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A practical and clear guide showing you how to lead and secure a win: win outcome in all your business deals. This book will take you through the steps, actions and communications skills necessary to ensure successful business negotiations. Introducing a four-phase process that underpins successful negotiations and

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sharing the practices and actions of highly effective negotiators in a straightforward and practical manner, this detailed, step by step guide will help you go into negotiations fully equipped with the key tools that you need to secure a win: win outcome.

* Guidebook to hiking, biking, or climbing in the stunning Sangre de Cristo Mountains. * Details unlimited recreational opportunities for the park's 225,000 annual visitors * 210 color photographs and 40 color maps * Color-coded tabs and activity symbols for quick reference Nowhere else in North America do alpine tundra, tall forests of evergreen and aspen, and massive desert dunes meet so dramatically as in our nation's newest crown jewel. This book is

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the essential guide to one of the nation's newest national parks.

Great Sand Dunes National Park and Preserve earned this status in 2003, and became an instant treasure both for Coloradans and vacationers everywhere.

Whether you are writing a proposal, a report, a presentation or an email, this book will show you how to write to persuade staff, colleagues, board directors and customers. The Financial Times Essential Guide to Business Writing demonstrates how your choice of language can influence your reader. It gives you clear examples to show you the dos and don'ts of successful business writing and essential tips that are proven to make your writing more effective. It shows you how to write for different audiences and in

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different media using style,
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structure and the psychology of
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language to your advantage. It also
gives you the writing secrets used
by the world's best advertising
writers, which you can use to great
effect in your own business writing.
In one engaging, outcome-oriented
book, The FT Essential Guide to
Writing a Business Plan gives you:
The essential knowledge you need
to write a winning business plan –
quickly and without fuss Guidance
on how to focus throughout on the
plan's purpose – to win backing
Samples of what a good plan looks
like, so you can benchmark your
own as you write it Checklists, tips,
examples and milestones to ensure
you're on target Prompts to reflect
on, evaluate and learn from your
experience With advice that's

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instantly applicable, whether your business is a start-up or a more established company looking to grow, this is the one guide you need to create a credible and persuasive plan.

How to Deliver Accurate Numbers
An Essential Guide to

Understanding Raw Food Diets

How to achieve win: win outcomes
an essential guide to planning your project

The Financial Times Essential
Guide to Leading Your Team

The Essential Guide to Great Sand
Dunes National Park and Preserve

The Little Black Book of San
Francisco: The Essential Guide to
the Golden Gate City

The task-focused, results-oriented
guide to leading a team "The Financial
Times Essential Guide to Leading

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Plan How To Win Backing To
Your Team" Explains how teams
develop and why your role is crucial
Provides a detailed plan to help you
lead with confidence Shows you how
to put a team together and how to help
them achieve better results Gives you
clear benchmarks: how to set goals;
monitor and improve performance;
motivate and develop the team
Includes checklists and a personal
action plan to help you assess your
own development needs With advice
that is instantly applicable, for any
manager or leader at every level and
across all sizes of organisation, this is
the one guide you can't do without. "

The Financial Times Guide to
Investing is the definitive introduction to
the art of successful stock market
investing. Beginning with the very
basics of why companies need
investors and explaining what

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investors do, Glen Arnold takes you through the practicalities of buying and selling shares. He describes different types of investment vehicles and advises you how you can be successful at picking companies, understanding their accounts, managing a sophisticated portfolio, measuring performance and risk and setting up an investment club. The second edition of this bestselling introduction to investing explains how the financial markets operate, shows you what you need to know to be successful and encourages you to follow and act on your own judgements. Thoroughly updated to help you invest with skill and confidence, new sections include: Online investing, website information and tools including screenshots and virtual portfolios as well as

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computerised counterparty trading
Detailed updating of tax rates and
legislation, increases in ISA
allowances and revisions to capital
gains tax A jargon-busting glossary to
help you understand words, phrases
and investing concepts Recent
Financial Times articles and tables
which illustrate and expand on case
studies and examples Up-to-date
statistics on the returns you can
expect on shares and bonds Investing
can be profitable and fun and The
Financial Times Guide to Investing
2nd edition, explains step-by-step both
the essentials of investing as well as
describing how the financial markets
really work. It details the practicalities
of investing, such as how to go about
buying shares and describes the
variety of financial securities you can
buy, from bonds and unit trusts

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through to exchange traded funds.
Exploding the myths that only the
wealthy can afford to buy and sell
shares and showing you why you can
be just as successful trading on your
own as you would be by employing a
fund manager, this authoritative guide
book will help you build a profitable
personal financial portfolio. What is
investment The rewards of investment
Understanding stock markets Using
the financial media Buying and selling
shares Pooled investments Investing
in bonds Futures and options Financial
spreadbetting Analysing companies
and industries Mastering company
reports and accounts Key investment
ratios and measures Ticks of the
accounting trade Managing your
portfolio Mergers and takeovers
Taxation and investors Measuring
performance Investor protection

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'It's a fascinating subject - and a fascinating book. Without doubt, it's one of the best guides on business writing available today, expertly written and with clear, understandable guidance throughout. It will supercharge your writing and fast-track your business success.' Kate Allen, Head of UK & Ireland Marketing, BP Castrol 'Every serious business professional should have a copy of this book; it's an absolute godsend. One of the three business books I always have on my desk to refer to, it's worth its weight in gold. In fact it's worth its weight in saffron.' Sheridan Thompson, CRM Director, The Walt Disney Company 'I loved this book. So many important business decisions are still made - and swayed - by writing. So if you can harness style,

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structure, substance and the psychology of persuasion in your writing, you've got a powerful business advantage.' James O'Keefe, Head of Communications Planning, Lloyds Banking Group

YOUR ESSENTIAL GUIDE TO BUSINESS WRITING

The FT Essential Guide to Business Writing gives you the critical knowledge you need to make your writing more convincing, compelling and persuasive. It will also help you develop your writing skills for the future by showing you how to coach yourself so you can consistently improve your performance. This concise, practical guide shows you exactly how to produce writing that has both style and substance, which captures your reader's attention, and presents an irresistible call to action. If you follow its guidance, your writing

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will sizzle off the page and get you the results you want. FINANCIAL TIMES

ESSENTIAL GUIDES: THE KNOW- HOW YOU NEED TO GET THE RESULTS YOU WANT

Essential Guide to Fitness for the Fitness Instructor addresses SIS30315 – Certificate III in Fitness. The text is mapped to all core units and 12 electives of the qualification, and contains rich foundation content on Anatomy, Physiology, and Nutrition, as well as Fitness orientation, programming, WHS and equipment. The structure of the text highlights learning outcomes and contains an abundance of application cases, activities and quizzes. Strong content on fitness for specific markets and populations supports the volume of learning for the core unit Recognise and apply exercise considerations for

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specific populations, including
chapters on older populations, a NEW
chapter on children and adolescents,
community fitness, and facilitating
groups. Coverage on gym programs,
group exercise, water-based fitness,
and endurance training introduces
students to the instruction of these
varied types of fitness training.

Premium online teaching and learning
tools are available on the MindTap
platform. Learn more about the online
tools cengage.com.au/mindtap

Brilliant Personal Development

The NCTJ Essential Guide to Careers
in Journalism

BIM Handbook

The Essential Guide to Image
Processing

Will Bonsall's Essential Guide to
Radical, Self-Reliant Gardening

The Essential Guide to Wine

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3 steps to building a successful
strategy for your startup or growing
business

*The National Council for the
Training of Journalists
(NCTJ) Guide to Careers in
Journalism is the essential
resource to securing a job
as a journalist on a
newspaper or magazine, on
radio and television, or
online. The book contains:
full details of over 60
highly-respected, NCTJ-
accredited courses which
give you exactly the
qualifications you need
comprehensive outlines of
what it will be like as a
trainee journalist on
newspapers, magazines, TV,
radio or a website day-in-*

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the-life accounts from a wide range of young journalists advice, quotes, comments and warnings from over 100 working journalists a comprehensive listing of potential sources of work experience, traineeships, and jobs.

The best introductory book on wine to come along in years" (The Washington Post) from the creators of the award-winning Wine Folly website Red or white? Cabernet or merlot? Light or bold? What to pair with food? Drinking great wine isn't hard, but finding great wine does require a deeper understanding of the fundamentals. Wine Folly:

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The Essential Guide to Wine will help you make sense of it all in a unique

infographic wine book.

Designed by the creators of the Wine Folly website, which has won Wine Blogger of the Year from the International Wine & Spirits Competition, this book combines sleek, modern information design with data visualization and gives readers pragmatic answers to all their wine questions, including:

- Detailed taste profiles of popular and under-the-radar wines.
- A guide to pairing food and wine.
- A wine-region section with detailed maps.
- Practical tips and tricks

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for serving wine. • Methods for tasting wine and identifying flavors. Packed with information and encouragement, *Wine Folly: The Essential Guide to Wine* will empower your decision-making with practical knowledge and give you confidence at the table. *The Financial Times Guide to Leadership* is a one-stop shop for professionals at every stage of their leadership journey. Whether you're just starting out or are looking to upgrade your current skills, this practical guide takes you through the core building tools of self-awareness, influence and execution.

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With thought-provoking exercises and action points throughout, plus handy chapter summaries for when you need to access information, this book is your roadmap to becoming a better leader. This definitive guide to leadership includes:

- What good leadership looks like
- How to build your own leadership style
- Techniques to lead and influence others
- How to build and execute your vision

Everything you need to know to become an authentic and dynamic leader. "My shelves groan under stacks of leadership books. But just a very few stand out as solid gold. The

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*Financial Times Guide to
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Leadership merits inclusion
in that select company.

*There is simply no excuse
for not applying its very
practical steps. I'd urge
you to start or continue
your journey here!" Tom
Peters, author of In Search
of Excellence "Finally, a
first-class leadership book
that focuses on the 'how'
and 'what' as well as the
'why' and 'when'. Full of
practical steps to take you
to the next level." Doug
Richard, entrepreneur and
founder of School for
Startups "Leadership is at
the intersection of
competence, charisma and the
ability to think big for*

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Plan How To Win Backing To
yourself and for others. The
Financial Times Guide to
Leadership gives you the
tools you need to navigate
this junction with success."
Mercedes Erra, Executive
President of Havas Worldwide
Want to take your company to
the next level? You need a
roadmap, a strategy.
Preferably one that is
simple, workable and
saleable. This book provides
you with just that. It sets
out a straightforward
strategy development
process, the 'Strategy
Pyramid', and guides you
through it. It uses a lively
central case study
throughout, as well as
drawing on examples of how

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real businesses have developed winning strategies. Whether you are intent on growing your business, or setting out on your start-up, this book offers an uncomplicated, practical and readable guide on how to get the strategy you need for your business to succeed. It offers sound advice on the following areas: Setting goals and objectives Forecasting market demands Gauging industry competition Tracking competitive advantage Targeting the strategic gap Bridging the gap with business strategy Bridging the gap with corporate strategy

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Addressing risk and
opportunity The FT Essential
Guide to Developing a*

*Business Strategy will help
businesses of all sizes to
chart and realise their
growth ambitions.*

*How to use the power of
online and offline
networking for business
success*

*The Financial Times Guide to
Business Start Up 2019/20*

*How to win backing to start
up or grow your business*

*Observations and
Provocations*

*The Essential Guide to
Fitness*

Notes from Small Planets

*The Essential Guide to Self-
Sufficient Living*

Whether you seek financial backing or board consent, this book will give you the critical knowledge you need to get the go-ahead. Written by a seasoned practitioner with years of experience in both writing and evaluating business plans for funding, it will help you formulate a coherent, consistent and convincing business plan with your backer's needs in mind. Follow its guidance and your plan will have every chance of winning the backing you need for your business to succeed. FT ESSENTIAL GUIDES: THE KNOW-HOW YOU NEED TO GET THE RESULTS YOU

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WANT

**2011 Edition. From the
Magnificent Mile to the
magnificent lakefront, Chicago
has it all! This pocket guidebook
will walk you through the best the
Windy City has to offer. Color-
coded, numbered entries in the
text are keyed to full-color area
maps in each chapter. "Top
Picks" direct you to not-to-be-
missed attractions. Full-color spot
illustrations throughout liven the
text. 10 easy-to-use maps. Author
Margaret Littman contributes to
Moon Metro Chicago, Real City
Chicago, and Chicago SHOPS.
No other book is a comprehensive
toolkit of financial issues,**

instructive, and so easy to read, all at the same time ? this is an easy-to-read guide to the hard-to-understand stuff of business finance. The author regularly gives talks, seminars, and courses for executives and is very aware of their lack of understanding (or their inability to remember) simple but key financial concepts and tools. He is continually asked to recommend a simple book that helps them to refresh key financial concepts and tools. Self-contained: Other than some elementary algebra, no other previous knowledge will be necessary to understand the concepts discussed.

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Comprehensive: It will contain most or all topics, concepts, and tools that executives can easily forget, find hard to understand, and/or would like to know more about. **Simple and easy to read:** Many well-educated executives have all but forgotten their finance and are regularly put off by books that are far more academic than they need. **This book will be written in a simple and conversational style. Concise with short chapters throughout:** This is critical as many executives are put off by long books or never ending chapters. **Essential elementary theory and many real-world examples. All concepts and**

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**tools will be illustrated with
catchy and factual examples.**

**Excel: Spreadsheets have become
an inseparable part of working in
Finance and this book will show
readers how to use Excel to
simplify their work. Test**

**Yourself: problems with worked
numerical solutions throughout.**

**Wherever you are in the world,
there are wineries that are worth
visiting, vineyards that are ready
to be explored and cellars packed
with great bottles begging to be
drunk. Among more than 30
countries and regions (and some
400 wineries), this book explores
the classic destinations, reveals
hidden gems in well-known wine**

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country, and celebrates emerging wine-producing locations. Where to Drink Wine travels country-by-country, region-by-region highlighting the must-visit wineries in each location. Its the definitive guide for the travelling wine-lover. Practical and evocative, colourful and comprehensive, its information covers the traditions, innovations and character of each winery and will help you decide where to go, the best tour for you, and what to expect when you get there. From Bordeaux to New York State, Tuscany to China, let Where to Drink Wine tempt you to tour the world, estate by estate.

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**A Guide to Building Information
Modeling for Owners, Designers,
Engineers, Contractors, and
Facility Managers**

**The Financial Times Guide to
Leadership**

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Writing a Business Plan**

**The Financial Times Essential
Guide to Writing a Business Plan
Where to Drink Wine**

**How to streamline your
organisation, engage employees
and create a competitive edge
FT Essential Guide to Business
Writing**

**Your essential guide to an all-
round successful and happy
life. This book will help you**

build your confidence, discover the powers of body language and persuasion and develop essential business skills to enhance your career. Written by an experienced psychologist, this book comes complete with online support, to provide your ultimate guide to a fulfilling life at work and at home.

.Society does not generally expect its farmers to be visionaries.. Perhaps not, but longtime Maine farmer and homesteader Will Bonsall does possess a unique clarity of vision that extends all the way from the finer points of soil fertility and seed saving to

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exploring how we can transform civilization and make our world a better, more resilient place. In Will Bonsall's Essential Guide to Radical, Self-Reliant Gardening, Bonsall maintains that to achieve real wealth we first need to understand the economy of the land, to realize that things that might make sense economically don't always make sense ecologically, and vice versa. The marketplace distorts our values, and our modern dependence on petroleum in particular presents a serious barrier to creating a truly sustainable agriculture. For

him the solution is, first and foremost, greater self-reliance, especially in the areas of food and energy. By avoiding any off-farm inputs (fertilizers, minerals, and animal manures), Bonsall has learned how to practice a purely veganic, or plant-based, agriculture—not from a strictly moralistic or philosophical perspective, but because it makes good business sense: spend less instead of making more. What this means in practical terms is that Bonsall draws upon the fertility of on-farm plant materials: compost, green manures, perennial grasses, and forest products

like leaves and ramial wood chips. And he grows and harvests a diversity of crops from both cultivated and perennial plants: vegetables, grains, pulses, oilseeds, fruits and nuts—even uncommon but useful permaculture plants like groundnut (Apios). In a friendly, almost conversational way, Bonsall imparts a wealth of knowledge drawn from his more than forty years of farming experience. .My goal, he writes, .is not to feed the world, but to feed myself and let others feed themselves. If we all did that, it might be a good beginning.. Learn how to make your

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company more efficient, increase customer value with less work and make better use of your organisation's resources by implementing a Lean management strategy. The Financial Times Guide to Lean is a guide to the tools that are used to implement Lean, showing you how to apply Lean practices fully into your organisation or company. This book offers a comprehensive and objective look at lean strategy and how it can be tailored for different companies. Strategy Plain and Simple's uniquely powerful, successful and practical framework will

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show you how to quickly develop a strategy to get your business from where it is today to where you want it to be tomorrow. With vivid examples, practical solutions and a jargon-free approach, Vaughan Evans cuts to the very essence of what you need to know about strategy, simplifying it for anyone wanting to guide their business to success. He sets out a plain, simple, 3-step process:

- Understand your market - how to forecast demand and supply.
- Gain competitive advantage - how to target the strategic gap and bridge it.
- Managing business

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risk - how to balance risk and opportunity. Read it in 60 minutes, follow the three steps and transform your business prospects. "This fast-moving book gives a proven, practical approach that you can apply immediately to start a successful business or build your current business into a lean, mean profit machine." Brian Tracy, success guru, speaker and author of Now Build a Better Business! "A concise and compelling insight into strategy development, one of the key success factors in every business, large or small." Mike Garland, former Partner and Head of Portfolio Group,

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Permira Advisers LLP "Bite-sized strategy for the small businessperson - crisp, concise and easily digested on one plane journey" David Williamson, Managing Partner, Nova Capital Management
"Vaughan Evans does what he says on the tin - he Keeps It Simple, Successfully!" Stephen Lawrence, CEO, Protocol Education "Strategy in a nutshell, tailor-made for the small businessperson" James Pitt, Partner, Lexington Partners "A must-read for the small businessperson" Grahame Hughes, founding director, Haven Power "Short and sweet - this is strategy far

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**removed from convoluted
theory, ready to be applied to
any small business to help it
grow" Andrew Ferguson,
Managing Director, Baird
Capital At last! A book on
business strategy I can read!"
Fidelis Fernandez, small
businessman**

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**Financial Times Guide to the
Financial Markets**

**The Essential Guide to the
World's Must-visit Wineries**

**How to Set Goals, Measure
Performance and Reward**

Talent

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Forecasting

How to lead effectively and get results

FT Guide to Lean

Discover BIM: A better way to build better buildings

Building Information

Modeling (BIM) offers a

novel approach to design, construction, and facility

management in which a

digital representation of

the building product and

process is used to facilitate

the exchange and

interoperability of

information in digital

format. BIM is beginning to

change the way buildings

look, the way they function,

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and the ways in which they are designed and built. The BIM Handbook, Third Edition provides an in-depth understanding of BIM technologies, the business and organizational issues associated with its implementation, and the profound advantages that effective use of BIM can provide to all members of a project team. Updates to this edition include:

Information on the ways in which professionals should use BIM to gain maximum value New topics such as collaborative working, national and major

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construction clients, BIM standards and guides A discussion on how various professional roles have expanded through the widespread use and the new avenues of BIM practices and services A wealth of new case studies that clearly illustrate exactly how BIM is applied in a wide variety of conditions Painting a colorful and thorough picture of the state of the art in building information modeling, the BIM Handbook, Third Edition guides readers to successful

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implementations, helping them to avoid needless frustration and costs and take full advantage of this paradigm-shifting approach to construct better buildings that consume fewer materials and require less time, labor, and capital resources.

How financial markets work, in plain English! An authoritative, complete, and up-to-date guide to today's global financial system. * *The 'jargon-busting' guide to global finance: everything today's manager, investor, policymaker, and citizen

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needs to know. *Crystal-clear introductions to banking, central banks, insurance, money and bond markets, equities, futures, options, swaps, FX, hedge funds, private equity, and how they fit together.

***Financial crises: what's happened, why -- and what the new landscape looks like. This is the most complete, authoritative, and up-to-date guide to the workings of financial markets, the global financial system, and their immense and relentless impact. Renowned financial author Glen C. Arnold**

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assumes no prior financial knowledge, teaching through real world examples. He presents an invaluable international perspective, comparing the workings of major financial institutions and centers worldwide, from the U.S. Federal Reserve and Wall Street to the European and Japanese central banks, the IMF, and the World Bank. Arnold begins with a plain-English overview of the purposes of global financial markets and the institutions and individual markets that now comprise them. Next, he drills down

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to thoroughly illuminate each component of the financial markets, and the linkages among them. Arnold covers retail, corporate, investment, and other forms of banking; central banks; pooled investment funds; insurance; money markets; corporate, government, and exotic bond markets; equities and systems for raising capital; futures, options, and swaps; foreign exchange markets; hedge funds and private equity, and more. He concludes with insightful discussions of global financial

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regulation, the impact of recent and continuing global financial crises; the responses of governments; and the shape of the radically new global financial landscape.

The tools and ideas to help you lead with confidence and achieve better results through your team. This book provides all the tools and skills to help you be more effective in leading your team and achieving higher levels of performance. It focuses on three key elements: you as the leader, the principles of team working and team

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building, and getting individuals to contribute and perform. As well as identifying obstacles and pitfalls, it assists you in improving your skills and coaches you to work out what you could be doing better.

The Essential Guide to Doing Your Research Project 2e is the ultimate companion to successfully completing your research project. Warm and pragmatic, it gives you the skills and the confidence needed to succeed no matter what happens along the way. The book guides

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you through every step of your research project, from getting started to analysing data and writing up. Each stage is clearly set out, highlighting best practice and providing practical tips and down-to-earth advice for actually doing research. Key features include: Fully developed companion website including podcasts, worksheets, examples of real projects and links to journal articles Chapter summaries Boxed definitions of key terms Full glossary Suggestions for further reading Bursting with real world examples

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and multidisciplinary case studies, this book addresses the key questions posed by anyone hoping to complete a research project. It is the must-have textbook every student needs. Available with Perusall—an eBook that makes it easier to prepare for class Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to collaboratively mark up and discuss their SAGE textbook. Backed by research and supported by technological innovations

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developed at Harvard
University, this process of
learning through

collaborative annotation
keeps your students
engaged and makes
teaching easier and more
effective. Learn more.

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Keeping Chickens, and
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perfect gift for anyone interested in a more self-sufficient, greener, country lifestyle.

For more than a century, no US adversary or coalition of adversaries - not Nazi Germany, Imperial Japan, or the Soviet Union - has ever reached sixty percent of US GDP. China is the sole exception, and it is fast emerging into a global superpower that could rival, if not eclipse, the United States. What does China want, does it have a grand strategy to achieve it, and what should the United States do about it? In *The Long Game*, Rush Doshi draws from a rich base of Chinese primary sources, including decades worth of party documents, leaked materials, memoirs by party leaders, and a careful analysis of China's conduct to provide a history of China's grand strategy since the end of the Cold War. Taking

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readers behind the Party's closed doors, he uncovers Beijing's long, methodical game to displace America from its hegemonic position in both the East Asia regional and global orders through three sequential "strategies of displacement." Beginning in the 1980s, China focused for two decades on "hiding capabilities and biding time." After the 2008 Global Financial Crisis, it became more assertive regionally, following a policy of "actively accomplishing something." Finally, in the aftermath populist elections of 2016, China shifted to an even more aggressive strategy for undermining US hegemony, adopting the phrase "great changes unseen in century." After charting how China's long game has evolved, Doshi offers a comprehensive yet asymmetric plan for an effective US response. Ironically, his proposed

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How To Win Backing To Start Up Or Grow Your Business Than Ft Guide approach takes a page from Beijing's own strategic playbook to undermine China's ambitions and strengthen American order without competing dollar-for-dollar, ship-for-ship, or loan-for-loan.

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'Informative and easy to read, Glen Arnold has produced arguably the most comprehensive book there is today on stock market investing and one that unquestionably will give an edge to any retail investor. This is a must read for anyone serious about investing.'

Simon Thompson, Companies Editor, Investors Chronicle

The Financial Times Guide to Investing is the definitive introduction to the art of successful stock market investing.

Bestselling author Glen Arnold takes you from the basics of what investors

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do and why companies need them through to the practicalities of buying and selling shares and how to make the most from your money. He describes different types of investment vehicles and advises you on how to be successful at picking companies, understanding their accounts, managing a sophisticated portfolio, measuring performance and risk and setting up an investment club. The third edition of this investing classic will give you everything you need to choose your shares with skill and confidence. Thoroughly updated, this edition now includes: - Comprehensive advice about unit trusts and other collective investments - A brand new section on dividend payments and what to watch out for - An expanded jargon-

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busting glossary to demystify those complex phrases and concepts - Recent Financial Times articles and tables to illustrate and expand on case studies and examples - Detailed updates of changes to tax rates and legislation as well as increases in ISA allowances and revisions to capital gains tax

An introduction to the field of applied ontology with examples derived particularly from biomedicine, covering theoretical components, design practices, and practical applications. In the era of “big data,” science is increasingly information driven, and the potential for computers to store, manage, and integrate massive amounts of data has given rise to such new disciplinary fields as biomedical informatics. Applied ontology offers a

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strategy for the organization of scientific information in computer-tractable form, drawing on concepts not only from computer and information science but also from linguistics, logic, and philosophy. This book provides an introduction to the field of applied ontology that is of particular relevance to biomedicine, covering theoretical components of ontologies, best practices for ontology design, and examples of biomedical ontologies in use. After defining an ontology as a representation of the types of entities in a given domain, the book distinguishes between different kinds of ontologies and taxonomies, and shows how applied ontology draws on more traditional ideas from metaphysics. It presents the core

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features of the Basic Formal Ontology (BFO), now used by over one hundred ontology projects around the world, and offers examples of domain ontologies that utilize BFO. The book also describes Web Ontology Language (OWL), a common framework for Semantic Web technologies. Throughout, the book provides concrete recommendations for the design and construction of domain ontologies.

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How to deliver a winning message
Rick and Karin Dina are both
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long-time followers of a raw
food diet. They've provided
scientific information on how to
construct nutritious raw diets
through their Science of Raw
Food Nutrition classes to
hundreds of students. This
book is a compendium of the
latest information from peer-

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reviewed research and their own clinical experience on why raw diets are so beneficial and how to construct a raw diet that will provide all the necessary nutrients. The Raw Food Nutrition Handbook covers issues such as getting enough protein, understanding calorie density and nutrient density, focusing on whole plant foods, hydration, and food combining. The Dinias provide examples of some of the most popular raw food diets and discuss the nutritional adequacies of each one. They also share some of the success strategies they've used over the years to help

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people stay raw over the long term, make sense of conflicting nutritional information, and engage family and friends in their dietary journeys.

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book combines basic image
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some of the most advanced
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chapters dedicated to general
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"This book is informative, easy
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**“Arguably the greatest living
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for more than three decades. But,
as he is the first to admit, the
country remains an enigma even
to its long-term residents. In A
Beginner’s Guide to Japan, Iyer
draws on his years of
experience—his travels,**

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conversations, readings, and reflections—to craft a playful and profound book of surprising, brief, incisive glimpses into Japanese culture. He recounts his adventures and observations as he travels from a meditation hall to a love hotel, from West Point to Kyoto Station, and from dinner with Meryl Streep to an ill-fated call to the Apple service center in a series of provocations guaranteed to pique the interest and curiosity of those who don't know Japan—and to remind those who do of its myriad fascinations. FT Essential Guide to Developing a Business Strategy How to Use Strategic Planning to Start Up or

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"The business case for inclusion and diversity is becoming clearer to leaders. For a business to grow and create a sustainable future, it needs a diverse group of people, working in an inclusive environment. For these people to feel they can contribute and be included, regardless of their background, inclusive leadership is required, to drive the growth and innovation, and to do this, organisations need to bring different people together and lead in an inclusive way. This book gives a different perspective of behaviours, inclusion and diversity. It aims to provide tools

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and techniques that, if your organisation is brave enough, will help shift the needle" --

Doing Research in Business and Management brings the theory and techniques of research methods to life and covers all of the areas of research, from a review of secondary data or literature, or writing a research proposal, to completing an entire research project. The book is written for students on undergraduate and postgraduate degree programmes in business, management or related disciplines.

Building Ontologies with Basic Formal Ontology

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