

## Exploring

This book considers various approaches for surpassing the standard quantum limit for force measurements. It then proposes different experimental protocols for using optomechanical interactions to explore quantum behaviors of macroscopic mechanical objects.

How does Einstein's description of space and time compare with Doctor Who? Can James Bond really escape from an armor-plated railroad car by cutting through the floor with a laser concealed in a wristwatch? What would it take to create a fully intelligent android, such as Star Trek's Commander Data? Exploring Science Through Science Fiction addresses these and other intriguing questions, using science fiction as a springboard for discussing fundamental science concepts and cutting-edge science research. It includes references to original research papers, landmark scientific publications and technical documents, as well as a broad range of science literature at a more popular level. The revised second edition includes expanded discussions on topics such as gravitational waves and black holes, machine learning and quantum computing, gene editing, and more. In all, the second edition now features over 220 references to specific scenes in more than 160 sci-fi movies and TV episodes, spanning over 100 years of cinematic history. Designed as the primary text for a college-level course, this book will appeal to students across the fine arts, humanities, and hard sciences, as well as any reader with an interest in science and science fiction. Praise for the first edition: "This journey from science fiction to science fact provides an engaging and surprisingly approachable read..." (Jen Jenkins, Journal of Science Fiction, Vol. 2 (1), September 2017)

Jeffrey P. Greenman and Gene L. Green edit this collection of essays from the proceedings of the 2011 Wheaton Theology Conference. The essays explore the past, present and future shape of biblical interpretation and theological engagement in the Majority World. Leading scholars from around the world interact with the key theological issues being discussed in their regions. In addition, some theological voices from minority communities in North America address issues particular to their context and which often overlap with those central in Majority World theology. Contributors include Vince Bacote, Samuel Escobar, Ken Gnanakan, James Kombo, Mark Labberton, Terry LeBlanc, Juan Martinez, Ruth Padilla DeBorst, Lamin Sanneh, Andrew Walls, K. K. Yeو and Amos Yong.

The planets fascinate us, and naturally we care about our own Earth, and things like how well we can forecast the weather and whether climate is really changing. Exploring the Planets offers a personal account on how the space programme evolved. It begins in the era of the first blurry views of our Earth as seen from space, and ends with current plans for sophisticated robots on places as near as our neighbours Venus and Mars and as far away as the rainy lakelands of Saturn's planet-sized moon Titan. Examining the scientific goals of these complex voyages of discovery, and the joys and hardships of working to achieve them. The Space Age is now about 50 years old and for those lucky enough to be part of it at its inception, it's filled a working lifetime. Today, several satellites around the Earth have studied the atmosphere and the climate using instruments on board that the author helped design and build. 'Deep space' missions were embarked upon to visit the planets: all of the major bodies (six planets, the Moon and minor bodies, asteroids and comets) of the classical Solar System have been scrutinised close-up by experiments built in various laboratories worldwide. Most of the narrative is based on the author's experiences at the world's space agencies, research labs, and conferences, and at other places as diverse as Cape Canaveral and No. 10 Downing Street.

One Bread, One Body

Exploring Ordinary Theology

Exploring the Gospel of Luke

Everyday Christian Believing and the Church

A Collection of Myths and Legends Concerning the Sun and Its Worship

Exploring the Contextual Nature of Theology and Mission

Exploring Intertextuality

*Photography shows us how to look at things from different perspectives, to reflect, to communicate and to express ourselves in a way that goes beyond words. The creative and introspective qualities of this accessible arts medium make it an ideal tool for use in therapeutic contexts. In this book, Claire Craig explores how professionals working with groups can use photography to promote self-exploration and positive change. She explains how the technique works, who it can help, and how to set up and run a group. Each chapter revolves around a key self-development theme, such as communication, reflection, relationship-building and self-esteem, and contains activities which are suitable for all ages and abilities. For each activity, requirements are clearly specified, and both a warm-up and extension activity offered. Along the way, examples of photographs taken by participants in response to particular themes, and the explanations which accompany them, are provided as inspiration. This practical guide can be used in group work across a broad range of contexts, including in schools, colleges, youth groups, community settings, residential care, in-patient and day hospitals. It will be of interest to occupational therapists, arts therapists, social workers, teachers and any other practitioners interested in ways of promoting personal development through creative means.*

*This book aims to provide advanced students of biblical studies, seminarians, and academicians with a variety of intertextual strategies to New Testament interpretation. Each chapter is written by a New Testament scholar who provides an established or avant-garde strategy in which: 1) The authors in their respective chapters start with an explanation of the particular intertextual approach they use. Important terms and concepts relevant to the approach are defined, and scholarly proponents or precursors are discussed. 2) The authors use their respective intertextual strategy on a sample text or texts from the New Testament, whether from the Gospels, Acts, Pauline epistles, Disputed Pauline epistles, General epistles, or Revelation. 3) The authors show how their approach enlightens or otherwise brings the text into sharper relief. 4) They end with recommended readings for further study on the respective intertextual approach. This book is unique in providing a variety of strategies related to biblical interpretation through the lens of intertextuality.*

*For every woman who has ever been called outdoorsy comes a collection of stories that inspires unforgettable adventure. Beautiful, empowering, and exhilarating, She Explores is a spirited celebration of female bravery and courage, and an inspirational companion for any woman who wants to travel the world on her own terms. Combining breathtaking travel photography with compelling personal narratives, She Explores shares the stories of 40 diverse women on unforgettable journeys in nature: women who live out of vans, trucks, and vintage trailers, hiking the wild, cooking meals over campfires, and sleeping under the stars. Women biking through the countryside, embarking on an unknown road trip, or backpacking through the outdoors with their young children in tow. Complementing the narratives are practical tips and advice for women planning their own trips, including: • Preparing for a solo hike • Must-haves for a road-trip kitchen • Planning ahead for unknown territory • Telling your own story A visually stunning and emotionally satisfying collection for any woman craving new landscapes and adventure.*

*This volume explores how the idea of civil society has been translated in different cultural contexts and examines its impact on politics worldwide. Comparing and contrasting civil society in Latin America and Eastern Europe, Western Europe and the United States, Africa and South Asia, and the Middle East, the contributors show that there are multiple interpretations of the concept that depend more on the particular political configuration in different parts of the world than on cultural predilections. They also demonstrate that the power of civil society depends less on abstract definitions, and more on the extent to which it is grounded in the context of actual experiences from around the world. This book includes some of the biggest names in the area such as Mary Kaldor, Ronnie Lipschutz and Helmut Anheier.*

*Exploring Welfare Bricolage in Europe's Superdiverse Neighbourhoods*

*Exploring Book of Mormon in America's Heartland*

*Exploring the Self Through Photography*

*Photobook*

*Exploring Science Through Science Fiction*

*Exploring Proactive Market Strategies*

*Contemporary Issues for Theory and Practice*

*We are so used to Earth and its wonders that sometimes it is hard to remember that it is just one of the millions of planets scattered throughout the universe. In this heavily illustrated volume, students will learn all about our home planet and its moon. Packed with facts about the planet's properties, students will learn how Earth and the moon work together, what we have learned about the moon from years of space exploration, and the moon's influence on weather and ocean tides. One day they might even live in a colony on the moon!*

*Melissa Calaresu is the McKendrick Lecturer in History at Gonville and Caius College, University of Cambridge, UK. Filippo de Vivo is Senior Lecturer in Early Modern History at Birkbeck College, University of London, UK. Joan-Pau Rubies is Reader in International History at the London School of Economics and Political Science, UK.*

*This book explores the various manifestations of affects in British theatre of the 21st century. The introduction gives a concise survey of existing and emerging theoretical and research trends and argues in favour of a capacious understanding of affects that mediates between more autonomous and more social approaches. The twelve chapters in the collection investigate major works in Britain by playwrights and theatre makers including Mojisola Adebayo, Mike Bartlett, Alice Birch, Caryl Churchill, Tim Crouch and Andy Smith, Rachel De-laHay, Reginald Edmund, James Fritz, David Greig, Idris Goodwin, Zinnie Harris, Kieran Hurley, Lucy Kirkwood, Anders Lustgarten, Yolanda Mercy, Anthony Neilson, Lucy Prebble, Sh!t Theatre, Penelope Skinner, Stef Smith, Kae Tempest and Debbie Tucker Green. The interpretations identify significant areas of tension as they relate affects to the fields of cognition, politics and hope. In this, the chapters uncover interrelations of thought, intention and empathy; they reveal the nexus between identities, institutions and ideology; and, finally, they explore how theatre can accomplish the transition from a sense of crisis to utopian visions.*

*Remains to be Seen is a fascinating series which looks at the past through the archaeological evidence that remains today. Ancient Egypt looks at who the Egyptians were, and their everyday life, what Gods and Goddesses they believed in, and their religion. Also discussed is the history of Egypt during the reigns of the two Pharaohs - Akhenaten and Tutankhamun, the history behind their writing and art (hieroglyphs, papyrus, painting and sculpture), and finally the history of Egypt under the Greeks and Romans, and how the past is discovered today. There are fact boxes which highlight key facts and the text is supported by a wonderful array of photographs and maps. Ancient Egypt also features a time-line, glossary and full index.*

*Exploring Cultural History*

*Exploring a Heritage*

*Global Theology in Evangelical Perspective*

*Bee Vision, Forensic Imaging, and Other Near-Ultraviolet Adventures with Your DSLR*

*Exploring Leadership*

*Exploring Ultraviolet Photography*

*An Expository Commentary*

About This Book One night around 1897 they say Buddy Bolden stood up in a New Orleans Dance Hall and played the first hot blues. It was not until 1917 that the Original Dixieland Jazz Band made the first jazz recording. By 1927, after becoming the popular hit music of the Jazz Age, what we now call Classic Jazz was giving way to a new type of hot music-big band Swing. This book tells the story of the hectic thirty years during which the basic jazz of Buddy Bolden developed into Classic Jazz and then passed into History. It uncovers the music of the twenty hidden years before first the recordings began to appear. It is also the saga of the first jazz bands, their struggle to adapt to the changing demands of their audiences and the impetus they gave to the roaring twenties.

'Ordinary theology' characterizes the reflective God-talk of the great majority of churchgoers, and others who remain largely untouched by the assumptions, concepts and arguments that academic theology takes for granted. Astley coined the phrase in his innovative study, Ordinary Theology: Looking, Listening and Learning in Theology, arguing that 'speaking statistically ordinary theology is the theology of God's Church'. Exploring Ordinary Theology presents fresh contributions from a wide range of authors, who address the theological, empirical and practical dimensions of this central feature of ordinary Christian existence and the life of the Church. This volume presents a combination of practical, empirical research data and theoretical reflection to provide a comparative view of language and discourse in the courtroom. The work explores how the various disciplines of law and linguistics can help us understand the nature of "Power and Control" - both oral and written - and how it might be clarified to unravel linguistic representation of legal reality. It presents and examines the most recent research and theories at national and international levels. The book represents a valuable contribution to the study and analysis of courtroom discourse and courtroom cultures more generally. It will be of interest to students and researchers working in the areas of language and law, legal theory, interpretation, and semiotics of law.

From a historical perspective, similarities among the Lutheran churches in Denmark, Iceland, Norway, and Sweden are easily understood. But these previously homogeneous northern societies, built on a Lutheran tradition with close ties between church and state, are now considered to be among the most secular in the world, as well as being impacted by a growing presence of other religions. These changes present a major challenge to the churches concerning how to relate to the state and how to be a "folk church." The goal of this volume is to explore how Lutheran identity presently shapes churches in the north. What are the burning issues engaging these churches at the beginning of the third millennium? Are there signs that they are affected by the global emergence of a theology and practice commonly known as Neo-Pentecostal or Charismatic? What is the situation for women in these churches embedded in societies ranked among the world's most egalitarian? In what ways does their Lutheran heritage influence how these churches shape themselves today? The point of departure for this study is not a predetermined, normative understanding of what a Lutheran church is or should be, but the fact that the churches presented here represent what "Lutheranism" is today in this part of the world. Contributors include Anne-Louise Eriksson, Steinunn Arnthrudur Bjornsdottir, Solveig Anna Boasdottir, Niclas Blader, Carl Reinhold Brakenhielm, Thomas Ekstrand, Arnfríður Guðmundsdottir, Goran Gunner, Harald Hegstad, Hjalti Hugason, Roger Jensen, Halvard Johannessen, Peter Lodberg, Benedicte Hammer Præsthholm, Karin Sarja, Ulrika Svalfors, Merete Thomassen, Marie Thomsen, Marie Vejrup Nielsen, and Else Marie Wiberg Pedersen.

Exploring Civil Society

The End of Our Exploring

Inspired by the Work of Douglas Barnes

Exploring a New Frontier

1,000 Artists' Books

Exploring the Relationship Between Media, Libraries, and Archives

Exploring Landscapes and Geology on Gulf Shores and Islands

**Another new release of the highly sought-after classic commentary series from one of the most respected and articulate expositors of the twentieth century. "John Phillips writes with enthusiasm and clarity, ...cutting through the confusion and heretical dangers associated with Bible interpretation." -Moody Magazine**

**Feminist parenting creates unique challenges. As women experience the unique powerlessness of motherhood, they also hold the uncom- fortable power of acting as advocates for and as agents of socialization and social control over their children. Fathers may feel the desire for feminist parenting whilst experiencing a backlash and a lack of sup- port, while some parents may attempt to resist the binaries of mother- ing and fathering in their feminist parenting journey. Feminist parents may attempt to resist gender binaries; they may submit to them while attempting to foster critical dialogue; they may struggle with the dis- play of their own femininity and masculinity or, for some, its perceived lack. This book attempts to cast a lens on the messy and convoluted ways that feminist parents approach parenting their children in gender aware and gender fluid ways.**

**Selected as an Outstanding Academic Title by Choice Magazine, January 2010 Classroom talk, by which children make sense of what their peers and teachers mean, is the most important educational tool for guiding the development of understanding and for jointly constructing knowledge. So what practical steps can teachers take to develop effective classroom interaction? Bringing together leading international researchers and drawing on the pioneering work of Douglas Barnes, this book considers ways of improving classroom talk. Chapters cover: - classroom communication and managing social relations; - talk in science classrooms; - using critical conversations in studying literature; - exploratory talk and thinking skills; - talking to learn and learning to talk in the mathematics classroom; - the 'emerging pedagogy' of the spoken word. With an accessible blend of theory, research and practice, the book will be a valuable resource for teachers, teacher-trainers, policy makers, researchers and students.**

**Exploring Cultural Value presents ground breaking new research on the use of the cultural value lens to explain and investigate those areas of society where art and culture can have an impact or add value, beyond economic measures.**

**Chasing Rainbows: Exploring Gender Fluid Parenting Practices**

**She Explores**

**Off-Trail Adventures in Baja California**

**Exploring Cultural Diversity in Worship**

**Exploring Color Workshop, 30th Anniversary Edition**

**A Book about Questioning and the Confidence of Faith**

**The Cognition and Development of Discovery Processes**

*As a troubadour for global music and an instigator of cross-cultural worship for more than 15 years in a variety of denominational settings, including congregational, national, and international venues, Michael Hawn has observed many faithful people who find that a taste of Pentecost in worship is refreshing and invigorating. In One Bread, One Body: Exploring Cultural Diversity in Worship, Hawn seeks to help bridge the gap between the human tendency to prefer ethnic and cultural homogeneity in worship and the church's mandate to offer a more diverse and inclusive experience. He offers a rainbow vision of the universal church where young and old joyfully and thoughtfully respond to the movement of God's Spirit in multicultural worship. Hawn and four colleagues from Perkins School of Theology in Dallas formed a diverse team in ethnicity, gender, academic field of study, and denominational affiliation to study four United Methodist congregations in the Dallas area that are grappling with cross-cultural ministry. Their four case studies illustrate both the pain and the possibilities encountered in capturing the Spirit of Pentecost in worship. Hawn also offers a concise and practical theological framework as well as numerous strategies and an extensive bibliography for implementing "culturally conscious worship." This book is invaluable for congregations that want to undertake the hard work of cross-cultural worship.*

*David Klahr suggests that we now know enough about cognition—and hence about everyday thinking—to advance our understanding of scientific thinking.*

*Exploring the Practice of Statistics adapts the successful approach to data analysis of Moore, McCabe, and Craig's best-selling Introduction to the Practice of Statistics to new organization that is streamlined for a one-semester course. Exploring the Practice of Statistics introduces data collection early and covers tests of proportions before tests of means. An engaging new opening chapter motivates students by presenting an overview of major statistical ideas in the context of contemporary applications. Part Reviews offer a large set of exercises that ask students to choose from and work with related concepts presented in several chapters. With an emphasis on real data and sound pedagogy, Exploring the Practice of Statistics is an exciting new option for instructors. This third edition is a thoroughly revised and updated version of the bestselling text for undergraduate leadership courses. This book is designed for college students to help them understand that they are capable of being effective leaders and guide them in developing their leadership potential. The Relational Leadership Model (RLM) continues as the major focus in this edition, and the book includes stronger connections between the RLM dimensions and related concepts, as well as visual applications of the model. The third edition includes new student vignettes that demonstrate how the major concepts and theories can be applied. It also contains new material on social justice, conflict management, positive psychology, appreciative inquiry, emotional intelligence, and new self-assessment and reflection questionnaires. For those focused on the practice of leadership development, the third edition is part of a complete set that includes a Student Workbook, a Facilitation and Activity Guide for educators, and free downloadable instructional PowerPoint® slides. The Workbook is a student-focused companion to the book and the Facilitation and Activity Guide is designed for use by program leaders and educators.*

Corporate E-learning

Exploring Economics

*Exploring Courtroom Discourse  
A Guide to Socio-Rhetorical Interpretations  
Exploring Planet Earth and the Moon  
Activities for Use in Group Work  
Evangelical Lutheran Churches in the North*

Fully revised and updated with the latest data in the field, the Sixth Edition of Exploring the Dimensions of Human Sexuality represents all aspects of human sexuality and explores how it affects personality, development, and decision making. Using a student-friendly interpersonal approach, the text discusses contemporary concepts as well as controversial topics in a sensitive manner, and covers the physiological, biological, psychological, spiritual, and cultural dimensions of human sexuality. Exploring the Dimensions of Human Sexuality is an essential text for teaching sexuality and presents an integrated view of human sexuality that encourages students to pursue positive decisions, sexual health, and a lifetime of wellness.

"Off-Trail Adventures in Baja California describes--and maps and illustrates--nine hikes on islands, along coastal outcrops, and other special places where geography, geology, and ecology meet in singular ways"--Provided by publisher.

This paper attempts to identify Lebanon's greatest constraints to economic growth, following a growth diagnosis approach. It concludes that fiscal imbalances and barriers to entry are most binding on long-term growth. Macroeconomic imbalances and related perceived risks affect the nature of investment decisions in Lebanon, in favor of liquid instruments rather than longer-term productive investments. Further, many barriers to entry discourage agents from investing in a number of markets: legal impediments to competition, corruption, and a set of fiscal incentives favoring the allocation of resources to non-tradable sectors, where potential demand and investment opportunities are scarcer. In turn, using a steady-state computable general equilibrium model, the paper assesses the long-term growth impact of a selected set of policy reforms envisaged to lift such constraints. Results suggest that 1 to 2 percentage points of additional GDP growth per year could be gained through public expenditure reform, greater domestic competition, and tax harmonization.

New forms of digitalization and digital media technologies are positively and negatively disrupting the free flow of information preservation. These new technologies are revolutionizing the way messages are transmitted and breaking the traditional monopolization of information by well-established institutions. Exploring the Relationship Between Media, Libraries, and Archives provides emerging research on new digital trends in information preservation, origination, and sharing. While highlighting the current shift in information sharing from institutional archives to digital platforms, readers will learn how media, librarians, and archivists reinvent their processes to meet the ever-progressing needs of users. This book is an ideal resource for librarians, archivists, information preservers, and media professionals aiming to find a balance among the use of media, new digital technologies, libraries, and archives in preserving and furthering information sharing.

For College Students Who Want to Make a Difference  
Diverse Strategies for New Testament Interpretation of Texts

Sun Lore of All Ages  
Exploring Science  
Exploring Feeling on Page and Stage  
Essays in Honour of Peter Burke

*Migration-driven diversity means European cities are becoming increasingly superdiverse. Some European neighbourhoods have become places where newcomers arrive from across the world, speaking many different languages, from a range of socio-economic backgrounds and with diverse religious beliefs and practices, while living alongside long-established migrant and white European populations. This book focuses on what this increasing population diversity means for how people and local health and welfare service providers seek to address everyday health concerns - from minor and chronic conditions to acute and urgent problems. Using an innovative mixed-method approach crossing multiple disciplines and drawing together rich qualitative and robust quantitative data, this book offers unique insight into the complex and intricate actions, which often vary over space and time, implemented by both residents and care providers from eight superdiverse localities in four European countries, each with different health and welfare traditions. The book introduces the concept of welfare bricolage, using it as a mechanism to explore the structures and rationales underpinning need and actions, and how resources are connected across welfare regimes and borders and within locales. The book illustrates how, in the face of increasingly marketised, cash-strapped, restrictive and institutionally racist welfare states and healthcare regimes, individuals and service providers strive to address need. By focusing on welfare regimes, migration histories, everyday actions and resources within neighbourhoods, Exploring Welfare Bricolage in Europe's Superdiverse Neighbourhoods offers a unique insight into what people and providers actually do when faced with health concerns. The book highlights the role of structure and agency and moves beyond conventional approaches that focus on specific groups or sectors to research health and welfare by looking at whole populations and entire welfare ecosystems. The book's theoretical, methodological and empirical contributions will be of use to scholars, practitioners and policymakers interested in welfare, healthcare, diversity and migration.*

*In discussions of firm strategy, proactivity is often mentioned as an enabler of effective goal accomplishment and high performance. However, it is rarely explained what, more precisely, being more proactive actually entails, or even indeed defined what is meant by the term 'proactivity' in this particular context. This dissertation seeks to investigate proactivity and its role in shaping firms' market strategies. From prior research on proactivity in the strategic marketing domain, we know that proactive firms, on average, develop more radical innovation, are better at managing complex and highly competitive environments, and seem to achieve higher business performance. However, few, if any, of these prior studies properly define proactivity and take a more holistic perspective on its impact on firms' market strategies. In this dissertation I propose a definition of proactivity through three main proactive characteristics: being future-oriented, taking the initiative, and driving change. Thus, a proactive firm does not wait for things to happen and then react to those events. Instead, it keeps a long-term horizon on its scanning for market intelligence and takes action before things happen, in order to create the change needed to improve its situation. While certainly not all proactive actions are successes, particularly not if the firm lacks proper awareness of the situation or exceeds its capabilities in its striving to shape events, proactive firms do have access to a broader set of opportunities than their less proactive competitors. To understand how proactivity influences market strategies, it is first necessary to understand market strategy itself a bit closer. I define market strategies as firms' strategies for creating customer value. According to the market orientation literature, the basis of achieving long-term high firm performance is to consistently provide customers with superior value to that of the competition. Thus, firms' market strategies are squarely at the center of their efforts to become more successful. To study these strategies and the effects they have, it is necessary to go beyond strategy documents and study the actual activities that firms perform to implement them. A market strategy, in my conceptualization, can thus be perceived as a coherent set of activities aimed at fulfilling certain goals, leading to the creation of customer value. These activities can then be further categorized according to the strategic orientations that drive the firm's strategy-making, with customer orientation, competition orientation and innovation orientation being the orientations that have the most impact on market strategies. From this conceptual foundation, the dissertation takes four different approaches to investigating proactive market strategies, each presented in one of the four appended papers. In the first paper, a conceptual typology of different types of market strategies based on different value-creation logics - which are the combinations of responsiveness and proactivity that influence a firm's value-creation efforts - is presented. In the second paper, the market strategies of five proactive firms are investigated to find three generic proactive market strategies, each representing a typical way for firms to employ proactivity in their market strategies. The third paper uses fuzzy-set qualitative comparative analysis to investigate the configurations of proactivity, market environment and different market strategies that consistently lead to high market-strategic effectiveness. Finally, the fourth paper goes more in-depth in exploring the activities that firms employ to create value for customers, with particular focus on the different activities that are performed during different stages of contact with a customer. Through this thorough investigation of proactive market strategies, this dissertation presents a holistic view of proactivity and its impact on firms' market strategies and their associated activities. As this is the first proper holistic view of proactivity in market strategy and also the first attempt to properly define proactivity in the market-strategic context, the dissertation also provides directions for future research. "Vi måste vara mer proaktiva" är en fras som säkerligen har dragits på många strategimöten. I såväl internationaliserade jättar som lokala småföretag, tjänsteföretag likväl som tillverkande industrier, har det i styrelserum, ledningsmöten, pratats om behovet att vara mer proaktiv. Det uppenbara är att proaktivitet ses som något positivt, något som kan hjälpa företaget bli bättre, mer konkurrenskraftigt, och så vidare. Men vad menar man egentligen med att vara proaktiv i det här sammanhanget? Och hur påverkar det egentligen företags prestationsförmåga? Harald Brege vid Linköpings Universitet har studerat proaktivitet och hur företag kan använda det för att öka effektiviteten på sina marknadsstrategier, d.v.s. deras strategier för att skapa kundvärde. Proaktivitet är en nyckel som kan låsa upp möjligheter för företag att bli bättre på att hantera en föränderlig och komplex omvärld och stärka sin konkurrenskraft. Slår man upp ordet "proaktiv" i SAOL får man veta att det betyder förebyggande eller förutseende, men för att kunna användas som ett verktyg för strategikutveckling behövs en mer användbar definition än så. Ur ett strategiskt perspektiv så har proaktivitet tre huvudsakliga komponenter: att vara långsiktig, att ta initiativet och att driva förändring. Det viktigaste för ett proaktivt företag är att inte vara passiva och vänta på att något händer som tvingar dem till förändring eller att bara reaktivt agera på det som finns i omvärlden. Istället så blickar man framåt, identifierar de potentiella sät som en situation kan utvecklas på och tar sedan initiativet och agerar för att förändra situationen så att den passar företaget bättre. Dock så räcker det inte bara att bli proaktiv och så får man stora vinster på direkten. För att proaktiviteten ska bli framgångsrik så måste ett företag dels arbeta för att skaffa en grundlig förståelse av sin omgivning, dels se till de olika delarna i deras marknadsstrategi hänger ihop och arbetar mot samma mål. Är strategin otydlig eller om företaget håller på med saker de inte har insikt i så är proaktivitet istället sannolikt att ge dåliga resultat. Genom att arbeta för att förstå sina kunder på djupet så kan proaktiva företag snabbt komma med lösningar till behov, inklusive behov som kanske inte ens kunderna själva hade identifierat. Genom att aktivt arbeta med att förändra kunders uppfattning av vad en leverantör ska göra för dem och att påverka politiker och andra intressenter så kan proaktiva företag forma sina marknader för att bättre passa dem. Genom att driva produktutveckling som fokuserar på morgondagens produkter och att testa nya möjligheter, inte bara småförbättringar av samma gamla produkter, så kan proaktiva företag skapa innovativa nya erbjudanden som vänder upp och ner på marknaden. Dessa tre exempel belyser de tre generiska proaktiva marknadsstrategier som har identifierats: kundengagemang, marknadsformande, och innovationsledarskap.*

*Unlock the secrets to gorgeous, expressive, unforgettable color! Finding color combinations that not only work but excite the eye is one of the greatest challenges artists face. This updated and expanded 30th anniversary edition of the North Light classic Exploring Color teaches artists of all mediums and skill levels how to use and control color in their artwork and shows how exhilarating and enjoyable the ride can be. Popular art instructor and best-selling author Nita Leland will help you take any artwork you make to new color heights. Memorable paintings from more than 30 contributing artists are inside towill inspire you, along with 75+ hands-on exercises, 8 step-by-step demonstrations and countless nuggets of color knowledge--all in your own private workshop! Learn how to master color mixing, assemble the perfect palette for your artistic goals, select just the right color scheme, and communicate color in a way that elevates your designs way beyond the ordinary. Start a handy journal to keep track of your discoveries, with customized mixtures, color wheels, reference charts and other tools designed to uncover your color personality and help you work with color more efficiently. Nita knows that the quest for perfect color can be fun, and it can be yours. So stop guessing, and start exploring! "Beautiful color is no happy accident. Color can be learned." --Nita Leland*

*The aim of this text is to explore outdoor play in the early years focusing, in particular, on early years settings and young children aged 0 to 7 years.*

*Exploring Ancient Egypt  
Affects in 21st-Century British Theatre  
Exploring the Planets  
The Origins and Evolution of the New Orleans Style  
Stories of Life-Changing Adventures on the Road and in the Wild  
The Language of Power and Control  
Exploring the Dimensions of Human Sexuality*

*The book is a timeless art form, one that is as alive today as ever before, and artists continue to explore and explode the boundaries of what a book is and can be. In this beautiful collection, you will experience close-up various aspects of hand-crafted books: covers, bindings, scrolls, folded and origami structures and books made from found objects. You will find richly illustrated and calligraphed pages as well as books created from a variety of printed processes. Ingenuity and creativity abounds in this carefully curated collection of both historically important and modern works.*

*Do we know what it means to question well? We need not fear questions, but by the grace of God, we have the safety and security to rush headlong into them and find ourselves better for it on the other side. Faith isn't the sort of thing that will endure as long as our eyes are closed. The opposite is the case: Faith helps us see, and that means not shrinking from the ambiguities and the difficulties that provoke our most profound questions. In our embrace of questioning, we must learn to question well. In our uncertainty, we must not give up the task of walking worthy of the calling that Christ has placed upon us. For we have not yet reached the end of our exploring. This book is written to aid you in faithfully questioning your foundations.*

*The human eye perceives only light in the visible spectrum, but with specially modified cameras, lenses, and visible-light blocking filters, photographers can record ultraviolet wavelengths. In this book, author David Prutchi shows you how to select equipment that allows you to capture otherworldly UV images. You'll learn how to use filters that block visible light and prevent infrared light leaks and will discover how supplementing or overpowering sunlight with artificial UV light sources can help you create stronger images. You'll also learn postprocessing techniques designed to enhance your UV photographs. There is much to discover about the world as seen by bees, birds, and butterflies (and other creatures). Prutchi takes you into the wild to capture UV images that show how flowers advertise their nectar with beautiful markings to attract pollinating insects and birds. You'll also discover how butterflies that look dull in visible light burst with intricate, iridescent patterns in UV. Finally, you'll learn about the scientific, medical, and forensic uses of ultraviolet photography. From start to finish, this book will educate, inspire photographic creativity, and foster a better understanding of the UV world.*

*Exploring Economics, First Canadian Edition offers students a lively, back-to-the-basics approach designed to take the intimidation out of economics. With its short, self-contained learning units and its carefully chosen pedagogy, graphs, and photos, this text will help student's master and retain the principles of economics.*

*A Memoir  
Exploring Outdoor Play In The Early Years  
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Exploring the Texture of Texts  
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Exploring Cultural Value*

The End of Our ExploringA Book about Questioning and the Confidence of FaithMoody Publishers

In this book Vernon K. Robbins provides an accessible introduction to socio-rhetorical criticism, illustrating the method by guiding the reader through the study of specific New Testament texts and stories. An opening chapter outlines this new approach and its focus on values, convictions, and beliefs both in the text we read and in the world in which we live. Then follow studies and exercises dealing with specific textural features: inner texture, intertexture, social and cultural texture, ideological texture, and sacred texture.

Exploring the Book as Art  
Exploring the Practice of Statistics  
Exploring Early Jazz  
Exploring Macroscopic Quantum Mechanics in Optomechanical Devices  
Political and Cultural Contexts  
Exploring Lebanon's Growth Prospects