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ABHK8L - CARDENAS KIRSTEN

If it's essential to project management... it's in here! The first edition of The Project Management Answer Book addressed all the key principles of project management that every project manager needs to know. With a new chapter on scrum agile, updates throughout, and many new PMP® test tips, this new edition builds on that solid foundation. The structure of this update maps closely to the PMBOK® Guide, Fifth Edition, and is designed to assist anyone studying for the PMP® and other certification exams. Helpful sections cover:

- Networking and social media tips for PMs, including the best professional organizations, virtual groups, and podcast resources
- The formulas PMs need to know, plus a template to help certification candidates prepare and self-test for their exams
- Quick study sheet for the processes covered on the PMP® exam
- Key changes in PMBOK® Guide, Fifth Edition, for readers familiar with earlier versions who want "the skinny" on the new version. PMs at every level will find real gold in the information nuggets provided in this new edition. Those new to project management will find the comprehensive coverage and the depth of the answers especially valuable, and will like the easy-to-read style and Q&A format. For experienced managers looking for new tools and skills to help them pass their PMP® or other certification exams, this is a must-have resource.

The Peter principle is defined "In a hierarchy, every employee tends to rise to his level of incompetence"--Cover.

Details how Gaby was able to fake her own pregnancy--hiding the truth from even her siblings and boyfriend's parents--and what it was like to become an accidental overnight media sensation.

"This delightfully written, lesson-laden book deserves a place of its own in the Baseball Hall of Fame." —Forbes Moneyball is a quest for the secret of success in baseball. In a narrative full of fabulous characters and brilliant excursions into the unexpected, Michael Lewis follows the low-budget Oakland A's, visionary general manager Billy Beane, and the strange brotherhood of amateur baseball theorists. They are all in search of new baseball knowledge—insights that will give the little guy who is willing to discard old wisdom the edge over big money.

Now updated for the 2016 PMP exam Learn the latest principles and certification objectives in The PMBOK® Guide, (Fifth Version), in a unique and inspiring way with Head First PMP. This book helps you prepare for the PMP certification exam using a visually rich format designed for the way your brain works. You'll find a ful-

l-length sample exam included inside the book. More than just proof of passing a test, a PMP certification means that you have the knowledge to solve most common project problems. But studying for a difficult four-hour exam on project management isn't easy, even for experienced project managers. Drawing on the latest research in neurobiology, cognitive science, and learning theory, Head First PMP offers you a multi-sensory experience that helps the material stick, not a text-heavy approach that puts you to sleep. This book will help you: Learn PMP's underlying concepts to help you understand the PMBOK principles and pass the certification exam with flying colors Get 100% coverage of the latest principles and certification objectives in The PMBOK Guide, Fifth Edition Make use of a thorough and effective preparation guide with hundreds of practice questions and exam strategies Explore the material through puzzles, games, problems, and exercises that make learning easy and entertaining Head First PMP puts project management principles into context to help you understand, remember, and apply them—not just on the exam, but also on the job.

If you're a solo website designer or part of a small team itching to build interesting projects with Drupal, this concise guide will get you started. Drupal's learning curve has thrown off many experienced designers, particularly the way it handles design challenges. This book shows you the lifecycle of a typical Drupal project, with emphasis on the early stages of site planning. Learn how to efficiently estimate and set up your own project, so you can focus on ways to make your vision a reality, rather than let project management details constantly distract you. Plan and estimate your project by discovering your client's goals and audience perceptions Discover how Drupal works under the hood, and learn basic DrupalSpeak Frame the UX design challenge through a deeper understanding of your site's intended users Get real content for your project as early as possible—before you start prototyping Choose the right modules for your project, and learn about several go-to modules Understand how to walk clients through the Drupal design and development process

The 400 PMP Exam Sample Questions (Based on 6th Edition of the PMBOK Guide) This Question Bank has 400 PMP sample exam questions and answers covering all 49 project management processes, and is based on the 6th edition of the PMBOK Guide. In this PMP exam prep book, all questions have detailed explanations with cross-referencing to the PMBOK Guide. Not a single question is duplicated in any way, so you get a new concept with

every new question. PMP Questions and Answers Each question has been provided with a detailed answer in the answer sheet. Learn from your mistakes; go through all the questions and ensure you understand and remember the critical concepts covered in the PMBOK Guide. The great thing is that answers are clarified in simple terms with relevant PMBOK references. Concepts that Enhance Knowledge and Confidence These are not just 400 questions; these are 400 concepts for you. This Question Bank helps you understand the PMBOK Guide, provides you with a glimpse of the real exam and elevates your confidence in the exam. Our carefully researched and outlined questions have a goal to optimize your learning experience with content that is required for the actual PMP exam. These questions provide mental stimulation and preparation for the actual exam. Learn in a smart way and prepare with the right study tools for your PMP exam! Pass the PMP Certification Exam on Your First Try Neatly structured and detailed, the PMP questions and answers included in this prep test are certain to help you learn and assess your knowledge. The PMP Question Bank is an approach that simplifies and streamlines your investment in study time. It narrows important points, increases your focus, prepares your mindset and helps you remember concepts that you may already know. Why Does Learning with Questions and Answers Help? Besides learning and understating, to effectively learn to pass the test, a person must practice hundreds of sample questions, which the PMP Question Bank allows you to do! The questions in this detailed PMP exam practice test are similar in structure and difficulty-level to the real questions in the PMP exam. When the time comes to take the exam, you will feel much more prepared since you've already answered correctly and incorrectly (you can learn from your mistakes) with these PMP practice exam sample questions. The time for passing the PMP exam is now and the PMP Question Bank is your secret weapon for perfect preparation. Use this excellent study resource that will increase your chances of passing the PMP exam! The book provides new theoretical concepts and knowledge to existing leadership theory. Through in-depth international case studies, it develops a new leadership theory of practitioners who promote strategic knowledge creation activities to achieve business innovation and new practical insights.

The Ultimate Beginner's Guide to Day Trading The ONLY Day Trading Book Complete With a Library of FREE Digital Trading Tools + \$1,000 Trading Commission Rebate to One of the Largest Trading Brokers Online! Trade for FREE with your \$1,000 commission rebate as you learn how to become a successful day trader using the techniques and strategies inside Day Trading QuickStart Guide. Don't be fooled by fake 'gurus' and fly-by-night 'books' written by anonymous authors. Author Troy Noonan has already made hundreds of successful day traders using the exact information in this book. Are you ready to be the next success story? If you are SERIOUS about achieving financial freedom through day trading than look no further than Day Trading QuickStart Guide! Day Trading QuickStart Guide smashes the myth that successful day traders are math experts, careless risk junkies, or compulsive gamblers. Using the tactics and enclosed in these chapters, you'll learn the exact skills needed to find real success while keeping your risk to an absolute bare minimum. Author Troy Noonan is a professional full-time trader and day trading coach with over 25 years of experience. The original 'Backpack Trader', Noonan has helped thousands of students in over 100 countries become successful traders using the exact methods and strategies shared in this book. His story, and the success stories of his students, is living proof that anyone can take advantage of the freedom (financial and otherwise) that day trading offers. Low-cost trading platforms, the ability to trade from anywhere at any time, and the

comprehensive education you'll receive Day Trading QuickStart Guide means that there has NEVER been a better time to learn how to day trade. Use the knowledge gained from reading this book to hobby day trade, supplement your current income, or day trade as a business; getting started takes less capital than you might think! Day Trading QuickStart Guide Is Perfect For: - Complete beginners - even if you've never bought a single stock before! - People who tried day trading in the past but didn't find success because of phony gurus and courses - Existing traders who want to hone their skills & increase their earning potential - Anyone who wants the freedom of making full-time income with part-time effort! Day Trading QuickStart Guide Explains: - The Inner Workings of the Derivatives Market - Futures Trading Contracts, How They Work and How to Maximize their Efficiency - How to Day Trade Options and Use Options Contracts to Hedge Against Risk - The Mechanics of Forex Trading and How to Use Foreign Currency Markets to Your Benefit You Will Learn: - Day Trading Fundamentals, from the Anatomy of a Trade to Powerful Trade Plans For Serious Returns - Technical Analysis, the Backbone of Finding and Executing Winning Trades - Trading Psychology, a Key Aspect That Allows Traders to Rise to the Top - The Surprisingly Simple Way to Interpret Market Charts and Act Based on Your Findings Before Anyone Else - Technical Indicators, Patterns, Trade Plans, and Mistakes New Traders Must Avoid *LIFETIME ACCESS TO FREE DAY TRADING DIGITAL ASSETS* Day Trading QuickStart Guide comes with lifetime access to a library of exclusive tools and videos designed to help you get started quickly and become a better trader faster. *GIVING BACK* ClydeBank Media proudly supports nonprofit AdoptAClassroom, whose mission is to advance equity in K-12 education by supplementing school funding of vital classroom material

Based on evidence from a five-year, real time study of twelve radical innovation projects within ten major corporations - including General Electric, IBM, Nortel Networks, DuPont, and Texas Instruments - this book addresses seven managerial challenges large companies face in creating and sustaining radical innovation.

Master vSphere 6 virtualization with hands-on practice and bonus preview exams VCP6-DCV: VMware Certified Professional-Data Center Virtualization on vSphere 6 Study Guide is your ultimate guide to preparing for exam 2V0-621. This Study Guide provides 100% coverage of all exam objectives and offers a unique set of study tools including assessment tests, objective map, real-world scenarios, hands-on exercises, and much more so you can be confident come exam day. You will also receive access to the superior Sybex interactive online learning environment that provides additional study tools including electronic flashcards and bonus practice exams. More than just a study guide, this book bridges the gap between exam prep and real-world on the job skills by focusing on the key information VMware professionals need to do the job. You'll master the vCenter Server and ESXi from planning and installation through upgrade and security, and develop an in-depth understanding of vSphere networking and storage, vApp deployment, service level establishment, troubleshooting, monitoring implementation, and so much more. Study 100% of exam 2V0-621 objectives Practice your skills with hands-on exercises Gain professional insight from real-world scenarios Test your understanding with review questions, practice tests, and more Virtualization is the number-one IT priority for organizations across public and private sectors, and VMware is the dominant force in the virtualization space. The VCP6-DCV certification gives you a highly marketable credential in terms of employment, but first you must pass this challenging exam. VCP6-DCV gives you the power of Sybex exam prep and the skills you need to excel at the job.

Cash is king, not least in the construction industry. Recent govern-

ment-commissioned reports have highlighted the importance of better financial management in the construction industry. This professional text provides a considered analysis of the tools and techniques of project financial management in construction; notably it covers cash flow modelling and provides the first detailed investigation of the contentious issue of cash farming. Through use of case studies, worked examples and questions this book will appeal to practitioners and students alike.

In this unique book first published in 1916, Romanian Jew ALEXANDER AARONSOHN documents for the world the struggle that went on in Palestine during the early years of the Zionist movement, when his parents helped found the village of Zicron-Jacob and worked to transform the desert into a fertile garden. Aaronsohn tells the story of his life, from his early trip to America to being pressed into military service for Turkey. His personal account covers the imposition of Germany into Turkish politics and the effect of German propaganda on Turkish attitudes towards outsiders, including himself. In the events that follow, Aaronsohn struggles to save his home and his family from growing oppression of the Turks.

Today's new breed, eXtreme projects are different. They feature high speed, high change, high complexity, high risk, and high stress. While traditional projects follow the classic model of ready, aim, fire, eXtreme project managers succeed by shooting the gun and then redirecting the bullet while not losing sight of their moving target. eXtreme Project Management provides a practical guide for leaders working under high risk and high pressure while producing the desired bottom-line results. Based on Doug DeCarlo's extensive experience in working with more than 250 project teams, his eXtreme project management model is built around an integrated set of principles, values, skills, tools, and practices proven to consistently work under conditions of rapid change and uncertainty. eXtreme project management is based on the premise that you don't manage the unknown the same way you manage the known. It's a people-centric approach to high performance that makes quality of life a fundamental part of the project venture.

"A dazzling tale of wild hope, lingering grief, admirable self-sufficiency, and intergenerational adoration." —Publishers Weekly (starred review) "Vita tests her own limits, and readers will thrill at her cleverness, tenacity, and close escapes." —Booklist "A satisfying adventure." —Kirkus Reviews From award-winning author Katherine Rundell comes a fast-paced and utterly thrilling adventure driven by the loyalty and love between a grandfather and his granddaughter. When Vita's grandfather's mansion is taken from him by a powerful real estate tycoon, Vita knows it's up to her to make things right. With the help of a pickpocket and her new circus friends, Vita creates the plan: Break into the mansion. Steal back what's rightfully her grandfather's. Expose the real estate tycoon for the crook he truly is. But 1920s Manhattan is ever-changing and full of secrets. It might take more than Vita's ragtag gang of misfits to outsmart the city that never sleeps. Award-winning author Katherine Rundell has created an utterly gripping tour de force about loyalty, trust, and the lengths to which we'll go for the ones we love.

Drawing together the new techniques available to the market researcher into a single reference, The Handbook of Online and Social Media Research explores how these innovations are being used by the leaders in the field. This groundbreaking reference examines why traditional research is broken, both in theory and practice, and includes chapters on online research communities, community panels, blog mining, social networks, mobile research, e-ethnography, predictive markets, and DIY research. "This handbook fills a significant learning gap for the market research profes-

sion and Ray Poynter has once again proven that he is a guiding light. The practical and pragmatic advice contained within these pages will be relevant to new students of research, young researchers and experienced researchers that want to understand the basics of online and social media research. Ray's views on 'how to be better with people' and 'how to maximise response rates' are vital clues that are likely to shape the future of market and social research." —Peter Harris, National President, Australian Market and Social Research Society (AMSRS) "It's hard to imagine anyone better suited to covering the rapidly changing world of online research than Ray Poynter. In this book he shows us why. Whether you are new to online or a veteran interested in broadening your understanding of the full range of techniques—quant and qual—this book is for you." —Reg Baker, President and Chief Operating Officer, Market Strategies International "Finally, a comprehensive handbook for practitioners, clients, suppliers and students that includes best practices, clear explanations, advice and cautionary warnings. This should be the research benchmark for online research for some time. Poynter proves he is the online market research guru." —Cam Davis, Ph.D., former Dean and current instructor of the online market research course for the Canadian Marketing Research and Intelligence Association "Ray Poynter's comprehensive, authoritative, easy to read, and knowledgeable handbook has come to our rescue ... it is a must read for anyone who needs to engage with customers or stakeholders in a creative, immediate and flexible way that makes maximum use of all the exciting, new technology now open to us. Market researchers need to know this stuff now. I can guarantee that anyone who buys the book will find it a compelling read: they will be constantly turning to the next page in order to find yet another nugget of insight from Ray's tour de force." —Dr David Smith, Director, DVL Smith Ltd; Professor, University of Hertfordshire, Business School

How to navigate your strategy journey in business using a five model framework and methodology that teaches you to play 'SMART' and 'win' in the game of business and career ascension. PMP(R) Prep Book by Master of Project Academy will help you to pass PMP(R) exam in your first attempt. Resit Gulec, Founder & CEO of Master of Project Academy (masterofproject.com), is helping professionals to get ready for the PMP(R) exam over a decade. 500,000+ enrollments and 99.6% first attempt pass rate of his students is a proof of how he prepares students to pass the PMP(R) exam in their first try. This comprehensive up-to-date PMP(R) Exam Prep Book includes but not limited to: - 100+ Must-to-Remember Master Points for the PMP(R) Exam- 100+ Flash Cards - Mapping Practice- 500+ PMP Practice Questions- Sample 200 Questions PMP Exam- 650+ Pages PMP Book

The Real Estate License Exam Calculation Workbook provides 250 calculation questions to prepare for the demanding Real Estate License Exam. Master exam topics with intensive practice in the areas you'll find on the test. All questions are test-level difficulty and focused solely on helping you pass. Whether you're challenging the exam for the first time or trying again after an unsuccessful attempt, you will learn the critical skills needed to master the exam. Included are practice exams for the following topics: • Land Description and Development • Agency Agreements and Commissions • Mortgages and Finance • Appraising Real Estate Values • Taxation and Assessment • Real Estate Investment Analysis • Fundamental Math Concepts

Insect Management for Food Storage and Processing, Second Edition is completely revised and updated with new chapters on topics including inspection techniques; retail pest management; environmental manipulation (e.g., hot, cold, modified atmospheres, ionization) to control insects; and the latest scientific research on

integrated pest management (IPM) control techniques. Common and unusual exterior/interior pest insects are covered and examples of both chemical and non-chemical pest insect control strategies are thoroughly discussed. The book provides the practical and science-based strategies to solve pest insect problems in an effective and economical manner. Chapter authors are recognized around the world as experts in their respective fields. Scientific language is put in simple terms so those working in a food plant or warehouse environment can easily take information from the chapters and apply it for effective pest insect control strategies. Control methods explained have survived the test of time. This edition addresses the pesticide and food safety regulatory environment food processing personnel must work in every day. Chapter information presented is original research that contains basic reference material, literature reviews, and actual pest insect case histories that authors have experienced with control methods that work. The book is written so its readers can pick it up and use it as a ready reference across any food manufacturing or production environment. It's a must read for commercial and structural pest control operators, technicians, or directors; food plant inspectors, auditors, and plant sanitarians; as well as QA managers, food safety consultants, and university extension personnel.

Revised and updated with the latest scientific research and updated case studies, the business classic that offers a revealing look at psychopaths in the workplace—how to spot their destructive behavior and stop them from creating chaos in the modern corporate organization. Over the past decade, *Snakes in Suits* has become the definitive book on how to discover and defend yourself against psychopaths in the office. Now, Dr. Paul Babiak and Dr. Robert D. Hare return with a revised and updated edition of their essential guide. All of us at some point have—or will—come into contact with psychopathic individuals. The danger they present may not be readily apparent because of their ability to charm, deceive, and manipulate. Although not necessarily criminal, their self-serving nature frequently is destructive to the organizations that employ them. So how can we protect ourselves and our organizations in a business climate that offers the perfect conditions for psychopaths to thrive? In *Snakes in Suits*, Hare, an expert on the scientific study of psychopathy, and Babiak, an industrial and organizational psychologist and a leading authority on the corporate psychopath, examine the role of psychopaths in modern corporations and provide the tools employers can use to avoid and deal with them. Together, they have developed the B-S-can 360, a research tool designed specifically for business professionals. Dr. Babiak and Dr. Hare reveal the secret lives of psychopaths, explain the ways in which they manipulate and deceive, and help you to see through their games. The rapid pace of today's corporate environment provides the perfect breeding ground for these "snakes in suits" and this newly revised and updated classic gives you the insight, information, and power to protect yourself and your company before it's too late.

One of the most valuable skills in our economy is becoming increasingly rare. If you master this skill, you'll achieve extraordinary results. *Deep Work* is an indispensable guide to anyone seeking focused success in a distracted world. 'Cal Newport is exceptional in the realm of self-help authors' *New York Times* 'Deep work' is the ability to focus without distraction on a cognitively demanding task. Coined by author and professor Cal Newport on his popular blog *Study Hacks*, deep work will make you better at what you do, let you achieve more in less time and provide the sense of true fulfillment that comes from the mastery of a skill. In short, deep work is like a superpower in our increasingly competitive economy. And yet most people, whether knowledge workers

in noisy open-plan offices or creatives struggling to sharpen their vision, have lost the ability to go deep - spending their days instead in a frantic blur of email and social media, not even realising there's a better way. A mix of cultural criticism and actionable advice, *DEEP WORK* takes the reader on a journey through memorable stories -- from Carl Jung building a stone tower in the woods to focus his mind, to a social media pioneer buying a round-trip business class ticket to Tokyo to write a book free from distraction in the air -- and surprising suggestions, such as the claim that most serious professionals should quit social media and that you should practice being bored. Put simply: developing and cultivating a deep work practice is one of the best decisions you can make in an increasingly distracted world and this book will point the way.

★Revised for new 2018 Exam based on PMBOK Sixth Edition + AGILE ★Proven Strategies And Tips That Will Help You Pass The PMP Exam On Your First Attempt. See Reviews, To Believe★ Do you know that more than 55% of the people fail in their first attempt to pass the PMP Exam? Also, if you fail 3 times within a year, you have to wait a whole year before you can try it again, not to forget the struggle of studying again and the expenses associated for the re-exam. Worst! if the PMBOK changes. Almost all PMP Certified said: "The exam is not that difficult, but need to have an effective strategy to nail it". Then why should you spend months on cramming pages of books and studying materials that merely consumes your time and energy and returns little value for your exam? Honestly, no one cares if you study hundreds of books or just spend few weeks prepping for the exam. The only thing that matters is a flash message on your exam computer screen stating "Congratulations! on Passing the PMP Exam". Do you want to know how this is possible? The answer lies in "By Studying Smart! So, why not get it done the smart way! PMP EXAM PREP GUIDE - OUTWITTING THE PMP EXAM; YOUR ANSWER TO THE SMART WAY. If you ask the Super PMPs, they will say "Passing this exam is not that difficult if you understanding the exam, and know how you crack the code behind it. Once you know how to and what to expect and the best way to outsmart (aka outwit) it, you will pass this exam with flying colors". So, what do you get in this guide? A 2-Month Study Plan that focuses on one thing: PMP CERTIFICATION. The study plan will guide you how to read PMBOK+AGILE, and any of the supplement guide like Rita Mulcahy's "PMP Exam Prep" or Andy Crowe's "The PMP Exam" or Head First PMP. How to apply SWOT analysis on your path PMP Certification 10 myths about the PMP Exam you should stop believing now 10 killer don'ts and 10 must do's before you set your foot in the exam center Know 50 essential question types in the test Learn how to crack PMP exam in 2 1/2 hours, the smart way. Also, you will get access to tons of free online question banks and resources that will make passing the PMP Exam extremely easy. We are not talking about shooting blind shots and hoping for a hit. This guide is an outcome of more than 12,000 candidate appraisals; careful evaluation of exams spanning over 13 years and hundreds of certification aspirants mentored to success. To ensure your success, the resources provided in this guide do not end here. You will also get a must-read chapters like: Exam cheat sheet by Knowledge Areas 23 exam hacks that will supercharge your results 28 winning habits of "The Super Successful" PMPs Get access to Rita Mulcahy's Online Process Game developed specially for Outwitting readers to help maximize your skills quickly. Also, you will find exam revision template, lessons learned document and tons of other stuff. This strategy guide will not supplement but will help understand PMBOK + AGILE better to help you pass the exam in your first attempt; saving you months of preparation time, and money wasted on repeat tries. In just two hours, it will give you everything you need to understand the dynamics

of the exam and ace it like a pro. Do not waste one more precious minute of your's, grab the opportunity when you find the key to unlock your success. ★Scroll Up & Click On "Add To Cart" Button & Cut Your Study Time Into Half★

Learn what it takes to succeed in the the most in-demand tech job Harvard Business Review calls it the sexiest tech job of the 21st century. Data scientists are in demand, and this unique book shows you exactly what employers want and the skill set that separates the quality data scientist from other talented IT professionals. Data science involves extracting, creating, and processing data to turn it into business value. With over 15 years of big data, predictive modeling, and business analytics experience, author Vincent Granville is no stranger to data science. In this one-of-a-kind guide, he provides insight into the essential data science skills, such as statistics and visualization techniques, and covers everything from analytical recipes and data science tricks to common job interview questions, sample resumes, and source code. The applications are endless and varied: automatically detecting spam and plagiarism, optimizing bid prices in keyword advertising, identifying new molecules to fight cancer, assessing the risk of meteorite impact. Complete with case studies, this book is a must, whether you're looking to become a data scientist or to hire one. Explains the finer points of data science, the required skills, and how to acquire them, including analytical recipes, standard rules, source code, and a dictionary of terms Shows what companies are looking for and how the growing importance of big data has increased the demand for data scientists Features job interview questions, sample resumes, salary surveys, and examples of job ads Case studies explore how data science is used on Wall Street, in botnet detection, for online advertising, and in many other business-critical situations Developing Analytic Talent: Becoming a Data Scientist is essential reading for those aspiring to this hot career choice and for employers seeking the best candidates.

Crime analysis has become an increasingly important part of policing and crime prevention, and thousands of specialist crime analysts are now employed by police forces worldwide. This is the first book to set out the principles and practice of crime analysis, and is designed to be used both by crime analysts themselves, by those responsible for the training of crime analysts and teaching its principles, and those teaching this subject as part of broader policing and criminal justice courses. The particular focus of this book is on the adoption of a problem solving approach, showing how crime analysis can be used and developed to support a problem oriented policing approach – based on the idea that the police should concentrate on identifying patterns of crime and anticipating crimes rather than just reacting to crimes once they have been committed. In his foreword to this book, Nick Ross, presenter of BBC Crime Watch, argues passionately that crime analysts are 'the new face of policing', and have a crucial part to play in the increasingly sophisticated police response to crime and its approach to crime prevention – 'You are the brains, the expert, the specialist, the boffin.'

Ideal for those with a minimum of mathematical and statistical knowledge, Business Research Methods and Statistics Using SPSS provides an easy to follow approach to understanding and using quantitative methods and statistics. It is solidly grounded in the context of business and management research, enabling students to appreciate the practical applications of the techniques and procedures explained. The book is comprehensive in its coverage, including discussion of the business context, statistical analysis of data, survey methods, and reporting and presenting research. A companion website also contains four extra chapters for the more advanced student, along with PowerPoint slides for

lecturers, and additional questions and exercises, all of which aim to help students to: - Understand the importance and application of statistics and quantitative methods in the field of business - Design effective research studies - Interpret statistical results - Use statistical information meaningfully - Use SPSS confidently

More than 80 percent of all projects start with underestimated schedules and costs, and are doomed to exceed projections. This concise book demonstrates how to establish realistic estimates, how to control a projects schedule and costs, and how to develop the projects plan and processes for successful project completion. Passing the exam is no easy task, no matter how many books or videos you study. You will need to take exam like questions in order to be prepared for the real test. This book will give you the exam like experience you need in order to pass the actual exam on your first try. Almost all PMP exam questions are scenarios, which will test your ability to choose the best answer. The questions in this book are mostly scenarios and are formatted just like the actual exam. They will test your skills and knowledge of selecting the best answer. All questions comes with a detail explanations of why a choice was correct and why the others were wrong.

A quick reference guide for the PMP Exam, this sturdy, laminated card accompanies The PMP Exam: How To Pass On Your First Try, 6th + Agile Edition. Highlighting key agile concepts and terms, this guide is updated for the Jan 2021 PMP Exam. Presenting all 49 processes along with the key inputs, tools, and outputs, this helpful tool also depicts techniques, tables, and graphs to highlight the most important information at a glance. Common formulas are organized for rapid look-up, bringing relevant information for the PMP Exam together in one resource.

In Linking Project Management to Business Strategy, researchers were guided by the hypothesis: If projects are successful in aligning their efforts with the business strategy, they will better contribute to the long-term goals of the organization. Strategic alignment is a two-way process. Overall business strategy informs project planning and in turn, project success impacts enterprise success. Strategic alignment of a project takes into account strategic focus, operational efficiency and team leadership. The extent to which a project is focused on each dimension determines the level of "strategic maturity" for a given project. Research has shown that higher levels of strategic maturity are associated with higher levels of project success.

Project Portfolios in Dynamic Environments: Organizing for Uncertainty is a comprehensive report of research that addresses this important, rising issue. Authors Yvan Petit and Brian Hobbs present the results of their investigation in a report that significantly advances the theory and also offers tips for practice. Currently, those applying project portfolio management tend to focus on the selection, prioritization, and strategic alignment of projects. Little attention is afforded the potential disturbances to project portfolios such as new projects, terminated projects, delayed projects, incorrect planning due to high uncertainty, and changes in the external environment. Yet, these factors can have highly disruptive, even show-stopping influence. This research seeks to answer: How is uncertainty affecting project portfolios managed in dynamic environments?

An updated and revised version of the business classic Power Base Selling Power Base Selling, originally published in 1990, left readers with an understanding of and language for gaining political advantage within accounts. Now famous among sellers, the concept of aligning with powerful customer individuals or "Foxes" is taken to a new level. The New Power Base Selling offers an updated and more in-depth edition of the original classic with an empirically based breakthrough to significantly increasing sales performance. It explains how competitive selling is as much a matter

of politics, customer value, and strategy as it is a management science. Based on data from one of the most comprehensive sales surveys in the sales training industry, along with over 50,000 deal reviews, *The New Power Base Selling* will help salespeople quickly outfox the competition, impress customers with unexpected value, and achieve new levels of professional success. Create Demand, as well as competitively Service Demand Quickly leverage "Situational Power Bases" to drive up win rates Provide customers with value that advances their critical business initiatives Effectively use LinkedIn, Facebook, Twitter, and other social tools in a sales campaign Increase customer satisfaction and competitive differentiation See measurable gains and exceed quota when you leverage customer politics, value, and competitive strategy.

Today's SEO Secrets in Plain English: What to Know, What to Do, How to Win! This book is a revised and updated version of the acclaimed *Outsmarting Google: SEO Secrets to Winning New Business* by Evan Bailyn How do people find you? They search. Simple, right? So, why does Search Engine Optimization seem so complicated? Search engines and consultants love it that way. If you don't understand SEO, you'll pay big bucks for a job you could

easily do yourself...if you read *SEO Made Easy* ! Evan Bailyn has spent his days uncovering secret search engine rules and finding new ways to outsmart them. Now, he has distilled those secrets into real, gritty, proven, simple tactics for grabbing top spots at Google, Yahoo!, and Bing. From earning trust to improving conversion rates, all you need to build a thriving business with search is here!

- Build online trust, the #1 currency of search success
- Supercharge your results with all five key ingredients of Google optimization
- Reel in links with 17 up-to-the-minute, link-building strategies
- Use the Nuclear Football: today's #1 technique for attracting targeted traffic
- Track traffic, engagement, conversions, and the effectiveness of each site element
- Escape dangerous new myths of Google optimization and avoid disastrous "black hat" SEO techniques
- Systematically convert strong SEO results into real paying customers
- Prepare for the revolution in social search that's barreling toward you
- Use keyword tools to uncover underserved, high-profit business niches
- Leverage your content investments to forge powerful new relationships and partnerships

13 comprehension lessons ; Concepts and study material ; Games and exercises ; Tricks of the trade ; Practice exams and questions.