



Each case delivers a compelling narrative and a set of step-by-step instructions that make teaching and learning as effective and efficient as possible. Key Features: - Questions at the start of each case challenge the student to think critically and help the students bring the case into focus; - Carefully crafted narratives provide the right amount of detail to give a realistic sense of the complexity and challenges of the case; - Recommended readings at the end of each narrative allow room for further research - Sections entitled "Structured Analytic Techniques in Action" frame the analytic tasks and provide step-by-step instructions for applying three to five analytic techniques in a series of exercises for each case study; - Two hundred photos, maps, figures, tables, boxes, and technique templates support analysis and instruction; and - A matrix of the cases and techniques used in each cases augment the annotated table of contents and provide students and instructors an all-in-one view of the contents. To make the teaching of the cases as turn-key as possible, Beebe and Pherson have created a case-by-case guide, Cases in Intelligence Analysis: Instructor's Materials, that is free to all users as a downloadable PDF. Instructor's Materials includes solutions to all of the exercises, teaching tips, conclusions for each of the cases, and key takeaways that can be used to guide classroom discussion. Techniques covered include: Analysis of Competing Hypotheses Deception Detection The Decision Matrix Devil's Advocacy Force Field Analysis Indicators Validator Key Assumptions Check Mind Maps Multiple Hypothesis Generation Multiple Scenarios Generation Outside-In Thinking The Pre-Mortem Analysis Pros-Cons-Faults-and-Fixes Quadrant Crunching Red Hat Analysis Simple Scenarios Starbursting Strengths-Weaknesses-Opportunities-Threats Structured Brainstorming Structured Self-Critique Timelines and Chronologies

Introduces the proven rules that a company can use to promote innovation, arguing that the corporate world should hire misfits and encourage them to defy the existing culture and actively consider ideas that appear ridiculous or impractical.

Controversy over gendered pronouns, for example using the generic "he," has been a staple of feminist arguments about patriarchal language over the last 30 years, and is certainly the most contested political issue in Western feminist linguistics. Most accounts do not extend beyond policy issues like the official institution of non-sexist language. In this volume, Anna Livia reveals continuities both before and after the sexist language reform movement and shows how the creative practices of pronoun use on the part of feminist writers had both aesthetic and political ends. Livia uses the term "pronoun envy" ironically to show that rather than being a case of misguided envy, battles over gendered language are central to feminist concerns. Livia examines a broad corpus of written texts in English and French, concentrating on those texts which problematize the traditional functioning of the linguistic gender system. They range from novels and prose poems to film scripts and personal testimonies, and in time from the 19th century to the present. Some withhold any indication of gender; others have non-gendered characters. Livia's goal is two-fold; to help bridge the divide between linguistic and literary analysis, and to show how careful study of the manipulation of linguistic gender in these texts informs larger concerns. This fresh and highly interdisciplinary work lies at the intersection of several vital areas, including language and gender, sociolinguistics, and feminist literary analysis.

"Organized into three parts, the ninth edition traces the impact that societal changes and emerging technologies are having as force enablers, game changers, or disrupters of American defense policy"--

The Simplified Chinese edition of *The Giver*, a 1993 American young-adult utopian novel by Lois Lowry.

The must-read summary of Robert Sutton's book: "Weird Ideas that Work: 11 1/2 Practices for Promoting, Managing and Sustaining Innovation". This summary of the ideas from Robert Sutton's book "Weird Ideas that Work" shows that almost all highly creative companies do weird things and refuse to do the same as everyone else. By doing this, creative companies consistently develop new ways of thinking and acting. In his book, the author presents 11 1/2 weird ideas for sparking business innovation. He also explains concrete ways to build an organisation where innovation flourishes and becomes a way of life.

This summary will teach you the importance of creativity in your company and how you can start changing the way you do things in order to stay ahead. Added-value of this summary: • Save time •

Understand key concepts • Expand your business knowledge To learn more, read "Weird Ideas that Work" and find out why you should become an expert in the art of innovation in order to stay on top.

The must-read summary of Richard Branson's book: "Business Stripped Bare: Adventures of a Global Entrepreneur". This complete summary of the ideas from Richard Branson's book "Business Stripped Bare" shows that the whole object of being in business is to create new things, make them and sell them. The essence of any business is creativity. There is no reverse gear in commerce – if you have a problem, you have to invent a solution rather than trying to un-invent what is already there. Furthermore, this summary presents seven elements that need to be in place to really make the right things happen. Your success or failure then flows from the ethics you enshrine and your ability to put those ethics into action. In business, ethics are everything. If you can create a company you're proud of, which does things you feel good about and which genuinely takes a step towards making the world a better place, then you've achieved something very worthwhile. Added-value of this summary: • Save time • Understand key concepts • Increase your business knowledge To learn more, read "Business Stripped Bare" and discover very interesting ideas written by one of the most successful people on earth.

A new view of the four functions of Management: through the lens of leadership The pace and scope of change in the world and organisations during the past 10 years is unprecedented. In this environment, staying ahead of the curve and preparing for success in work, management and leadership is challenging. Amidst the financial crises, catastrophic disasters, and business scandals frequently making headlines, Annie McKee and the Australian authors of this new text *Management: a Focus on Leaders*, believe there is a unique opportunity to re-focus the way students are prepared for their future in business. Show future managers how to lead in a complex, yet exciting, global environment With an engaging writing style and an outcome-driven approach, Annie McKee and Australian authors Travis Kemp and Gordon Spence directly address the many behavioural, social, cognitive and emotional challenges beyond the four functions of management. *Management* features exciting Australasian and global case studies and easy, student-friendly teaching tools. Unique Decision Making mini-simulations using adaptive technology allow students to make management decisions and see the impact of their decisions.

The must-read summary of Tom Peters' book: "Re-Imagine! Business Excellence in a Disruptive Age". This complete summary of the ideas from Tom Peters' book "Re-Imagine!" shows that in order to take advantage of all that the changing world offers, you must be willing to reinvent and update your business model. In his book, the author explains that this level of reinvention will be necessary as more change is imminent and it will not be sufficient to follow upgrades of models that worked in the past. This summary presents the reader with the concept of "virtual organisations", which will become the foundation of the business model of the future. Added-value of this summary: • Save time • Understand key concepts • Expand your business knowledge To learn more, read "Re-Imagine!" and discover the key to staying ahead in the business future.

A breakthrough in management thinking, "weird ideas" can help every organization achieve a balance between sustaining performance and fostering new ideas. To succeed, you need to be both conventional and counterintuitive. Creativity, new ideas, innovation—in any age they are keys to success. Yet, as Stanford professor Robert Sutton explains, the standard rules of business





