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This courseware has been developed to provide you with a solid introduction to the business analysis discipline. It is based on the book "Business Analysis, 3rd Edition" written by Debra Paul, James Cadle and Donald Yeates (ISBN 978-1-78017-277-4). EXIN/BCS Foundation Certificate in Business Analysis is the first step on the business analysis career path. This certification is respected and values by employers around the world. This course and certification are designed for people who want to understand business analysis, support change and improve business processes. It is suitable for business analysts, business managers and members of their team, business change managers and project managers. This course covers, among others, the following aspects of the business analysis discipline: * The role and competencies of a Business Analyst * Investigation techniques, including interviews, observations, workshops and prototyping * Ways to categorise, analyse and manage stakeholders * Modelling business processes * Creating a business and financial case * Elicitation, modelling, and management of requirements This Courseware is suited for the EXIN/BCS Foundation in Business Analysis exam. It contains a sample exam and many additional multiple choice questions that help you in your exam preparation. Thanks to EXIN Anywhere technology, you can take the exam via your own computer proctored via webcam at any time and at any place after the course. Bron: Flaptekst, uitgeversinformatie.

This book is for managers and would-be managers who need to upgrade their knowledge of digital marketing. Told from the perspective of marketing strategy, it puts digital marketing in the context of firm strategy selection. The first step in digital marketing is to understand your company and your brand. The next step is to put content and keywords on your web and mobile sites so that they can be found in search. Then use the delivery platforms of digital content, e-mail, social, and mobile, to deploy that content to the customer. The final topics in the book focus on the importance of data management and privacy as well as the emerging roles of analytics, artificial intelligence and marketing automation. Without quality data, no digital marketing program can be successful. This data can then be used in data analytics applications for predictive modeling. After reading this book, the reader will have a good idea of where to start on the path to an integrated digital marketing management strategy. Each chapter concludes with a list of action steps or "what to do next" to get started on implementing a digital marketing strategy as well as review questions and key terminology.

Business analysis (BA) is an important business operation, and with some coordinated effort, it can become an efficient and valuable business service. This book takes you through the creation and management of a BA service, from setting strategy to recruiting business analysts, to continuous improvement, through to useful supporting tools and technology. Top tips, case studies and worked examples are included throughout. This book perfectly compliments the bestselling BCS books 'Business Analysis' and 'Business Analysis Techniques.' A critical part of any company's successful strategic planning is the creation of an Enterprise Business Architecture (EBA) with its formal linkages. Strategic research and analysis firms have recognized the importance of an integrated enterprise architecture and they have frequently reported on its increasing value to successful companies. Enterpr This book is for executives and practitioners tasked with the movement of data from old systems to a new repository. It

uses a series of steps developed in real life situations that will get the reader from an empty new system to one that is working and backed by the user population. Recent figures suggest that nearly 40% of Data Migration projects are over time, over budget or fail entirely. Using this proven methodology will vastly increase the chances of achieving a successful migration.

This book provides a holistic picture of the digital age as it emerges in the 2010s. On the background of business analysis concepts from firm to megatrends and all business sectors of the World, the digital age of information systems and digital drivers are thoroughly laid out.

????OKR,???????(OKR, Objectives and Key

Results),?????????,?????????.OKR?4?????:?????????,?????,??????,????,????,????.

This revised edition of Deborah Tannen's first discourse analysis book, Conversational Style--first published in 1984, examining six speakers over a long Thanksgiving dinner--presents an approach to analyzing conversation that later became the hallmark and foundation of her extensive body of work in discourse analysis.

Information Security Architecture, Second Edition incorporates the knowledge developed during the past decade that has pushed the information security life cycle from infancy to a more mature, understandable, and manageable state. It simplifies security by providing clear and organized methods and by guiding you to the most effective resources available.????????????????????,????????????????,????????????????,????????????????

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internet, mobile, cloud, big data, internet of things, 3D-printing, the sharing economy, social media, gamification, and the way they transform industries and businesses

The development of business analysis as a professional discipline has extended the role of the business analyst who now needs the widest possible array of tools and the skills and knowledge to be able to use each when and where it is required. This new edition provides 99 possible techniques and practical guidance on how and when to apply them.

Employment Law Update, 2019 Edition analyzes recent developments in case law of interest to employment law practitioners representing plaintiffs, defendants, and labor unions and comprehensively covers recent developments in the rapidly changing employment and labor law field. Comprised of ten chapters - each written by an expert in employment law - this updated edition provides timely, incisive analysis of critical issues. Employment Law Update, 2019 Edition provides, where appropriate, checklists, forms, and guidance on strategic considerations for litigation and other forms of dispute resolution. Some of the new material discussed in this 2019 Edition includes: How the U.S. Department of Labor enforces federal whistleblower statutes Recent case law circumscribing arbitration, which can, potentially, deprive non-union workers of fundamental statutory and constitutional rights Recent German embrace of minimum wage law Efforts by legislatures, administrative agencies, courts, and public interest groups to transform the "soft law" of the U.N. Guiding Principles on Business and Human Rights into "hard law" binding multinational corporations Special problems relating to aviation personnel who blow the whistle Protection for disabled veterans under the ADA and the USERRA Evolving framework for enforcing the rights of the LGBT population Transnational labor law applicable to expatriates Application of multinational firms' codes of conduct across national borders Application of differing systems of employee rights and obligations to floating employees Previous Edition: Employment Law Update, 2018 Edition ISBN 9781454898931

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