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Writing reports is a vital skill in many professions and roles across every sector. Despite this, the majority of reports generated in organizations tend to be difficult to read, dull and do not make the impact they should - either for the content or for the author. In this book, you will learn how to write in a convincing way for a variety of different audiences. Fundamentals covered include structure, graphic presentation, plagiarism and oral presentation. The authors include a useful section on writing under pressure (by writing as a team, for example) as well as material on pitfalls to avoid when writing in English as a second language. This simple, effective book is a great tool for readers across the globe who wish to improve their report-writing skills.

Project Management introduces students in a unique and accessible way to projectbased working as a means to tackle projects successfully. Not only in business circles, but also in the field of education, increasingly more activities are performed using a projectbased approach. Consider for example comprehensive study assignments, internal projects and projects during work placement and the final stages of a degree. The line of approach of this book is practiceoriented. Based on assignments, groups of two to three students work on a project plan and an executive summary. Students can also opt for a 'real' assignment for a company or for one of the cases of the accompanying website. Added to this fifth edition are examples and illustrations, new sections about various subjects and a chapter about the flexible project approach Scrum.

In a dangerous world, everyone needs protection. Bodyguard: Hostage is the new thriller from Chris Bradford, bestselling author of Young Samurai. Bodyguard is a bulletproof action-adventure series that fans of Cherub and Alex Rider will love. This is Lee Child for younger readers - a teenage Jason Bourne for the next generation. With the rise of teen stars, the intense media focus on celeb families and a new wave of billionaires, adults are no longer the only target for hostage-taking, blackmail and assassination - kids are too. That's why they need a young bodyguard like Connor Reeves to protect them. Recruited into the ranks of a covert young bodyguard squad, 14-year-old Connor Reeves embarks on a rigorous close protection course. Training in surveillance, anti-ambush exercises, hostage survival and unarmed combat, he's put through his paces and wonders if he will actually survive the course. But when the US President summons Connor to protect his impulsive teenage daughter, Connor's training is put to the ultimate test. For Connor discovers that the First Daughter, Alicia, doesn't want to be guarded. She just wants to have fun. And with no clue Connor is her bodyguard, Alicia tries to elude her Secret Service agents and lead Connor astray. But unknown to her, a terrorist sleeper cell has been activated. Its mission: to take the president's daughter HOSTAGE... And don't miss Bodyguard: Ransom coming soon.

This book, originally published in Dutch, provides a uniquely practical approach to strategic marketing planning. Combining a comprehensive overview of theory with practice, each chapter takes the reader step by step through the strategic marketing process. Beginning with identifying the value proposition, it moves on to the situational analysis that underpins the corporate strategy, and finally details the overall implementation and creation of a customer and brand values. Applied Strategic Marketing equips the reader with the necessary tools and techniques to develop and deliver a thorough and effective marketing strategy. With a broad range of international case studies that bring the theory to life, this well-renowned and updated translation is vital reading for undergraduate and postgraduate students of marketing management and strategic marketing. It should also be of interest to marketing practitioners who want a clear overview to aid them in the planning process.

'Devastatingly good' - Clare Mackintosh, author of After The End 13 Reasons Why meets The Wasp Factory in an impossible to put down thriller that will take your breath away. Last year, Ollie Morcombe was a star pupil, popular and a gifted musician. Then, after the accident, everything changed. Now he's an outcast, a prime target of the school bullies who have made his life a living hell. Today - the last day of the school year - he's brought those bullies a gift. A homemade pipe bomb. What has driven a model student to plan an unspeakable revenge? And with the clock ticking down to home time, what can anybody do to stop him? 'A powerfully charged study in empathy' - Financial Times 'A sensitive, gripping book about mental health and masculinity' - Samuel Pollen, author of The Year I Didn't Eat

In their new book Solving Managerial Problems Systematically, Hans Heerkens and Arnold van Winden teach students how to identify and efficiently deal with problems. The book uses the Managerial Problem-Solving Method, which deals with problems step by step. Solving Managerial Problems Systematically describes the seven phases of the Managerial Problem-Solving Method, a roadmap on how to identify, conduct thorough research into, and lastly solve a core problem. This textbook treats the concept of a 'problem' as an analytical one; a concept that can be found in any department in any organisation. Creative techniques are used to help find a solution for the problems encountered, which makes the method an ideal tool that is applicable in nearly any situation. Solving Managerial Problems Systematically is intended for Bachelor studies (professional education and university) where students engage in problems and problem-solving in individual courses, projects, or graduation. It is a valuable aid for consultants and advisors to help identify and analyse managerial problems, and to advise companies on possible solutions.

First published in 1989. Includes CD Rom demo.

This international textbook focuses on the strategic and operational aspects of sales management. With new material on coaching and motivating sales teams, sales skills and leadership are developed in this unique product. Sales Management teaches students how to gradually draw up a comprehensive sales plan: a process of analysing, learning, asking, brainstorming, writing, removing and reformulating. This comprehensive text provides core reading for students of sales and sales management globally.

The open character of the global economy combined with the internationalization of business means that business students are increasingly required to understand the complexities of international business. This introductory textbook provides students with a comprehensive overview of this vital topic. Subjects discussed withing the text include: the political and economic environment; culture; management and organization; international marketing strategies; intercultural communication; international law; international finance; and logistics / international transport.

Research: This is it! is a unique textbook that offers an integrated discussion of quantitative and qualitative research. The theory is easily accessible, with appealing examples taken from all

kinds of studies. This textbook light-heartedly describes the essence of quantitative and qualitative research in four steps in a such a way that students will want to do the research presented in the book. Step 1: Formulating the problem Step 2: The research design Step 3: Collecting data Step 4: Processing, analysing and reporting research data With these steps, you have a valuable checklist at your disposal for designing and conducting your own research and for evaluating research proposals and reports. Excel is used for quantitative data analysis, in addition the book has an appendix explaining how to use SPSS.

This book discusses critical areas of progress in stem cell research, including the most recent research and applications of pluripotent embryonic cells, induced pluripotent cells, oligopotent tissue stem cells and cancer stem cells. The text covers basic knowledge of stem cell biology, stem cell ethics, development of techniques for applying stem cell therapy, the technology of obtaining appropriate cells for transplantation as well as the role of stem cells in cancer and how therapy may be directed to cancer stem cells. This new volume is essential reading for all scientists currently in the field or allied research areas, and those for those graduate students who envision a career in stem cells.

'This book is an excellent addition to any business plan. Making a business plan is unambiguous and written in plain language. It also serves as a handy reference book when revising and/or rewriting a business plan. Worth mentioning are the numerous examples given in the book, particularly helpful since financial terminology can be difficult for beginning entrepreneurs. It also has a logical layout. The corresponding website is helpful and the downloads useful.' Roel van der Beek, Product Management, Netherlands Chamber of Commerce

This basic book is to familiarize students in (international) English-language programmes with the basics in the fields of finance, finance management and accounting. No prior knowledge of business economics is required. This book is user-friendly, accessible, and yet comprehensive in its approach. It takes an in-depth, integrated look at the principles of management accounting, financial accounting and finance. Examples and case studies from newspapers and professional journals encourage the practical application of the material. Study questions reinforce and test the student's understanding of the key concepts. A glossary of key terms is included at the end of each chapter. The book also contains multiple choice questions and other assignments designed to stimulate thinking about the topics that are discussed. Further self-test materials are available at www.basicsfinancialmanagement.noordhoff.nl including interactive multiple choice questions, exercises, cases and teachers manual.

Ethics in business is not a new topic and has been intensely discussed since the emergence of the so-called limited companies. However, privatization, technological and digital innovation, changes in moral perception, economic and financial crises and globalization stir a more recent debate on how companies should behave in our societies. This book starts from the position that ethics in business should imply an open debate on norms and values, using a sound methodology to get there. Ethics should cross borders: not only the borders of a country, but also the borders of someone's moral imagination. Ethics should not only be about harmony but also about conflict (and how to deal with that). Ethics should be realistic and well substantiated by academic research. Ethics should be used to understand the complexity of the world, and the challenges companies struggle with on various levels. Therefore, this book is composed of three parts in which ethics is discussed at different levels. In part one we discuss ethics at the level of the individual. In part two we discuss ethics and business. In the third part, ethics is discussed in the context of a globalized world. In each chapter, we discuss the ethical complications of each topic from various – and preferably opposing – perspectives. Each perspective is methodologically and academically substantiated. Each chapter ends with an extensive literature list in which the original sources are listed for further reading. Furthermore, at the end of each chapter, a summary is written in which the most important definitions and viewpoints are highlighted. The frequent use of colorful and bold examples make this an accessible read for bachelor and master students at business schools and professionals in international business.

In a multicultural environment, having intercultural competences is the most important determining factor between success and failure. This concise book introduces the topic for students and scholars. Building upon an accessible understanding of cultural differences, the author provides various models for understanding and framing culture. Theory is linked to practice by examining how to deal with intercultural conflicts via practical examples and advice. Students striving to perform well in intercultural environments, will benefit from reading this book which helps them convert models and cultural knowledge into practical skills.

Marketing Fundamentals– a Dutch bestseller – strikes the right balance between marketing theory and practice. The book offers a cutting edge review of new priorities in marketing, as illustrated by the diverse selection of analyses of world-class companies' customer-focused strategies. This attractively illustrated, full colour edition includes a mix of European and global examples –both successes and failures in business – encompassing the entire field of marketing, including services marketing. The new 'Practitioner's Perspectives' and 'Professor's Perspectives' in each chapter offer insightful opinions and powerful ideas on key issues in marketing management. They help bring the fundamentals of marketing from a global perspective to life.

Digital Marketing Fundamentals is the first comprehensive digital marketing textbook to cover the entire marketing process. The academic theory behind Digital Marketing, as well as techniques and media, is discussed. Digital Marketing Fundamentals is easy to read and contains many international examples and cases. The Dutch version of this book (Basisboek Online Marketing) has become a standard issue in The Netherlands. In this book, all relevant aspects of digital marketing are addressed: strategic aspects, the use of the Internet for market research, product development and realisation, branding, customer acquisition, customer loyalty and order processing. The book also discusses effective websites and apps, digital analytics and planning, and management. The application of social media and mobile communications is seamlessly integrated into the topics. Digital Marketing Fundamentals is suitable for commercial and management courses in higher education, including universities and business schools, and for professionals working in digital marketing. To request access to the book's online resources, please click here: <http://www.digitalmarketing.noordhoff.nl> For FAQs: <https://www.basisboek-onlinemarketing.nl/faq-lecturers.html>

Organization and Management is an introduction to theories and contemporary practice in cross-border business management. The book reviews the practice of management

where a home-market approach no longer achieves and sustains success in an increasingly competitive global environment. Readers will learn about the experiences of companies in many industries operating in countries such as Argentina, China, Britain, France, Germany, India, the Netherlands, Poland, and the United States. This book is designed for students taking introductory courses in organization, and international management. Through carefully developed case studies, exercises, and integrated text material, this book bridges theory and practice. The full colour layout of the book supports self-study, as well as group study and team work.

In today's turbulent business environment, maintaining and optimizing retail strategies are of crucial importance. Retail Marketing is a complete guide to how retailing works in the non-food sector. Focusing on operational applications of retailing, this textbook puts students on the inside track to success in the fast-moving retail industry. This new edition offers an integrated approach to internet and cross-channel retailing and adds new material on lost sales and market research in addition to covering new research. Retail Marketing is a comprehensive textbook for students in this area and provides the perfect overview for anyone interested in this vital industry.

Looking for a funny gift for a coworker, boss, student, teacher or professor? This notebook (120 pages checkered, 6x9 inches) will be the perfect gift. It can be used as a composition book, exercise book, journal or lab notebook. This beautifully designed notebook has a matte, sturdy paperback cover, perfect bound, for a gorgeous look and feel. Perfect for science and chemistry students, teachers or professors. To view more Dennex Science notebooks, click on "Dennex Science" Author page.

This book introduces law in the context of international business. The basics of law are explored using a clear comparative methodology. International and regional economic institutions are discussed, next to the fundamentals of private law. These include contract law, liability law, labour law, company law, privacy law, intellectual property law and international private law. The book goes beyond the usual focus on Western legal systems and uses examples from all over the world to provide students with comprehensive knowledge of business law. It is set up rather broadly, so that it can be used by teachers throughout their entire curriculum. Each chapter ends with a clear summary, and practice questions. Due to its colourful cases, this book is accessible and fun to read.

Two star-crossed lovers fight for a more just world in this searing novel with a critically-acclaimed BBC series adaptation now streaming on NBCUniversal's Peacock platform! Sephy is a Cross: dark-skinned and beautiful, she lives a life of privilege and power. But she's lonely, and she burns with injustice at the world she sees around her. Callum is a Nought: pale-skinned and poor, he's considered to be less than nothing, there to serve Crosses, but he dreams of a better life. They've been friends since they were children, and they both know that's as far as it can ever go. Noughts and Crosses are fated to be bitter enemies—love is out of the question. Then—in spite of a world that is fiercely against them—these star-crossed lovers choose each other. But it comes at a price and as they prepare to protect themselves and their love, they realize that the cost will lead both of them into terrible danger...and will have shocking repercussions for generations to come.

This introductory guide to financial management and accounting familiarizes students with the basics in these crucial areas. No prior knowledge of business economics is assumed. This book is user-friendly, accessible, yet comprehensive in its approach. It takes an in-depth, integrated look at the principles of management accounting, financial accounting and finance. Examples and case studies from newspapers and professional journals encourage the practical application of the material. Study questions reinforce and test the student's understanding of the key concepts. A glossary of key terms is included at the end of each chapter. The book also contains multiple choice questions and other assignments designed to stimulate thinking about the topics that are discussed. The Basics of Financial Management is an ideal introductory textbook for students at both undergraduate and graduate levels in a wide range of degree and professional programmes, such as Economics, MBA, Business Studies, Finance and Management Studies.

A hands-on introduction to the field; discusses topical themes such as digital business transformation and corporate social responsibility; extensive online support provided, including numerous assignments and topical cases. Organisation and Management - An International Approach is an interactive and hands-on introduction to the field. The theory behind management and organisation is accessibly explained by renowned authors Jos Marcus and Nick van Dam using many practical examples. The book comprises three sections: Environments and Organisations, People and Organisations, Structure and Organisations, This fully renewed edition has been expanded with six new chapters on digital business transformation, internationalisation, corporate social responsibility, the future of work, human resource management, and culture. In addition, the book contains new, topical practical examples, and features a fully modernised layout. The companion website offers students multiple choice questions, practical cases, and assignments. In addition, students have online access to the concept training program. Teachers can assess test exams, cases, and college sheets. This book lets teachers compile their own exams using www.toetsopmaat.nl; a database that contains the questions from all student test exams. There are also additional, secure test questions that students cannot use for practice. Exams can be exported in various formats. Organisation and Management - An International Approach is suitable for all Higher Professional Business Education-studies whose curriculum wants to create a strong foundation in the field of Organisation & Management"

Binas vmbo basisinformatieboek voor NaSk 1 Binas vmbo kgtinformatieboek voor NaSk 1 en NaSk 2 Stem Cells Handbook Springer Science & Business Media Hospitality Experience offers students an exciting introduction to key aspects of hospitality management. The authors provide a refreshing focus on how hospitality experiences can be created and managed successfully. With a comprehensive overview of the hospitality industry, the textbook familiarizes students with the basics of hospitality management and offers analysis as well as cases and practical examples. Designed primarily for entry-level students at all levels, the book will also be of interest to professionals working in the business.

Management models: many students will come across them in their studies, yet it is only when actually working with them that the function and benefit of management models are revealed. 101 Management Models gives a comprehensive overview of traditional models as well as innovations in management models. To allow quick access to the models, several indexes are provided, arranged by objective, discipline and author. All models are discussed in a transparent format: the fundamentals of the management model; its application; the result; the pitfalls. This intuitive and accessible textbook will be useful for all students of management - particularly those coming at the topic from another background such as economics or engineering and is

supported by a companion website: <http://www.managementmodels-englishedition.noordhoff.nl/>

This handy 6" x 9" lined notebook is A great inexpensive gift idea for any occasion.it makes a great birthday, Thanksgiving, Christmas or couple anniversary Gift For Chemistry lovers 6X9 inch, 110 pages, lightly lined, matte softcover

PERFECT for fans of Roald Dahl. Think you know Dahl? Think again. There's still a whole world of Dahl to discover in a newly collected book of his deliciously dark tales for adults . . . 'There is a pleasure sure in being mad, which none but madmen know' Our greatest fear is of losing control - of our lives, but, most of all, of ourselves. In these ten unsettling tales of unexpected madness master storyteller Roald Dahl explores what happens when we let go our sanity. Among other stories, you'll meet the husband with a jealous fixation on the family cat, the landlady who wants her guests to stay forever, the man whose taste for pork leads him astray and the wife with a pathological fear of being late. Roald Dahl reveals even more about the darker side of human nature in seven other centenary editions: Cruelty, Lust, Deception, Innocence, Trickery, War and Fear.

A Basic Guide to International Business Law aims to give students an understanding as well as practical knowledge of legal problems arising in the area of international business, and to equip them with the skills needed to prevent and tackle these problems. All Chapters employ the same didactic structure. Introductory case studies, examples, annotated case law, glossaries, diagrams, summaries and exercises are all designed to familiarize students quickly with relevant aspects of international (business) law. A Basic Guide to International Business Law deals with the following topics: • Introduction to International Private Law and European Law • Legal aspects of negotiations • International contracts: matters of jurisdiction and the law applicable to these contracts • International contracts of sale • Competition law • Free movement of goods, workers, the freedom of capital and establishment and the freedom to provide services • International payments • Carriage of goods by road and sea • Incoterms • Entry modes (agents, representatives, distributors, licensing, franchising)

Wicked World advocates the need to acknowledge the complex contexts in which managers, professionals and policymakers operate. Conventional tools do not serve us well in these new contexts and regularly aggravate the situation. This book offers a systemic perspective in exploring complex challenges and a sensemaking framework to deal with interconnected, persistent problems. Looking beyond the problem; seeking deeper patterns and linkages to other problems; realizing that cause and effect may not be obvious or close by; and that small changes can have major impacts...these are essential steps in operating in a wicked world. It is time for new perceptions and concepts that can support us. Systems and complexity theories are a starting point for this book. A comprehensive sensemaking framework can guide us in dealing with challenges such as digitalization and robotization impacting businesses, institutions, homes and society as a whole; social inequity and polarizing discourses; obesity, burn-out and cybersecurity. The first step is to become 'systems savvy' – Wicked World takes you on this journey.

This book is not just for reading. Design Thinking is something you need to actually do. Reading about design thinking will increase your knowledge, but by doing it, you will learn what design thinking can mean for you, in your studies and your work. In this book we encourage you to take action: design thinking by doing. Since the end of the last millennium, design thinking has received an increasing amount of attention from the business community, social organizations, universities and colleges. Organizations are confronted with complex problems and issues that are no longer self-contained, clear or easy to define. The creative solution strategy offered by design thinking appears to be increasingly needed to adequately respond to the questions, wishes and needs of customers and society as a whole. This book unravels the thinking and working process of design thinking and offers practical tools for getting started. The author approaches design thinking in four chapters, from different perspectives: as a way of thinking, a way of working, a project approach and a tool box. Design thinking is a way of thinking answers the questions: How do design thinkers approach problems and challenges? Which six fundamental attitudes do they use and what do you need to know in order to use them? Design thinking is a way of working answers questions such as: What phases and milestones does the design process distinguish? What is the difference between the more structured design process and the 'messy' cycle of design thinking? Because you learn design thinking by doing, you will practice this in Design thinking is a project approach. Finally, in the last chapter Design thinking is a tool box, the methods and tools that you use in a design project will be discussed. This international edition of Design Thinking is written for students and workers who want to apply design thinking to tackle challenges, problems or complex (social) issues in a different, practical way within their own professional practice.

Basic Management Accounting for the Hospitality Industry uses a step by step approach to enable students to independently master the field. This second edition contains many new themes and developments, including: the essence of the International Financial Reporting Standards (IFRS) integration of the changes caused by the evolution of the Uniform System of Accounts for the Lodging Industry (USALI) the extension of price elasticity of demand, and addition of income and cross elasticities the addition of break-even time (BET) as an additional method of analysing capital investments Up-to-date and comprehensive coverage, this textbook is essential reading for hospitality management students. Additional study and teaching materials can be found on www.hospitalitymanagement.noordhoff.nl

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