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Solving complex problems and selling their solutions is critical for personal and

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organizational success. For most of us, however, it doesn't come naturally and we haven't been taught how to do it well. Research shows a host of pitfalls trips us up when we try: We're quick to believe we understand a situation and jump to a flawed solution. We seek to confirm our hypotheses and ignore conflicting evidence. We view challenges incompletely through the frameworks we know instead of with a fresh pair of eyes. And when we communicate our recommendations, we forget our reasoning isn't obvious to our audience. How can we do it better? In *Cracked It!*, seasoned strategy

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professors and consultants Bernard Garrette, Corey Phelps and Olivier Sibony present a rigorous and practical four-step approach to overcome these pitfalls. Building on tried-and-tested (but rarely revealed) methods of top strategy consultants, research in cognitive psychology, and the latest advances in design thinking, they provide a step-by-step process and toolkit that will help readers tackle any challenging business problem. Using compelling stories and detailed case examples, the authors guide readers through each step in the process: from how to state, structure and then solve



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problems to how to sell the solutions. Written in an engaging style by a trio of experts with decades of experience researching, teaching and consulting on complex business problems, this book will be an indispensable manual for anyone interested in creating value by helping their organizations crack the problems that matter most.

This book presents emerging technology management approaches and applied cases from leading infrastructure sectors such as energy, healthcare, transportation and

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education. Featuring timely topics such as fracking technology, electric cars, Google's eco-friendly mobile technology and Amazon Prime Air, the volume's contributions explore the current management challenges that have resulted from the development of new technologies, and present tools, applications and frameworks that can be utilized to overcome these challenges. Emerging technologies make us rethink how our infrastructure will look in the future. Solar and wind generation, for example, have already changed the dynamics of the power sector. While they have helped to reduce the

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use of fossil fuels, they have created management complications due to their intermittent natures. Meanwhile, information technologies have changed how we manage healthcare, making it safer and more accessible, but not without implications for cost and administration. Autonomous cars are around the corner. On-line education is no longer a myth but still a largely unfulfilled opportunity. Digitization of car ownership is achievable thanks to emerging business models leveraging new communication technologies. The major challenge is how to evaluate the relative costs and benefits of these

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technologies. This book offers insights from both researchers and industry practitioners to address this challenge and anticipate the impact of new technologies on infrastructure now and in the future.

Beyond Vision is the first English-language collection of essays on art by Pavel Florensky (1882-1937), Russian philosopher, priest, linguist, scientist, mathematician - and art historian. In addition to seven essays by Florensky, the book includes a biographical introduction and an examination of Florensky's contribution as an art

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historian by Nicoletta Misler. Beyond Vision reveals Florensky's fundamental attitudes to the vital questions of construction, composition, chronology, function and destination in the fields of painting, sculpture and design. His reputation as a theologian and philosopher is already established in the English-speaking world, but this first collection in English of his art essays (translated by Wendy Salmond) will be a revelation to those in the field. Pavel Florensky was a true polymath: trained in mathematics and philosophy at Moscow University, he rejected a scholarship in

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advanced mathematics in order to study theology at the Moscow Theological Academy. He was also an expert linguist, scientist and art historian. A victim of the Soviet government's animosity towards religion, he was condemned to a Siberian labor camp in 1933 where he continued his work under increasingly difficult circumstances. He was executed in 1937.

This textbook provides students with real-world social marketing case studies from different countries and regions around the world, taking learners from classroom theory

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to practice. The primary objective is to clearly portray to students distinct, identifiable steps that are essential for successful social marketing campaigns. Core social marketing practices are applied to each case to help students master social marketing principles and apply them to their own real world social marketing activities in order to affect positive social change. This textbook first provides the tools necessary to understand the effective application of social marketing, and then offers 24 case studies exemplifying effective social marketing efforts from all around the world.

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Specifically, Part I clearly and concisely explains the principles of social marketing in five chapters:

- Upstream vs. downstream social marketing, SWOT, competition
- Fundamentals of social marketing, ethics
- Formative and Evaluative Research
- Theories applied in social marketing
- A historical perspective on social marketing

Part II features 24 social marketing case studies that demonstrate the application of social marketing principles. All 24 cases follow a consistent structure that includes:

- Background
- Positioning
- SWOT
- Research
- Objectives
- The 4 P's
- Target audience



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Evaluation • Barriers and benefits • Discussion • Competition This format allows for students and professors to easily and effectively select individual cases and compare between cases. This textbook also allows instructors to encourage critical thinking by having students compare and contrast not only the cases themselves, but the applications used. In addition, teaching guides with answers to discussion questions, suggestions for activities inside and outside of the classroom and further readings are available to assist professors in teaching from this book.

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The best way to select emerging markets to exploit is to evaluate their size or growth potential, right? Not according to Krishna Palepu and Tarun Khanna. In *Winning in Emerging Markets*, these leading scholars on the subject present a decidedly different framework for making this crucial choice. The authors argue that the primary exploitable characteristic of emerging markets is the lack of institutions (credit-card systems, intellectual-property adjudication, data research firms) that facilitate efficient business operations. While such

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"institutional voids" present challenges, they also provide major opportunities—for multinationals and local contenders. Palepu and Khanna provide a playbook for assessing emerging markets' potential and for crafting strategies for succeeding in those markets. They explain how to:

- Spot institutional voids in developing economies, including in product, labor, and capital markets, as well as social and political systems
- Identify opportunities to fill those voids; for example, by building or improving market institutions yourself
- Exploit those opportunities through a rigorous five-phase

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process, including studying the market over time and acquiring new capabilities Packed with vivid examples and practical toolkits, Winning in Emerging Markets is a crucial resource for any company seeking to define and execute business strategy in developing economies.

This book provides the latest research in the application of innovative technology to the tourism industry in Bangladesh, covering the perspectives, theories, issues, complexities, as well as opportunities and the challenges present. This book provides a blend of

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comprehensive and cross disciplinary as well as international insights from contributors to cover the various technologies in tourism. This book focuses on the importance of technologies in tourism, specifically the application and practice of such technologies including the relevant niches in tourism. This book also comprehensively highlights technologies that are impacting the tourism industry in Asia as well as reveals the specific constraints. The contents of this book deal with distinct topics such as mobile computing, new product designs, innovative technology usages in tourism promotion,

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technology-driven sustainable tourism development, location-based apps, mobility, accessibility and so on. This book is a significant contribution towards the very limited knowledge and under published area of tourism in Bangladesh. This book is designed to accommodate readers that from both both qualitative and quantitative research theory and practices. This book identifies specific examples of the existing tourism products and services in order to better promote and boost the tourism industry by suggesting tourism products and services available in Bangladesh. This book addresses a number of

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key issues and solutions by examining the products and services and the need for improved tourism marketing and development in Bangladesh as the central themes.

This book focuses on supply chain management in emerging markets. The authors present issues relating to supply chain development covering countries such as Brazil, China, the Czech Republic, Russia, Indonesia, Malaysia, Nepal, Turkey, Egypt and South Africa and focuses on the challenges faced when the supply chain is designed and maintained. Such challenges derive from issues to do with

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risk, security, quality management and infrastructure among others. Case studies and survey results are presented in chapters which explore practical solutions to these issues. The latter will be of interest not only to local and international managers, but also to students who are interested in emerging economies. The book covers manufacturing, retail and food chains at the local and international levels.

This book offers innovative ideas and frameworks for sustainable strategizing to advance business by scaling-up its positive



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impact, which is so urgently needed at this time in the 21st century. It shows practitioners how to effectively deal with socio-ecological systems' disruptions to their operating environments and play an active role in transforming markets toward a sustainable future. In short, the book demonstrates how to make business sense of sustainability, highlighting new approaches and examples that translate sustainability into strategy and action. The ultimate goal is to provide a path toward a thriving future for both business and society. This book was written for strategy practitioners and

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decision makers who want to understand why sustainable strategizing is important in today's business world and are seeking actionable business knowledge they can apply in their companies. It was also written for students of management and can be used as a supplemental text to support traditional graduate and undergraduate management courses.

Aiming to bridge the gap between theory and application, this work focuses on strategic management.

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This book applies system theory to analyze the operation and structure of the complex earth surface system, including the interactions between society and nature that cause environmental degradation and threats to human populations. The possible ways to harmonize the operation of a global society as a complex system using the United Nation sustainable development goals are investigated, as well as the major efforts currently implemented to achieve this objective and why many are unsuccessful. Readers will learn this material through case studies that assess the essential conditions

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required to occupy a planet sustainably, and examine the complex interactions between society and nature in the atmosphere, hydrosphere, biosphere, and outer layers of the lithosphere. The book is written for undergraduate students in geography, earth sciences, environmental sciences, and ecology, and will also appeal to environmental agency employees, nature protection representatives, teachers, and researchers.

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