

Summer Training Project Report On Ntpc Bing

The Summer Training Project Report "Designing a digital marketing campaign for the marketing of cardiac procedures in the international market for Fortis Escorts Heart Institute" is prepared as a result of 8 weeks' training at the company's corporate office. After reading many peer reviewed articles, research has been done on the boom of medical tourism sector in India, rise of cardiovascular diseases in the world and the relevance of digital marketing and social media in particular has been detected. Therefore, all this research work executed through primary research (interviews of people at Fortis Healthcare Ltd.) and secondary research (research and analysis work done on the internet) has been taken into account while devising the strategy for the digital campaign. This report outlines all this research and analysis work conducted during the internship, the strategy formulated for the campaign and finally the tasks performed and learnings obtained during the course of the internship. About the Campaign Objective: To design a digital marketing campaign for the marketing of cardiac procedures in the international market for Fortis Escorts Heart Institute. Strategy: The following media have been proposed for marketing of cardiac procedures through the digital campaign in the international market: 1. Blogs 2. Search Engine Optimization (SEO) 3. YouTube 4. Twitter 5. Facebook

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page6. Facebook application7. Facebook ads8. Microsite9. Dedicated Chat Service10. Google AdWords11. Google AdSense12. Banner ads13. Pinterest14. Smartphone application15. Video Testimonials (iii)

Measure of effectiveness: Various methods have been proposed in the study to measure the success of the campaign, like Google Analytics, Adobe Digital Marketing Suite, Google Mobile App Analytics, etc. for measuring the traffic on website, microsite, blogs and mobile applications. Another measure is the calculation of the number of leads generated by the campaign.

Timeline: The proposed duration for running this campaign is minimum 6 months and if the campaign proves to be successful, it can be continued for an indefinite period of time. Basically, it can be kept running till the time it remains effective, i.e. till the time it is successful in generating leads and improving the brand image of the organization.

This is a concise presentation of the concepts underlying the design of digital communication systems, without the detail that can overwhelm students. Many examples, from the basic to the cutting-edge, show how the theory is used in the design of modern systems and the relevance of this theory will motivate students. The theory is supported by practical algorithms so that the student can perform computations and simulations. Leading edge topics in coding and wireless communication make this an ideal text for students taking

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just one course on the subject. Fundamentals of Digital Communications has coverage of turbo and LDPC codes in sufficient detail and clarity to enable hands-on implementation and performance evaluation, as well as 'just enough' information theory to enable computation of performance benchmarks to compare them against. Other unique features include space-time communication and geometric insights into noncoherent communication and equalization.

Industrial Action

Past, Present and Future

Foreign Operations, Export Financing, and Related Programs

Appropriations for 2007

The Imperfect

Annual Index

Annual Evaluation Report on Programs Administered by the U.S. Office of Education

Articles dealing with industrial action in Fitzroy, especially the garbage collection strike.

Businesses use technical writing extensively to communicate both within and outside the organization. And so, it is essential for an individual aspiring to be an executive to master the art of communication. This accessible and compact book on Advanced

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Technical Communication discusses how students can learn and master not only the basic skills of communication but also complex skills such as soft skills and skills required for preparing technical documents. The book begins with a discussion on the concept of technical communication and then it goes on to describe the differences between technical writing and general writing, and layout and format of business letters and résumé. What is more, it elaborates on technical documents such as technical proposals, reports, and specialized documents like theses, research papers and dissertations, differentiating them adequately. Finally, the text covers many of the soft skills required today, for example, presentation skills, interpersonal skills, and group discussion (GD) skills. This student-friendly book, suffused with practical examples, is primarily intended as a text for the first year students of Engineering (B.Tech.) of Uttarakhand Technical University for their course on Advanced Technical Communication. It will also be of immense benefit to undergraduate students in other universities and engineering colleges/institutes as well as technical professionals. KEY FEATURES : Provides comprehensive coverage of soft skills. Lays

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emphasis on corporate communication skills required for technical writing and producing technical documents by engineers and managers. Gives a critical evaluation as well as text of George Orwell's Animal Farm.

Annual Report of Cooperative Extension Work in Agriculture and Home Economics

Hearing Before the Subcommittee to Investigate Juvenile Delinquency of the Committee on the Judiciary, United States Senate, Ninety-fourth Congress, First Session ... Models and Strategies for Change, September 17, 1975

Get Organized for Your Success - and Sanity!

Maclay On-site Training Project (MOST)

Redefining National Security for the 1990's : Hearings Before the Joint Economic Committee, Congress of the United States, One Hundred First Congress, First Session, November 9, 15, and 16, 1989

Grants and Awards for the Fiscal Year Ended ...

Rural Rides is the book for which the English journalist, agriculturist and political reformer William Cobbett is best known. At the time of writing Rural Rides, in the early 1820s, Cobbett was a radical anti-Corn Law campaigner. He embarked on a

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series of journeys by horseback through the countryside of Southeast England and the English Midlands. He wrote down what he saw from the points of view both of a farmer and a social reformer. The result documents the early 19th-century countryside and its people as well as giving free vent to Cobbett's opinions

Streamline your workflow and bring your vision to life The Together Leader is a practical handbook for the busy mission-driven leader. With an emphasis on time management, the book provides all of the tools, templates, and checklists necessary for leaders to stay organized and keep on top their responsibilities. Maia Heyck-Merlin describes step-by-step a set of habits and systems that help leaders to keep everything running smoothly and, most importantly, achieve their mission-driven goals. By learning how to plan for the predictable, leaders can face the unexpected head-on, going off-plan while keeping their eye on the objective. Education leaders will learn how to prioritize quickly and efficiently, and gain access to hands-on tools that take the turbulence out of their days, allowing them to truly become a Together Leader. Mission-driven leaders are often required to multi-task; it's part of the job. This book gives leaders the tools and information they need to streamline their workflow, to take the day one task at a time without sacrificing productivity. The book includes lessons on how to: Prioritize effectively and work efficiently Get organized and stay prepared no matter what Manage time, staff, and

resources Develop the habits of an effective leader A leader's time is valuable, as is that of their staff. There's no room for waste. The Together Leader prepares leaders to truly lead their teams, with the tools and strategies that make real, effective mission-driven leadership possible.

The Invisible Saitan

Human Genome News

Biennial Report - State Board of Education

Business Communication

The Together Leader

Resources in Education

Now-a-days education and training is one of the largest industry globally. Many aspiring individuals, having expertise in different field, are looking for profitable education business ideas. Education industry is certainly one of the fastest and steadily growing sectors now worldwide. The process of establishing a new business is preceded by the resolution to select entrepreneurship as an occupation. This calls for recognizing lucrative business ideas upon a meticulous evaluation of the entrepreneurial prospects. Creation of business ideas is not sufficient, they must be tested on techno-fiscal, economic and authorized viewpoints. NPCS Team has identified some projects for the Investors and these Project Profiles conduct a

profound road map for Effectual business venture. It discusses about requirement of finance, plant & machinery, regulation & standard for educational institutions, etc. The major contents of this book are project profiles of projects like Dental College, Engineering College, Industrial Training Institute (I.T.I.), Management College (BBA, MBA, BCA & MCA), Marine Engineering College, Medical College With Hospital, Pharmacy College (B. Pharma), Polytechnic College, Residential School, School (CBSE Pattern), School Approved By IGCSE (International General Certificate of Secondary Education). Project profile contains information like introduction, Space requirement, Plant Economics, Land & Building, Plant & Machinery, Fixed Capital, Raw Materials, Total Working Capital/Month, Cost of Project, Turn Over/Annum, Rate of Return, Break Even Point (B.E.P). This book is very informative and useful for relevant Investors, Promoters.

Rishabh is madly in love with Aarti. Has been, ever since he first saw her. For her, he is her best friend... forever. Ruhana is smitten with Rishabh, but he thinks of her as just an amigo. Priyanka is about to marry Rishabh, but he isn't sure if he loves her. Shefali is carrying Rishabh's child, and his mind is a total mess. While Rishabh is caught in the whirlwind of relationships, one wonders who he will eventually end up with! Will Rishabh's imperfect life story have the perfect ending? Will he be able to turn back the pages? The Imperfect is not just a story. It is the

mea culpa of a man who did everything in life that he shouldn't have.

A Story from India

A Project in Compensatory Education at San Fernando Valley State College.

Preliminary Final Report, Summer 1967

Summer Report 1996 : an Anti- Poverty Program Report Submitted by

A Survey of the Literature

Business Communication: Concepts, Cases, and Applications

RSA Research Information System

This is a book about how a student is able to use his summer training for some const project. This is a small story about how a boy prepares a device and tries to create a the corrupt officers.

The second edition of Business Communication: Concepts, Cases, and Applications built the key strengths of the first edition, clear writing style and comprehensive content, by updating the material to reflect the latest research and technological developments in communication and presenting it in a style that engages the reader.

Research in Education

Computer-assisted Instruction

How to Start Profitable Education Business (11 Detailed Project Profiles) (Engineering, Dental, ITI, Management, Marine Engineering, Medical, Pharmacy, Polytechnic College and

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Schools)

PROFESSIONAL COMMUNICATION

Fitzroy].

Gateway to winning a Job

A rabbit witnesses the death and resurrection of Jesus and becomes the first Easter bunny.

Resources in Education Placement Personnel Training Project Final Project Report PROFESSIONAL COMMUNICATION PHI Learning Pvt. Ltd.

Placement Personnel Training Project

Public Health Reports

School Violence and Vandalism

Fundamentals of Digital Communication

YMCA Work-training Project

Computer Education in India

Today, The Business World Feels That The Commerce Graduates And Post-Graduates Lack In Right Kind Of Skills Which Are Needed. Now The Time Has Come To Realise The Mismatch Between The Product And The Demand. We Have To Adopt Market Orientation To Our Products To Make Them Saleable. There Is An Urgent Need To Overhaul The Existing Business Education

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System To Cope Up With The Dynamic World. The Problems Faced By The Business Graduates And Post-Graduates Are Of A Great Concern For The Students, Academicians, Business World And Even For Parents. The Reasons Are Many And They Are Oriented Towards Classroom Theoretical Teaching, Lack Of Practical And Work Related Skills, Lack Of Communication Skills, Parochial And Not Global In Values And Thinking, Lack Of Base Of Information Technology, Etc. Against This Background, An Attempt Is Made In This Volume To Focus A Light On The Emerging Challenges Before Business Education And Explore Some Measures To Overcome These Challenges. With the younger generation today seeking jobs in multinational corporations, large companies, or the civil services in the government, and the competition becoming stiffer and stiffer with each passing day, it is only natural that the ability to communicate effectively, precisely as well as to acquire communication skills has become more important than ever before. A plethora of books have flooded the market to capitalize on this frantic

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effort of the younger generation to become adept in communication. And professional communication is no exception to this. This accessible and compact book on Professional Communication strives to focus on the communication skills needed for the professionals. Divided into five parts and 19 chapters, the book begins with a discussion on the concept of communication, and then it goes on to give in detail features of a language as a tool of communication, the communication process models and barriers to communication. The text also elaborates on word formation, vocabulary, sentence structure and paragraph development. In addition, it explains different forms of technical communication; the format, layout and style of business communication; technical documents such as theses, scientific articles and research papers; and technical proposals. Furthermore, the book provides value-based text reading from celebrated writers. This student-friendly book, suffused with practical examples, is primarily intended as a textbook for the first year students of

engineering (B.Tech.) of UP Technical University for their course on Professional Communication. It will also be of immense benefit to undergraduate students and technical professionals across the country. KEY FEATURES : Gives a broader perspective on communication and its barriers. Provides a more comprehensive division of the different types of reports. Elaborates on various approaches to presentation strategies.

Study on Medical Tourism Sector of India, Cardiac Incidence, Digital Marketing Tools

AEC News Release

Challenges Before Business Education in India

RSA Research Information System Abstracts

Equal Rights Project Report

Contributed articles.

American Economic Power

Annual Report

ADVANCED TECHNICAL COMMUNICATION

Final Project Report
Rural Rides
1975