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Making the Connections - Bill Quirke 2000

Annotation Employees often find fatal disconnects between their organization's business strategy and its communication strategy there's no clear link between the information that is sent to them and what they're supposed to understand from it. The role of internal communication, writes Quirke (a UK-based consultant), is "to illuminate the connections between different pieces of information, to shine a light on the web of interdependencies ... to provide the information to do the job, but [also] to paint the bigger picture and tell the fuller story that puts the information into context." His book helps managers understand what a successful business needs from its people, what gets in the way, and the role of communication in helping bridge the gap. Annotation c. Book News, Inc., Portland, OR (booknews.com).

Textbook of Neural Repair and Rehabilitation: Volume 2, Medical Neurorehabilitation - Michael Selzer 2014-04-24

In two freestanding volumes, Textbook of Neural Repair and Rehabilitation provides comprehensive coverage of the science and practice of neurological rehabilitation. Revised throughout, bringing the book fully up to date, this volume, Medical Neurorehabilitation, can stand alone as a clinical handbook for neurorehabilitation. It covers the practical applications of the basic science principles presented in Volume 1, provides authoritative guidelines on the management of disabling symptoms, and describes comprehensive rehabilitation approaches for the major categories of disabling neurological disorders. New chapters have been added covering genetics in neurorehabilitation, the rehabilitation team and the economics of neurological rehabilitation, and brain stimulation, along with numerous others. Emphasizing the integration of basic and clinical knowledge, this book and its companion are edited and written by leading international authorities. Together they are an essential resource for neuroscientists and provide a foundation of the work of clinical neurorehabilitation professionals.

Gender at Work - Aruna Rao 2015-11-19

At a time when some corporate women leaders are advocating for their aspiring sisters to 'lean in' for a bigger piece of the existing pie, this book puts the spotlight on the deep structures of organizational culture that hold gender inequality in place. Gender at Work: Theory and Practice for 21st Century Organizations makes a compelling case that transforming the unspoken, informal institutional norms that perpetuate gender inequality in organizations is key to achieving gender equitable outcomes for all. The book is based on the authors' interviews with 30 leaders who broke new ground on gender equality in organizations, international case studies crafted from consultations and organizational evaluations, and lessons from nearly fifteen years of experience of Gender at Work, a learning collaborative of 30 gender equality experts. From the Dalit women's groups in India who fought structural discrimination in the largest 'right to work' program in the world, to the intrepid activists who challenged the powerful members of the UN Security Council to define mass rape as a tactic of war, the trajectories and analysis in this book will inspire readers to understand and chip away at the deep structures of gender discrimination in organizational policies, practices and outcomes. Designed for practitioners, policy makers, donors, students and researchers looking at gender, development and organizational change, this book offers readers a widely tested tool of analysis - the Gender at Work Analytical Framework - to assess the often invisible structures of gender bias in organizations and to map desired strategies and change processes.

Global Marketing Management - Robert Dow Buzzell 1995

Case studies include IKEA, Hoover, Nestle and the Body Shop International.

Anthony's Textbook of Anatomy & Physiology - E-Book - Kevin T. Patton 2018-03-05

Just because A&P is complicated, doesn't mean learning it has to be. Anthony's Textbook of Anatomy & Physiology, 21st Edition uses reader-friendly writing, visually engaging content, and a wide range of teaching and learning support to ensure classroom success. Focusing on the unifying themes of structure and function and homeostasis, author Kevin Patton uses a very conversational and easy-to-follow narrative to guide you through difficult A&P material. The new edition of this two-semester text has been updated to ensure you have a better understanding of how the entire body works together. In addition, you can connect with the textbook through a number of free electronic resources, including , an electronic coloring book, 3D animations, and more! Conversational writing style at a 11.7 reading level (the lowest available for 2-semester A&P books) makes text engaging and easy to understand. Updated Genetics chapter includes important advancements in that field. Updated content on osmosis revised to make it more simple and accurate. More than 1,400 full-color photographs and drawings illustrate the most current scientific knowledge and bring difficult concepts to life. Includes a unique color key to show color scheme that is used consistently throughout the book (for example, bones are off white, enzymes are lime green, nucleus is purple). UNIQUE! Consistent unifying themes, such as the Big Picture and Cycle of Life sections in each chapter, help you comprehend the interrelation of body systems and how the structure and function of these change in relation to age and development. Numerous feature boxes including: Language of Science and Language of Medicine, Mechanisms of Disease, Health Matters, Diagnostic Study, FYI, Sport and Fitness, and Career Choices provide interesting and important sidebars to the main content. Quick Check Questions reinforce learning by prompting you to review what you've just read. Chapter outlines, chapter objectives and study tips begin each chapter. NEW! Integrative Unit Closers ties together content with integrative critical thinking questions. NEW! Additional and updated Connect It! boxes (renamed from A&P Connect) provide relevant "bonus" information for you to explore. NEW! All-new animations in the text and on Evolve companion site help you understand the reasoning and knowledge behind each answer and assist with recalling correct answers.

Prosthetics & Orthotics in Clinical Practice - Bella J May 2011-03-08

A clinical focus with unfolding case studies, stimulating questions, and an outstanding art program of 550 photographs and line illustrations make important concepts easy to understand and apply. You'll also find a discussion, unique to this text, of the pathology of what necessitates amputations and why you would choose one prosthetic/orthotic over another.

Corporate Communication - Joep Cornelissen 2011-04-06

This book incorporates current thinking on corporate communication from both the academic and practitioner worlds, combining a comprehensive theoretical foundation with practical guidance and insights to assist managers in their strategic and tactical communication decisions. Rich case-study examples are provided from companies in the United States, the U.K., continental Europe, South-East Asia, and Australia.

EBOOK: Management Control Systems: European Edition - Robert Anthony 2013-04-16

Management Control Systems helps students to develop the insight and analytical skills required of today's managers. Students uncover how real-world managers design, implement and use planning and control systems to implement business strategies. The first European edition is specifically aimed at an international audience and it has been

thoroughly updated to include the latest developments in the field.

People in Organisations - Valerie Bell 1987

A Handbook of Corporate Governance and Social Responsibility -

Güler Aras 2016-03-16

The current economic situation has highlighted deficiencies in corporate governance while also showing the importance of stakeholder relations. It has also raised the profile of the debates regarding corporate social responsibility and shown the inter-relationship with governance. And the two together are essential for sustainable business. The social and environmental contexts of business are generally considered to be as significant as the economic and financial contexts and good governance will address all of these aspects. The combination of these aspects offers long term benefits for a firm, such as reducing risk and attracting new investors, shareholders and more equity as well as sustainable performance. Written by experts from all over the world, A Handbook of Corporate Governance and Social Responsibility is the most authoritative single-volume guide to the relationship between good governance and social responsibility and the reality of managing both. In addition to the theory and practice of governance and CSR, the book includes case studies from large and small organizations and NGOs to highlight examples of good and bad practice, and to show international and cultural similarities and differences while at the same time furthering the debate regarding the relationship between good governance and social responsibility.

Dissertation Abstracts International - 2001

Case Studies in Pain Management - Alan David Kaye 2014-10-16

Edited by internationally recognized pain experts, this unique book describes 73 real life clinical cases, each followed by discussion of pathogenesis, work-up, differential diagnosis and treatment options. Cases are divided into seven sub-topics: neurologic disorders, spinal disorders, musculoskeletal pain, visceral pain, headache and facial pain, cancer pain, and special topics such as pain in children and older adults. Discussions follow a question-and-answer format, facilitating learning and also enabling self-testing. Chapters are written by the foremost national and international leaders in the field of pain management, many of whom are pain program directors. Case Studies in Pain Management is an excellent learning source for trainees in pain management and a must-read for pain practitioners.

Management Consultancy - Joe O'Mahoney 2013-03-07

'Management Consultancy' provides a comprehensive introduction to the consulting industry. The text begins with the presentation of a theoretical underpinning, before outlining how to carry out management consultancy and providing guidance on entering the industry.

Joining of Polymer-Metal Hybrid Structures - Sergio T. Amancio Filho 2018-02-06

A comprehensive introduction to the concepts of joining technologies for hybrid structures This book introduces the concepts of joining technology for polymer-metal hybrid structures by addressing current and new joining methods. This is achieved by using a balanced approach focusing on the scientific features (structural, physical, chemical, and metallurgical/polymer science phenomena) and engineering properties (mechanical performance, design, applications, etc.) of the currently available and new joining processes. It covers such topics as mechanical fastening, adhesive bonding, advanced joining methods, and statistical analysis in joining technology. Joining of Polymer-Metal Hybrid Structures: Principles and Applications is structured by joining principles, in adhesion-based, mechanical fastened, and direct-assembly methods. The book discusses such recent technologies as friction riveting, friction spot joining and ultrasonic joining. This is used for applications where the original base material characteristics must remain unchanged. Additional sections cover the main principles of statistical analysis in joining technology (illustrated with examples from the field of polymer-metal joining). Joining methods discussed include mechanical fastening (bolting, screwing, riveting, hinges, and fits of polymers and composites), adhesive bonding, and other advanced joining methods (friction staking, laser welding, induction welding, etc.). Provides a combined engineering and scientific approach used to describe principles, properties, and applications of polymer-metal hybrid joints Describes the current developments in design of experiments and statistical analysis in joining technology with emphasis on joining of polymer-metal hybrid structures Covers recent innovations in joining technology of polymer-metal hybrid joints including friction riveting, friction spot joining, friction staking, and ultrasonic joining Principles

illustrated by pictures, 3D-schemes, charts, and drawings using examples from the field of polymer-metal joining Joining of Polymer-Metal Hybrid Structures: Principles and Applications will appeal to chemical, polymer, materials, metallurgical, composites, mechanical, process, product, and welding engineers, scientists and students, technicians, and joining process professionals.

Anatomy & Physiology (includes A&P Online course) E-Book - Kevin T. Patton 2018-01-31

Anatomy & Physiology (includes A&P Online course) E-Book

Strategic Brand Management - Richard H. Elliott 2007

Approaches the subject of brand management from a socio-cultural perspective, providing students with an understanding of the dynamics of the subject and enabling them to engage with the issues that lie within. This book also integrates more traditional notions of the brand in terms of equity and positioning within that framework.

Integrated Physiology and Pathophysiology E-Book - Julian L Seifter 2021-11-11

Edited by physiology instructors who are also active clinicians, Integrated Physiology and Pathophysiology is a one-stop guide to key information you need for early clinical and medical training and practice. This unique, integrated textbook unites these two essential disciplines and focuses on the most relevant aspects for clinical application. A concise, review-like format, tables and diagrams, spaced repetition for effective learning, and self-assessment features help you gain and retain a firm understanding of basic physiology and pathophysiology. Integrated Physiology and Pathophysiology works equally well as a great starting point in your studies and as a review for boards. Shares the knowledge and expertise of an outstanding editorial team consisting of two practicing clinicians who also teach physiology and pathophysiology at Harvard Medical School, plus a top Harvard medical student. Provides an integrated approach to physiology and pathophysiology in a concise, bulleted format. Chapters are short and focus on clinically relevant, foundational concepts in clear, simple language. Employs focused repetition of key points, helping you quickly recall core concepts such as pressure-flow-resistance relationships, ion gradients and action potentials, and mass balance. You'll revisit these concepts in a variety of meaningful clinical contexts in different chapters; this "spaced learning" method of reinforcement promotes deeper and more flexible understanding and application. Includes Fast Facts boxes that emphasize take-home messages or definitions. Contains Integration boxes that link physiology and pathophysiology to pharmacology, genetics, and other related sciences. Presents clinical cases and with signs and symptoms, history, and laboratory data that bring pathophysiology to life. Features end-of-chapter board-type questions, complete with clear explanations of the answers, to help prepare you for standardized exams. Evolve Instructor site with an image and test bank as well as PowerPoint slides is available to instructors through their Elsevier sales rep or via request at <https://evolve.elsevier.com>.

Sociological Abstracts - Leo P. Chall 2001

CSA Sociological Abstracts abstracts and indexes the international literature in sociology and related disciplines in the social and behavioral sciences. The database provides abstracts of journal articles and citations to book reviews drawn from over 1,800+ serials publications, and also provides abstracts of books, book chapters, dissertations, and conference papers.

HR: The Business Partner - Barbara Kenton 2012-05-23

With HR professionals increasingly expected to be "business partners", are you prepared with the skills and tools to make a positive difference to your organization? As the recognised definitive guide to the topic, HR: The Business Partner, second edition, offers practical insights to take you through the challenging process of business partnering, including:

- No-nonsense description of what business partnering entails, with case studies to illustrate real-life practice
- Detailed coverage of the common challenges and advice on how to overcome them
- Guidance on how to develop the skills and confidence required to work effectively

Covering the transition from working operationally to working strategically and the tools, techniques and skill sets needed for partnering, this inexpensive guide will help to both add real value to your business and to develop your career in business partnering. If you are aspiring to or about to embark on a business partner role, this book will provide you with ideas and inspiration for the position.

Corporate Responsibility - Paul A Argenti 2015-07-01

Corporate Responsibility offers a concise and comprehensive introduction to the functional area of corporate responsibility. Readers will learn how corporate responsibility is good for business and how

leaders balance their organization's needs with responsibilities to key constituencies in society. Author Paul A. Argenti engages students with new and compelling cases by focusing on the social, reputational, or environmental consequences of corporate activities. Students will learn how to make difficult choices, promote responsible behavior within their organizations, and understand the role personal values play in developing effective leadership skills.

Visualizing Project Management - Kevin Forsberg 2005-11-11
THE PROJECT MANAGEMENT CLASSIC-REVISED AND EXPANDED Now Includes Downloadable Forms and Worksheets Projects are becoming the heart of business. This comprehensive revision of the bestselling guide to project management explains the processes, practices, and management techniques you need to implement a successful project culture within your team and enterprise. Visualizing Project Management simplifies the challenge of managing complex projects with powerful, visual models that have been adopted by more than 100 leading government and private organizations. In this new Third Edition, the authors-leading thinkers and practitioners in the field-keep you on the cutting edge with a sophisticated approach that integrates project management, systems engineering, and process improvement. This advanced content can help take your career and your organization well beyond the fundamentals. New, downloadable forms, templates, and worksheets make it easy to implement powerful project techniques and tools. Includes references to the Project Management Institute Body of Knowledge and the INCOSE Handbook to help you pass: The Project Management Professional Certification Exam The INCOSE Systems Engineer Certification Exam (CSEP) "I recommend this book to all those who aspire to project management [and] those who must supervise it." —Norman R. Augustine, former chairman and CEO Lockheed Martin Corporation "The importance of this excellent book, able to encompass these two key disciplines [systems engineering and project management], cannot be overemphasized." —Heinz Stoewer, President, INCOSE

Anatomy and Physiology - E-Book - Kevin T. Patton 2015-02-10
Anatomy and Physiology - E-Book
Value Management of Construction Projects - John Kelly 2014-09-02
Value Management is a philosophy, set of principles and a structured management methodology for improving organisational decision-making and value-for-money. The second edition builds on the success of the first edition by extending the integrated value philosophy, methodology and tool kit to describe the application of Value Management to the areas of service delivery, asset management, and, Programmes, in addition to Projects, products and processes. Value Management is a well-established methodology in the international construction industry, and in the UK has been endorsed as good practice in a range of government sponsored reports. In this book the authors have addressed the practical opportunities and difficulties of Value Management by synthesising the background, international developments, benchmarking and their own extensive consultancy and action research experience in Value Management to provide a comprehensive package of theory and practice. The second edition retains the structure of the first edition, covering methods and practices, frameworks of value and the future of value management. It has been thoroughly updated, and a number of new chapters added to encapsulate further extensions to current theory and practice. In particular, the new edition responds to: A range of recent UK industry and government publications; and most notably BS EN 16271:2012 - Value management: Functional expression of the need and functional performance specification; the imminent update of BS EN 12973:2000 Value Management; BS EN 1325 Value Management - Vocabulary, Terms and definitions; the changes to "Value for Europe" governing the training and certification of Value Management in European Union countries; the UK Government's Management of Value (MoV) initiative, together with other leading reports, international guidance and standards on Value Management. Research in Value Management undertaken since publication of the first edition. Changes in Value Management practice particularly in Programmes and Projects. Developments in the theory of value, principally value for money measures, whole life value option appraisal, and benefits realisation. Initiatives in asset management initiatives covering the management of physical infrastructure, for example the recent launch of a suite of three standards under the generic title of BS ISO 55000: 2014 Asset Management, and its predecessor BSI PAS55 2008 "Asset Management: Specification For The Optimized Management Of Physical Assets" The second edition contains a dedicated chapter of exemplar case studies drawn from the authors' experience, selected to demonstrate the new

areas of theory and practice. An Appendix includes an extensive set of tools and techniques of use in Value Management practice. Construction clients, including those in both the public and private sectors, and professionals such as construction cost consultants, quantity surveyors, architects, asset managers, construction engineers, and construction managers will all find Value Management of Construction Projects to be essential reading. It will also be of interest to researchers and students on construction related courses in Higher Education - particularly those at final year undergraduate and at Masters level.

Corporate Responsibility - Michael Blowfield 2014
This textbook examines the multiple dimensions to corporate responsibility, creating a framework that presents a historical and interdisciplinary overview of the field, a summary of different management approaches and a review of the key actors and trends worldwide.

Case-Based Reasoning Research and Development - David W. Aha 2001-07-18

This book constitutes the refereed proceedings of the 4th International Conference on Case-Based Reasoning, ICCBR 2001, held in Vancouver, BC, Canada, in July/August 2001. The 36 revised full research papers and 14 revised full application papers presented together with 3 invited papers were carefully reviewed and selected from 81 submissions. The papers address all current foundational and theoretical aspects of case-based reasoning as well as advanced applications in a variety of fields.

The Structuring of Organizations - Henry Mintzberg 1979

How do organizations structure themselves? A synthesis of the empirical literature in the field, supported by numerous examples and illustrations, provides images that produce a theory. The author introduces five basic configurations of structure - the simple structure, the machine bureaucracy, the professional bureaucracy, the divisionalized form, and the adhocracy. This book reveals that structure seems to be at the root of many questions about organizations and why they function as they do.

Case Study Research in Software Engineering - Per Runeson 2012-03-07

Based on their own experiences of in-depth case studies of software projects in international corporations, in this book the authors present detailed practical guidelines on the preparation, conduct, design and reporting of case studies of software engineering. This is the first software engineering specific book on the case study research method.

Resources in Education - 1995-07

Index to Theses with Abstracts Accepted for Higher Degrees by the Universities of Great Britain and Ireland and the Council for National Academic Awards - 2007

Business With Purpose: Advancing Social Enterprise - Stephens Balakrishnan Melodena 2020-02-26

A Social Enterprise Venture (SEV) is defined as an organization, initiative or startup that has a strong social innovation characteristic focusing on a scalable and sustainable social wealth creation or sustainable living at the individual or community level. Most books that deal with SEVs, unfortunately still focus on non-profits. Current market trends indicate non-profits need more sustainable funding mechanisms for survival. This book focuses on the growing need to build a business with purpose. With the growing role of the private sector in the development arena, as highlighted by the UN Sustainable Development Goals, all firms need to relook entrepreneurship from a 'business-with-purpose' lens. The fact that venture capitalists/private equity firms are acquiring social ventures (like Bain Capital and TOMS), or that SEVs are being divested (L'Oreal and Body Shop), reinforces the need to understand which business models work. One of the biggest barriers for growth of SEVs is scalability and internationalization. This book fills the present gap between research and practice; and the non-profits and for-profit worlds.

The Green Multiplier - L. Preuss 2005-05-31

What contribution can industry make to environmental protection? One corporate function has so far remained outside academic limelight, namely purchasing and supply chain management. This book seeks to redress the balance by putting forward a theory that places environmental responsibility firmly in the hands of supply chain managers - the green multiplier. By influencing purchasing decisions up and down the supply chains, managers can make a difference to the world's natural environment.

Physical Rehabilitation - Susan B O'Sullivan 2019-01-25

Rely on this comprehensive, curriculum-spanning text and reference now and throughout your career! You'll find everything you need to know

about the rehabilitation management of adult patients... from integrating basic surgical, medical, and therapeutic interventions to how to select the most appropriate evaluation procedures, develop rehabilitation goals, and implement a treatment plan. Online you'll find narrated, full-color video clips of patients in treatment, including the initial examination, interventions, and outcomes for a variety of the conditions commonly seen in rehabilitation settings.

Post-Taylorism - Peter Auer 1990

Physical Agents in Rehabilitation - E Book - Michelle H. Cameron 2021-12-29

Learn how to select and apply physical agents to optimize patient outcomes! *Physical Agents in Rehabilitation, 6th Edition* provides evidence-based guidance for safe and effective use of agents such as heat and cold, lasers and light, ultrasound, electrotherapy, shock waves, hydrotherapy, traction, and compression. It makes clinical decision making easier with clear explanations of the scientific theory and physiology underlying each agent, and also describes current research and rationales for treatment recommendations. From physical therapist and educator Michelle H. Cameron and a team of expert contributors, this market-leading book includes access to the entire text as a fully searchable eBook. Comprehensive coverage of all physical agents including mechanisms, clinical effects, and application techniques for thermal agents, electrical currents, electromagnetic agents, and mechanical agents. UNIQUE! Step-by-step, illustrated Application Techniques boxes guide you in carrying out effective treatment options. Updated Electrical Stimulation, Ultrasound, and Laser Light Handbook is included in the eBook as a quick reference to use in the clinic. UNIQUE! Find the Evidence tables make it easy to find up-to-date, patient-specific evidence using the PICO (Patient, Intervention, Comparison, Outcome) framework. Research references throughout the book, focused on high-quality evidence. Updated review questions and answers help you master the material. NEW! Shock Wave Therapy chapter covers the principles, evidence base, and practical guidance for using this newly available physical agent. NEW! Updated Lasers, Light and Photobiomodulation chapter adds over 100 new references and more specific guidance for selecting parameters for clinical application. NEW! Enhanced eBook version - included with print purchase - allows access to the entire, fully searchable text, along with figures and references from the book, on a variety of devices.

21st Century Management: A Reference Handbook - Charles Wankel 2008

Ordered as part of a set on ID 7574134.

Corporate Responsibility - Mick Blowfield 2011-01-27

The new edition examines the multiple dimensions of corporate responsibility. Taking a critical perspective, the authors create a framework that presents an historical and interdisciplinary overview of the field; a summary of different management approaches; and a review of the key actors and trends worldwide.

Anatomy and Physiology Adapted International Edition E-Book - Kevin T. Patton 2019-05-11

Anatomy and Physiology Adapted International Edition E-Book

Fundamentals of Nursing E-Book - Barbara L Yoost 2019-01-23

Yoost and Crawford's *Fundamentals of Nursing* is back for a second-edition encore! The text that made its name by focusing on simple language and active learning continues its focus on helping you truly understand, apply, and retain important nursing information and

concepts. Using a warm and conversational style, this new second edition guides you towards a basic understanding of the nursing profession and then logically progresses through the nursing process and into the safe and systematic methods of applying care. Each chapter features realistic and complex case studies and critical thinking exercises woven throughout the content to help you continually apply what you've learned to actual patient care. A conceptual care mapping approach — created by Yoost and Crawford themselves — further your ability to make clinical judgments and synthesize knowledge as you develop plans of care after analyzing and clustering related patient assessment data. All of this paired with a wealth of student-friendly learning features and clinically-focused content offers up a fundamentally different — and effective — way for you to easily master the fundamentals of nursing. UNIQUE! Warm, friendly writing style slows down the pace of information to give readers time to critically think and master all fundamental concepts and skills. UNIQUE! Building block approach groups topics and concepts together thematically, in the order needed for readers to build their knowledge. UNIQUE! Objective-driven approach presents clearly defined, numbered objectives that coordinate with all content and then wrap up with Objective Summaries. UNIQUE! Active learning activities are incorporated throughout every chapter to help readers learn to apply chapter content to broader nursing concepts and realistic patient scenarios. UNIQUE! Conceptual care mapping is taught and used throughout the text in conjunction with the Conceptual Care Map Creator. UNIQUE! Emphasis on QSEN reinforces the Quality and Safety Education for Nurses competencies, including: patient-centered care, teamwork and collaboration, evidence-based practice, quality improvement, safety, and informatics. Special feature boxes cover the areas of: diversity consideration, evidence-based practice, informatics, patient education, healthy literacy, health assessment questions, interprofessional collaboration and delegation, ethical and legal practice, home care considerations, safe practice alerts, QSEN, critical thinking exercises, and nursing care guidelines. NEW! Interprofessional collaboration and delegation content appears throughout the text along with new IPE activities that are integrated into the Evolve resources. NEW & UNIQUE! Review and exam questions tied to learning objectives use a building-block style approach that starts at lower Bloom's taxonomy levels in early chapters and builds to more complex levels as readers acquire more knowledge. NEW! Emphasis on assignment and delegation covers the differences between them and how and when they're appropriate for an RN. NEW! Content on complementary therapies has been integrated throughout the text to reflect the changes to the NCLEX exam. NEW! Additional information has been added in the areas of HCAHPS, Health Literacy, Patient Education, Drugs of Abuse, Zika, Ebola, and more.

Retail Power Plays - Michael Jary 2016-07-27

How can retail brand power be built and maintained? What are the implications of this for 'producer brands' like Coca-Cola? How will retailing look in the twenty-first century? This book sets out strategies and implementation programmes for building strong brands in retailing, to create competitive differentiation and superior financial returns. It begins with an analysis of how retail and 'own label' brands have leap-frogged traditional producer brands. The authors argue that this is changing the consumer goods industry. To meet these new challenges, the book sets out action plans and examines branding strategies in a number of different market sectors. It also uses analysis and case-studies from around the world, particularly the USA, Europe and Japan.

Managing Best Practice - 1999