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Drive maximum business value from digital analytics, web analytics, site analytics, and business intelligence! In Building a Digital Analytics Organization, pioneering expert Judah Phillips thoroughly explains digital analytics to business practitioners, and presents best practices for using it to reduce costs and increase profitable revenue throughout the business. Phillips covers everything from making the business case

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through defining and executing strategy, and shows how to successfully integrate analytical processes, technology, and people in all aspects of operations. This unbiased and product-independent guide is replete with examples, many based on the author's own extensive experience. Coverage includes: key concepts; focusing initiatives and strategy on business value, not technology; building an effective analytics organization; choosing the right tools (and understanding their limitations); creating processes and managing data; analyzing paid, owned, and earned digital media; performing competitive and qualitative analyses; optimizing and testing sites; implementing integrated multichannel digital analytics; targeting consumers; automating marketing processes; and preparing for the revolutionary "analytical economy." For all business

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practitioners interested in analytics and business intelligence in all areas of the organization.

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Includes bibliographical references and index.

Strategic Financial Management Casebook strategically uses integrative case studies—cases that do not emphasize specific subjects such as capital budgeting or value based management—to provide a framework for understanding strategic financial management. By featuring holistic presentations, the book puts readers into the shoes of those responsible for the world's largest wealth creators. It covers strategies of growth, mergers and acquisitions, financial

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performance analysis over the past decade, wealth created in terms of stock returns since its listing in stock market, investment and financial decisions, cost of capital, and corporate valuation. In addition, the casebook also discusses corporate restructuring activities undertaken by each company. Each chapter follows a template to facilitate learning, and each features an Excel-based case analysis worksheet that includes a complete data set for financial analysis and valuation. Introduces a conceptual framework for integrating strategy and finance for value creation Emphasizes the roles of corporate governance, corporate social responsibility, and risk management in value creation Encourages an analysis of investment, financing, and dividend decisions Examines non-financial factors that contribute to value

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Big Data in Practice

Building a Digital Analytics Organization

Integrating Business Process, Big Data, and Advanced Analytics

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Business Organizations

Inventory Management at Squirrel Hill Cosmetics

Safety Stock Planning for a Hong Kong Fashion Retailer

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problems, and case studies. Recent, high-interest cases are balanced against classic teaching chestnuts. Brief, innovative problems are used in combination with longer case studies. Recent Delaware Supreme Court decisions, updated case studies, and a strong website support a clear and sustained examination of the role and purview of the law in business transactions. New to the Fourth Edition: Recent Delaware Supreme Court and

Chancery Court cases, including eBay v. Newmark; DFC Global v. Muirfield Value Partners; In re: Trulia; Kahn v. M&F Worldwide (MFW); Corwin v. KKR; and new parent/subsidiary vicarious liability cases New textual coverage of developing trends such as shareholder activism, exploding deal litigation and judicial efforts to reign it in, hedge fund appraisal arbitrage, and Public Benefit Companies Revised Uniform Partnership Act materials, as updated through 2013

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Updated case studies and problems that consistently reinforce topical coverage Professors and students will benefit from: A discriminating selection of fresh cases and classic chestnuts In-depth coverage of how the law applies to modern business structures, (such as joint ventures, venture capital arrangements, franchises, and new limited liability business forms) as well as growth industries (such as computers, biotechnology, and telecommunications)

Short problems after selected topics that give students practice applying the legal principles covered in that section Case studies styled on the B-school model that provide opportunities for in-depth analysis of the law in business transactions Hybrid entities treated in detail, including a separate chapter on limited liability companies Teaching materials include: Teacher's Manual PowerPoint slides and multiple-choice exam questions Prof. Smith's recorded

lectures about many key topics

This new business analytics case study challenges readers to optimize safety stock levels for a fashion company, where consumer demand is exceptionally hard to forecast, and inventory planning is extremely difficult. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses,

interpret output, and recommend the best course of action. Author: Tsan-Ming (Jason) Choi, The Hong Kong Polytechnic University.

This comprehensive edited volume is the first of its kind, designed to serve as a textbook for long-duration business analytics programs. It can also be used as a guide to the field by practitioners. The book has contributions from experts in top universities and industry. The editors have taken extreme care to

ensure continuity across the chapters. The material is organized into three parts: A) Tools, B) Models and C) Applications. In Part A, the tools used by business analysts are described in detail. In Part B, these tools are applied to construct models used to solve business problems. Part C contains detailed applications in various functional areas of business and several case studies. Supporting material can be found in the appendices that develop the pre-

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requisites for the main text. Every chapter has a business orientation.

Typically, each chapter begins with the description of business problems that are transformed into data questions; and methodology is developed to solve these questions. Data analysis is conducted using widely used software, the output and results are clearly explained at each stage of development. These are finally transformed into a business solution. The companion website provides

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examples, data sets and sample code for each chapter.

Will "Big Data" supercharge the economy, tyrannize us, or both? Data Exhaust is the definitive primer for everyone who wants to understand all the implications of Big Data, digitally driven innovation, and the accelerating Internet Economy. Renowned digital expert and successful author Dale Neef clearly explains: What Big Data really is, and what's new and different about it

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How Big Data works, and what you need to know about Big Data technologies

Where the data is coming from: how Big Data integrates sources ranging from social media to machine sensors, smartphones to financial transactions

How companies use Big Data analytics to gain a more nuanced, accurate picture of their customers, their own performance, and the newest trends How governments and individual citizens can also benefit from Big Data How to overcome

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**obstacles to success with Big Data -
including poor data that can magnify
human error A realistic assessment of
Big Data threats to employment and
personal privacy, now and in the future
Neef places the Big Data phenomenon
where it belongs: in the context of the
broader global shift to the Internet
economy, with all that implies. By doing
so, he helps businesses plan Big Data
strategy more effectively - and helps
citizens and policymakers identify**

sensible policies for preventing its misuse. By conservative estimate, the global Big Data market will soar past \$50 billion by 2018. But those direct expenses represent just the "tip of the iceberg" when it comes to Big Data's impact. Big Data is now of acute strategic interest for every organization that aims to succeed - and it is equally important to everyone else. Whoever you are, Data Exhaust tells you exactly what you need to know about Big Data - and

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what to do about it, too.

Global Business Analytics Models

What, Why, and How

**Managing the Challenges in Human
Service Organizations**

A Hands-on Approach

Applied Business Analytics

A Practical Approach with Data Analytics

Relentless Change

Private equity firms are snapping up brand-name companies and assembling portfolios that make them immense global conglomerates.

They're often able to maximize investor value far more successfully than traditional public companies. How do PE firms become such powerhouses? Learn how, in *Lessons from Private Equity Any Company Can Use*. Bain chairman Orit Gadiesh and partner Hugh MacArthur use the concise, actionable format of a memo to lay out the five disciplines that PE firms use to attain their edge:

- Invest with a thesis using a specific, appropriate 3-5-year goal
- Create a blueprint for change--a road map for initiatives that will generate the most

value for your company within that time frame

- Measure only what matters--such as cash, key market intelligence, and critical operating data
- Hire, motivate, and retain hungry managers--people who think like owners
-

Make equity sweat--by making cash scarce, and forcing managers to redeploy underperforming capital in productive directions This is the PE formulate for unleashing a company's true potential.

If you're seeking to master business analytics, case studies offer invaluable help: they expose

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you to the entire decision-making process, helping you practice an active role in both performing analysis and using its output to recommend optimal decisions. Now, drawing on his extensive teaching and consulting experience, Prof. Matthew Drake has created the ideal new casebook for all analytics students and practitioners. Drake, author of the widely-praised Applied Business Analytics Casebook, now presents a collection of up-to-date cases that are longer and more detailed than those typically presented in undergraduate

texts, but concise and focused enough to be taught in a single classroom session. Organized by analytical technique, *Advances in Business, Operations, and Product Analytics* covers:

Descriptive analytics: descriptive statistics, sampling/inferential statistics, statistical quality control, and probability
Predictive analytics: forecasting, demand managing, data and text mining
Prescriptive analytics: optimization-based modeling, simulation-based modeling, decision analysis, and multi-criteria decision making
Industry-specific analytics: HR and

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managerial analytics, financial analytics, and
healthcare/life sciences In addition to
practitioners, this casebook will be especially
valuable to students and faculty in
undergraduate and masters' courses that cover
topics in business analytics, and courses
applying analytics to specific industries such as
healthcare, or specific business functions such
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Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books

If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- In *Statistics for Business: Decision Making and Analysis*, authors Robert Stine and Dean Foster of the University of Pennsylvania's Wharton School, take a sophisticated approach

to teaching statistics in the context of making good business decisions. The authors show students how to recognize and understand each business question, use statistical tools to do the analysis, and how to communicate their results clearly and concisely. In addition to providing cases and real data to demonstrate real business situations, this text provides resources to support understanding and engagement. A successful problem-solving framework in the 4-M Examples (Motivation, Method, Mechanics, Message) model a clear

outline for solving problems, new What Do You Think questions give students an opportunity to stop and check their understanding as they read, and new learning objectives guide students through each chapter and help them to review major goals. Software Hints provide instructions for using the most up-to-date technology packages. The Second Edition also includes expanded coverage and instruction of Excel® 2010.

Bridge the gap between analytics and execution, and actually translate analytics into

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better business decision-making! Now that you've collected data and crunched numbers, Applied Business Analytics reveals how to fully apply the information and knowledge you've gleaned from quants and tech teams. Nathaniel Lin explains why "analytics value chains" often break due to organizational and cultural issues, and offers "in the trenches" guidance for overcoming these obstacles. You'll discover why a special breed of "analytics deciders" is indispensable for any organization that seeks to compete on analytics... how to become one of

those deciders... and how to identify, foster, support, empower, and reward others to join you. Lin draws on actual cases and examples from his own experience, augmenting them with hands-on examples and exercises to integrate analytics at all levels: from top-level business questions to low-level technical details. Along the way, you'll learn how to bring together analytics team members with widely diverse goals, knowledge, and backgrounds. Coverage includes: How analytical and conventional decision making differ — and the challenging

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implications How to determine who your analytics deciders are, and ought to be Proven best practices for actually applying analytics to decision-making How to optimize your use of analytics as an analyst, manager, executive, or C-level officer Applied Business Analytics will be invaluable to wide audiences of professionals, decision-makers, and consultants involved in analytics, including Chief Analytics Officers, Chief Data Officers, Chief Scientists, Chief Marketing Officers, Chief Risk Officers, Chief Strategy Officers, VPs of Analytics

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and/or Big Data, data scientists, business

strategists, and line of business executives. It

will also be exceptionally useful to students of

analytics in any graduate, undergraduate, or

certificate program, including candidates for

INFORMS certification.

Real-world Data Mining

Strategic Financial Management Casebook

Business Statistics

Applications in Supply Chain Management,

Operations Management, and Operations

Research

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The Applied Business Analytics Casebook
Forecasting Sales at Ska Brewing Company
Fundamentals of Business Enterprise Taxation

Responding to a shortage of effective content for teaching business analytics, this text offers a complete, integrated package of knowledge for newcomers to the subject. The authors present an up-to-date view of what business analytics is, why it is so valuable, and most importantly, how it is used. They combine essential conceptual content with clear explanations of the tools, techniques, and methodologies actually used to implement

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Management Operations Management And Operations Research Ft Press Analytics modern business analytics initiatives. This book offers a proven step-wise approach to designing an analytics program, and successfully integrating it into your organization, so it effectively provides intelligence for competitive advantage in decision making.

Presents the foundational systemic thinking needed to conceive systems that address complex socio-technical problems This book emphasizes the underlying systems analysis components and associated thought processes. The authors describe an approach that is appropriate for

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complex systems in diverse disciplines complemented by a case-based pedagogy for teaching systems analysis that includes numerous cases that can be used to teach both the art and methods of systems analysis. Covers the six major phases of systems analysis, as well as goal development, the index of performance, evaluating candidate solutions, managing systems teams, project management, and more Presents the core concepts of a general systems analysis methodology Introduces, motivates, and illustrates the case pedagogy as a means of teaching and

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practicing systems analysis concepts Provides
numerous cases that challenge readers to practice
systems thinking and the systems methodology
How to Do Systems Analysis: Primer and Casebook
is a reference for professionals in all fields that
need systems analysis, such as
telecommunications, transportation, business
consulting, financial services, and healthcare. This
book also serves as a textbook for undergraduate
and graduate students in systems analysis courses
in business schools, engineering schools, policy
programs, and any course that promotes systems

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thinking.

This new business analytics case study challenges readers to help a successful e-commerce startup use IPO funding to extend its niche leadership into new ventures, dissuade online competitors, and move long-time “bricks and mortar” shoppers online. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Charles A. Wood,

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Duquesne University.

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This course book offers entertaining and systematically organized content to explain the many complex legal regimes governing international business transactions. The book is written by an experienced international business lawyer and introduces all major legal aspects of cross-border business, focusing on U.S.-based law practice. This book covers transactional, regulatory, and treaty regimes, with special emphasis on the modern need to protect intellectual property and plan for disputes. It integrates visual aids, career

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advice by eminent practicing attorneys in each
legal field, policy problems, and practice problems
to hone skills in issue spotting and applied legal
analysis.

Auditing, Loose-Leaf

Contemporary Decision Making

An Introduction to the Methodology and its
Applications

PaperbackSwap.com

Decision Making and Analysis

How to Do Systems Analysis

Statistics for Business

This new case study challenges readers to help a leading online book swap site retool its business model to overcome increased postal costs and the growing popularity of e-books. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Brandy S. Cannon and Louis A. Le Blanc, Berry College.

The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific

companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in

navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking Develop your own big data strategy by

accessing additional reading materials at the end of each chapter

Specializing in decisions managers need to make under trying circumstances, this casebook prepares current and aspiring managers for the kinds of experiences they are likely to encounter. The cases are inspired by real situations, and are disguised to respect the privacy of the parties involved. The cases in this book are designed to encourage the student to determine how they would act and work towards a resolution of the dilemmas presented.

**THE COMPLETE GUIDE TO USING ANALYTICS TO
MANAGE RISK AND UNCERTAINTY IN COMPLEX**

GLOBAL BUSINESS ENVIRONMENTS Practical techniques for developing reliable, actionable intelligence—and using it to craft strategy Analytical opportunities to solve key managerial problems in global enterprises Written for working managers: packed with realistic, useful examples This guide helps global managers use modern analytics to gain reliable, actionable, and timely business intelligence—and use it to manage risk, build winning strategies, and solve urgent problems. Dr. Hokey Min offers a practical, easy-to-understand overview of business analytics in a global context, focusing especially on managerial and strategic implications.

After demystifying today's core quantitative tools, he demonstrates them at work in a wide spectrum of global applications. You'll build models to help segment global markets, forecast demand, assess risk, plan financing, optimize supply chains, and more. Along the way, you'll find practical guidance for developing analytic thinking, operationalizing Big Data in global environments, and preparing for future analytical innovations. Whether you're a global executive, strategist, analyst, marketer, supply chain professional, student or researcher, this book will help you drive real value from analytics—in smarter decisions, improved strategy,

and better management. In today's global business environments characterized by growing complexity, volatility, and uncertainty, business analytics has become an indispensable tool for managing these challenges. Specifically, global managers need analytics expertise to solve problems, identify opportunities, shape strategy, mitigate risk, and improve their day-to-day operational efficiency. Now, for the first time, there's an analytics guide designed specifically for decision-makers in global organizations. Leveraging his experience teaching a number of students and training hundreds of managers and executives, Dr. Hokey Min demystifies

the principles and tools of modern business analytics, and demonstrates their real-world use in global business. First, Dr. Min identifies key success factors and mindsets, helping you establish the preconditions for effective analysis. Next, he walks you through the practicalities of collecting, organizing, and analyzing Big Data, and developing models to transform them into actionable insight. Building on these foundations, he illustrates core analytical applications in finance, healthcare, and global supply chains. He concludes by previewing emerging trends in analytics, including the newest tools for automated decision-making. Compare

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**today's key quantitative tools Stats, data mining, OR,
and simulation: how they work, when to use them
Get the right data... ...and get the data right Predict
the future... ...and sense its arrival sooner than
others can Implement high-value analytics
applications... ...in finance, supply chains,
healthcare, and beyond**

Edge Case

**A Casebook for Reaching Your Socially Responsible
Consumers through Marketing Science
Advances in Business, Operations, and Product
Analytics
Leveraging Engagement, Behavior Change, and**

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Technology for a Healthy Life

Social and Sustainability Marketing

The Law of International Business Transactions

A Casebook

30 up-to-date case studies illuminate every aspect of modern supply chain management • Risk management, analytics, global supply chain issues, and much more • Innovative processes, technologies, strategies, and tactics • An indispensable resource for both students and practitioners This casebook brings together 30 focused cases addressing virtually every aspect of

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supply chain management, from procurement to warehousing, strategy to risk management, IT to supplier selection and ethics. A global team of contributors presents key challenges in industries ranging from pharmaceuticals to fashion and previews issues ranging from the “limits of lean” to the potential of 3-D printing. Cases vary in length and complexity, offering maximum flexibility to both instructors and readers; a convenient table provides fast access to specific topics. Qualitative cases are supported by relevant discussion questions and sample responses;

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*quantitative cases are supported by completed
numerical solutions, and, where applicable,
associated spreadsheets.*

*Business Organizations Law in Focus, Second
Edition provides a thorough introduction to the
key attributes, advantages, and disadvantages of
every form of for-profit business organization in
the United States, including: partnerships, limited
liability companies, and corporations. The practice-
oriented approach of the Focus Casebook Series
elucidates the legal and practical aspects of
business organizations through real-world*

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scenarios that provide numerous opportunities for students to apply theory to practice and solidify their understanding of key concepts. Clear exposition and Case Previews support independent learning and focus case analysis. New to the Second Edition: Significantly more editing of cases with an eye towards making case excerpts shorter and more accessible to students. Expanded coverage of LLCs in Chapter 12, including a newly added case and related exercises addressing the primacy of the operating agreement in LLC governance and 2019 case and associated

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exercises highlighting LLC dissolution standards. Newly-added cases and exercises in Chapter 9 highlighting the continued evolution of Delaware's Caremark corporate monitoring and oversight doctrine, including references to the Delaware Supreme Court's recent decision in Marchand v. Barhill, 212 A.3d 805, 809 (Del. 2019) reversing the dismissal of Caremark claims against an ice cream manufacturer over allegedly persistent food safety issues, and the Chancery Court's decision in Clovis Oncology, Inc. Derivative Litig., C.A. No. 2017-0222-JRS, 2019 WL 4850188 (OCT. 1, 2019)

denying a motion to dismiss Caremark claims involving allegedly “serial non-compliance” with FDA protocols and regulations having to do with drug approval. An additional case in Chapter 10 that asks whether the “disrespectful and unfairly disproportionate treatment of a female shareholder by the male majority in a closely held corporation constitutes corporate oppression” pursuant to New York Business Corporation Law § 1104-a (a)(1). A new case in Chapter 10 in which shareholders of AmerisourceBergen—one of the world’s leading wholesale distributors of opioid

painkillers—sought to exercise their inspection rights under DGCL § 200 to investigate whether the firm had engaged in wrongdoing in connection with the distribution of opioids. Additional and expanded references to Model Business Corporation Act (MBCA) standards across Chapters 8, 9, and 10, including expanded references to MBCA standards concerning director conflicting interest transactions, the corporate opportunity doctrine, and the MBCA's universal demand rule for derivative actions. A new case in Chapter 3 addressing duties of loyalty and candor

in the partnership context that invokes the Meinhard v. Salmon standard in a manner that is more accessible to students. Updated coverage of the proxy system and proxy regulation, securities offering rules and regs, and developments in insider trading law. New cases and “spotlight” sections that address a variety of timely issues, including “unicorns” (start-up businesses with a valuation of at least \$1 billion), claims involving opioid manufacturers, and corporate governance matters involving #MeToo claims. Professors and students will benefit from: Features that engage

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students in applying theory to practice, such as Real-Life Applications, Application Exercises, and Applying the Concepts. Experiential exercises on drafting documents and preparing appropriate filings. An overview in Chapter One of the various forms of business organization and their key attributes, advantages, and disadvantages. An emphasis on contemporary principal cases and issues that resonate with today's students and fuel class discussion. Clear exposition of legal principles means students can absorb assigned reading on their own, and professors don't have to

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explain it from the lectern in class. Attention to
attorney ethical issue and rules that commonly
arise in the representation of business entities.

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version of this book and activate their *eGrade Plus*
course.

"Nobody asked you to show up." Every
experienced product manager has heard some
version of those words at some point in their
career. Think about a company. Engineers build
the product. Designers make sure it has a great
user experience and looks good. Marketing makes
sure customers know about the product. Sales get

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potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!

Business Analytics Principles, Concepts, and Applications with SAS

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Concepts and Applications in Predictive,

Healthcare, Supply Chain, and Finance Analytics

Cutting Edge Cases from Finance to

Manufacturing to Healthcare

How 45 Successful Companies Used Big Data

Analytics to Deliver Extraordinary Results

This new business analytics case study challenges

readers to optimize the management of global

inventory and related distribution costs in a consumer goods company that imports most of its products from China. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Paul M. Griffin, Pennsylvania State University.

"... an important intervention in the conversation around social and ecological sustainability that draws on both micromarketing and macromarketing scholarship to help the reader understand the challenges with illustrations from insightful cases

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both from emerging and developed economies. This compilation should be essential reading for the discerning student of sustainable consumption and production." -- Professor Pierre McDonagh, Associate Editor, Journal of Macromarketing (USA); Professor of Critical Marketing & Society, University of Bath, UK Experts in the field of economics, management science, and particularly in the marketing domain have always been interested in and acknowledged the importance of sustaining profitable businesses while incorporating societal and environmental concerns; however, the level of existing literature and availability of teaching cases reflect a dearth of real case studies, especially those focused on marketing

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for social good. This book of actual case studies will address that need. In addition, this book is important and timely in providing a case book for instructors (those in both industry and academia) to help them in teaching and training the next generation of leaders through corporate training and universities.

Currently, marketing for social good is increasingly becoming a part of most curriculums under the umbrella of different titles, such as social marketing, green marketing, and sustainability marketing. The relevance of these studies is increasing across the globe. This book is composed of long and short real cases with varying complexity in different sectors. This case book will also cover some review articles for

an overview of the recent developments in the study area. With these case studies, collections of questions, teaching materials, and real-life marketing scenarios, this book offers a unique source of knowledge to marketing professionals, students, and educators across the world. The main objective of this case book is to understand the applicability of marketing science (marketing for social good context, such as social marketing and sustainability marketing) in internet marketing related to e-buying behavior and e-WOM. In addition, it illustrates the various types of existing marketing practices that are relevant from both theoretical and practical points of view in this electronic era, as well as discussing other

non-electronic marketing practices and focusing on consumer buying behavior. As a result, marketing managers can treat their customers according to their desired value. This book particularly explores the possibilities and advantages created by social marketing and sustainability marketing through the presentation of thorough review articles and case studies. This case book helps corporate training centers and universities with compact teaching reference materials in their relevant courses.

This new business analytics case study challenges readers to project trends and plan capacity for a fast-growing craft beer operation, so it can make the best possible decisions about expensive investments in

brewing capacity. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action. Author: Eric Huggins, Fort Lewis College.

The American way of producing health is failing. It continues to rank very low among developed countries on our most vital need...to live a long and healthy life. Despite the well-intentioned actions on the part of government, life sciences, and technology, the most important resource for achieving our full health potential is ourselves. This book is about how

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you can do so, and how others can help you. Dwight McNeill introduces person-centered health analytics (pchA) and shows how you can use it to master five everyday behaviors that cause and perpetuate most chronic diseases. Using Person-Centered Health Analytics to Live Longer combines deep insight, a comprehensive framework, and practical tools for living longer and healthier lives. It offers a clear path forward for both individuals and stakeholders, including providers, payers, health promotion companies, technology innovators, government, and analytics practitioners.

Casebook

Comprehensive Coverage and Best Practices in SCM

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two audits are alike, this course uses a practical, case-based approach to help students develop professional judgement, think critically about the auditing process, and develop the decision-making skills necessary to perform a real-world audit. To further prepare students for the profession, this course integrates seamless exam review for successful completion of the CPA Exam. The first collection of cases on “big data” analytics for supply chain, operations research, and operations management, this reference puts readers in the position of the analytics professional and decision-maker.

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Perfect for students, practitioners, and certification candidates in SCM, OM, and OR, these short, focused, to-the-point case studies illustrate the entire decision-making process. They provide realistic opportunities to perform analyses, interpret output, and recommend an optimal course of action. Contributed by leading “big data” experts, the cases in The Applied Business Analytics Casebook covers: Forecasting and statistical analysis: time series forecasting models, regression models, data visualization, and hypothesis testing Optimization and simulation: linear, integer, and nonlinear

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programming; Monte Carlo simulation and risk
analysis; and stochastic optimization
Decision analysis: decision making under
uncertainty; expected value of perfect
information; decision trees; game theory
models; AHP; and multi-criteria decision
making Advanced business analytics: data
warehousing/mining; text mining; neural
networks; financial analytics; CRM analytics;
and revenue management models
Spying and eavesdropping on his separating
parents at the side of his best friend, young
Miles wonders about a stranger's role in his
parents' lives before acquiring knowledge

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fraud investigation. With five cases that include over 100 pages of documentation, this guide helps you put your conceptual knowledge to work as you conduct full-length Fraud Examinations from predication through report. Short instructional narratives guide you through tools like horizontal and vertical analysis, report writing, and other important tasks, while Excel templates streamline the process and kick start your investigation. Multiple-choice questions help you gauge your understanding and practical mastery, while

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exit. Intended for readers interested in working for private equity firms, investing in private equity as limited partners or providing investment banking or consulting services to private equity firms, "Private Equity" is also appropriate for readers who are interested in a more detailed exploration of corporate finance.

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When her husband suddenly disappears, a young woman must uncover where he went—and who she might be without him—in this striking debut of immigration, identity, and marriage. After another taxing day as the sole female employee at her New York City tech startup, Edwina comes home to find that her husband, Marlin, has packed up a suitcase and left. The only question now is why. Did he give up on their increasingly hopeless quest to secure their green cards and decide to return to

Malaysia? Was it the death of his father that sent him into a tailspin? Or has his strange, sudden change in personality finally made Marlin and Edwina strangers to each other? As Edwina searches the city for traces of her husband, she simultaneously sifts through memories of their relationship, hoping to discover the moment when something went wrong. All the while, a coworker is making increasingly uncomfortable advances toward her. And she can't hide the truth about Marlin's disappearance from her overbearing,

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eccentric mother for much longer. Soon Edwina will have to decide how much she is willing to sacrifice in order to stay in her marriage and in America. Poignant and darkly funny, *Edge Case* is a searing meditation on intimacy, estrangement, and the fractured nature of identity. In this moving debut, YZ Chin explores the imperfect yet enduring relationships we hold to country and family. "Chin's specificity and wonderfully drawn minor characters add depth and richness.... Not only a subtly provocative depiction of the

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tech industry, and this country, as
tilting ever more off-kilter; but also a
realistic portrayal of a woman in crisis.”

—Lauren Oyler, The New York Times Book
Review

Essentials of Business Analytics

Digital Exhaust

Private Equity

Primer and Casebook

Using Person-Centered Health Analytics to
Live Longer

What Everyone Should Know about Big Data,
Digitization and Digitally Driven

Cavaiola and Colford's CASES IN CRISIS INTERVENTION explores key topics in crisis intervention with practical cases, serving as an excellent, application-oriented tool for students in the helping professions. Topics and settings in CASES IN CRISIS INTERVENTION include domestic violence, child maltreatment, bereavement, school crises and workplace crises. The range of examples will help prepare students with the information they need to succeed in professional practice. Each chapter begins with

discussion questions to help foster critical thinking in students. In addition, the text contains an overview of recent crisis data and research, helping to contextualize the case featured in each chapter. CASES IN CRISIS INTERVENTION can be used as a stand-alone text for any crisis intervention course, or it can be used as a companion to Cavaiola and Colford's A PRACTICAL GUIDE TO CRISIS INTERVENTION. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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