification the notes and questions provoke thought not only on legal issues and the relationship

between cases and theories but also on the effect corporations have on their constituents and communities additionally one chapter devoted to the corporation's place in modern society covers traditional issues as well as more novel ones the fifth edition has been updated with new cases and new material on fiduciary duties securities regulation including new material on regulation d say on pay and insider trading and expanded material on the choice of form

Living Latin 1967 media events a critical contemporary approach proposes an interdisciplinary and multicultural approach of dayan and katz's theory of media events 1992 by applying it to contemporary situations the contributing authors come from a range of countries uk usa mexico germany finland italy greece portugal ukraine and analyse the theory of media events from different perspectives incorporating social media and offering a re-positioning of dayan and katz's theory of media events by bringing new perspectives into this field the proposed volume is an important contribution as it grounds the intervention and rethinking of the theory into further empirical research this volume has the potential to function as a cross-generational link between one of the early classics of media and communication studies on the one hand and the present generation of researchers on the other

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Business Ethics 2015 this textbook presents a comprehensive coverage of the theory applications and practice of land surveying it employs an applied approach to present the subject and uses plenty of solved examples to explain and clarify the concepts it is intended to be used by civil engineers and civil engineering students and should also be helpful for civil engineers preparing for the fundamental of engineering fe eit and the professional engineering pe exams

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