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backgrounds and responsibilities—work in the technology sector, but many work in other industries, including banking and financial services, consulting, aerospace, energy, and transportation. Bruce Harpham, PMP—a project management career advisor and journalist—has chosen interviewees who range across the spectrum of company size and maturity and of individual career stages—from CEOs who were formerly project managers (such as Mavenlink’s Ray Grainger); to founders of project management consulting firms (such as Tramore’s Tom Atkins); to project managers at the world’s leading tech giants (such as IBM’s Bob Tarne, Google’s Michael Lubrano, Apple’s Seth J. Gillespie, and Cisco’s Hassan Osman), in the space industry (such as NASA’s David Woerner, Canadian Space Agency’s Isabelle Tremblay and EUMETSAT’s Hilary Wilson), in financial services (such as TD Bank’s Ilana Sprongl and Ontario Municipal Employees Retirement System’s Annette Lyjak), and at transportation companies (such as Amtrak’s Sarina Arcari). What You’ll Learn Practicing project managers and engineers and graduates who aspire to become project managers will learn from the mouths of seasoned exponents at the top of their profession: Break into project management, cultivate leadership skills, and influence higher-ups Win assignments to manage career-advancing projects and ace deliveries Avoid pitfalls and recover from operational failures

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and managerial mistakes Manage the distractions and pressures of project work successfully while maintaining high morale Discover the books, courses, and development strategies they used to make it to the top Who This Book Is For Practicing project managers—including the half million PMI members required to pursue continuing education to maintain certification. The secondary readership is engineers, career-changers, and recent graduates who aspire to become project managers.

Are you tempted to go to business school? Save your money and read The Personal MBA instead. This bestselling book gives you everything you to transform your business and your career. An MBA at a top business school is an enormous investment in time and cash. And if you don't want to work for a consulting firm or an investment bank, the chances are it simply isn't worth it. The Personal MBA gives you simple mental models for every subject that's key to commercial success. From the basics of products, and marketing to the nuances of teamwork and systems, this book distils you need to know to take on the MBA graduates and win. 'Finally, here's a £10.99 MBA. Well on its way to becoming a business classic.' Jason Hesse, Real Business 'No matter what they tell you, an MBA is not essential. If you combine reading this book with actually trying stuff, you'll be far ahead in the business game.' Kevin Kelly, founding executive editor

of Wired

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Concept and Application of NEST Methodologies in the context of Secondary and
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Would you like to greatly improve your data analysis capabilities by learning the most critical non-technical skills? Do you want to be more astute and well-rounded when applying your skills as a data analyst and achieve better results? If you answered “yes” to any of these questions, keep reading There is an immense focus being placed on data analysis by businesses these days. It is indispensable and helps boil down decision-making to a science. This in turn lets organizations streamline their processes, increase their efficiency, and reduce their operating costs. For this reason, data analysts are in high demand. While technical skills are needed for the job, a salient focus is placed on what soft skills do the incumbent data analysts possess. A lot of data analysts do not adequately acquire these soft skills and therefore fail to realize their full potential. The most impactful work that a highly successful data analyst does comprises non-technical skills. Some crucial skills among these include being able to construct the problem, understand the business context, ask the right questions, find creative solutions, creating visualizations, and presenting the findings. This indispensable book will guide you through these absolutely necessary soft skills that you need in order to excel at your work as a valuable data analyst. Here’s a preview of this fantastic book, and what else you’ll learn: ? The critical contribution of non-technical skills in data analysis ? Using creativity to enable solving more complex problems quickly ? Understanding the business to address the specific needs of enterprises ? Thinking strategically to enhance the effectiveness and efficiency of your work ? Knowing how

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the human mind works to discover the abilities and limitations of various analytical models ? Using alternative techniques compared to statistical analysis such as qualitative data analysis, analytics, heuristics, etc., to gain a deeper perspective ? Acquiring negotiating skills to better deal with external and internal stakeholders ? Learning to better communicate your data analysis insights ? Being a better writer to be able to better express yourself And much more! As a key bonus, included in this book are chapters that extensively elaborate on designing your findings by means of visualizations and public speaking in order to convincingly present your finding to a group of influential people and executives. The author understands your peculiar concerns and has therefore written this book in a clear and concise manner. The work is also thorough, relevant, and up-to-date. You are not required to be an experienced analyst to read this book. However, you do need to have a zeal for the subject and the passion for improving the outcome of your work. So, if you want to dramatically improve as a data analyst and aspire to reach the zenith of your field, click the “Add to Cart” button, and let’s get started!

What would you like to learn? How to paint a great portrait, launch a business, play piano . . . or even fly an aeroplane? The only thing holding you back is the time and effort it will take. But there is a way to go from knowing absolutely nothing to performing well, with just 20 hours of practice. Josh Kaufman, author of the international bestseller *The Personal MBA*, has developed a brilliantly simple approach to help you learn

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« Ne rangez ce livre sous aucun prétexte. Josh vous emmène dans un voyage des plus utiles à travers tous les concepts-clés du monde des affaires. » Seth Godin, auteur de *La vache pourpre* et autres succès « Peu importe ce qu'on vous dira, un MBA n'est pas indispensable. Si vous lisez ce livre et mettez en pratique de nouvelles idées, vous ferez un immense pas en avant. » Kevin Kelly, ancien rédacteur en chef du magazine *Wired* Obtenir un MBA est cher et pas toujours rentable. C'est ce constat qui a poussé Josh Kaufman à créer le site web PersonalMBA.com (devenu rapidement une référence) comme une alternative possible aux formations proposées dans les écoles de commerce. Sur son site, il a partagé sa liste de lecture des meilleurs livres de business à dévorer et il a expliqué de manière simple les concepts et les principes à connaître pour réussir sa carrière ou son entreprise. Plus qu'un site web, le Personal MBA est désormais un livre qui réunit, en un seul et même volume, toutes les connaissances indispensables du business (gestion, finance, marketing, vente, management...). Que vous soyez entrepreneur ou salarié, avec ce livre, vous avez

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An MBA can cost well over six figures in tuition fees. No one needs a graduate degree in business to understand why that's a bad deal... Purchase this in-depth summary to learn more.

Master the fundamentals, hone your business instincts, and save a fortune in tuition. The consensus is clear: MBA programs are a waste of time and money. Even the elite schools offer outdated assembly-line educations about profit-and-loss statements and PowerPoint presentations. After two years poring over sanitized case studies, students are shuffled off into middle management to find out how business really works. Josh Kaufman has made a business out of distilling the core principles of business and delivering them quickly and concisely to people at all stages of their careers. His blog has introduced hundreds of thousands of readers to the best business books and most powerful business concepts of all time. In *The Personal MBA*, he shares the essentials of sales, marketing, negotiation, strategy, and much more. True leaders aren't made by business schools—they make themselves, seeking out the knowledge, skills, and experiences they need to succeed. Read this book and in one week you will learn

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manera fácil y dinámica para que todo aquel interesado en crear o mejorar un negocio pueda hacerlo. ENGLISH DESCRIPTION Getting an MBA is an expensive choice-one almost impossible to justify regardless of the state of the economy. Even the elite schools like Harvard and Wharton offer outdated, assembly-line programs that teach you more about PowerPoint presentations and unnecessary financial models than what it takes to run a real business. You can get better results (and save hundreds of thousands of dollars) by skipping business school altogether. Josh Kaufman founded PersonalMBA.com as an alternative to the business school boondoggle. His blog has introduced hundreds of thousands of readers to the best business books and most powerful business concepts of all time. Now, he shares the essentials of entrepreneurship, marketing, sales, negotiation, operations, productivity, systems design, and much more, in one comprehensive volume. The Personal MBA distills the most valuable business lessons into simple, memorable mental models that can be applied to real-world challenges. The Personal MBA explains concepts such as: * The Iron Law of the Market: Why every business is limited by the size and quality of the market it attempts to serve-and how to find large, hungry markets. * The 12 Forms of Value: Products and services are only two of the twelve ways you can create value for your customers. * The Pricing Uncertainty Principle: All prices are

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themselves, seeking out the knowledge, skills, and experience they need to succeed. Read this book and you will learn the principles it takes most business professionals a lifetime of trial and error to master. This summary provides the essentials of entrepreneurship, marketing, sales, negotiation, operations, productivity, systems design, and much more, in one comprehensive volume. The Personal MBA distills the most valuable business lessons into simple, memorable mental models that can be applied to real-world challenges. Available in a variety of formats, it is aimed for those who want to capture the gist of the book but don't have the current time to devour all 464 pages. You get the main summary along with all of the benefits and lessons the actual book has to offer. This is a summary that is not intended to be used without reference to the original book.

A two-volume Chinese edition of *The Snowball: Warren Buffett and the Business of Life*. This comprehensive, authorized, biography of the greatest investment mind of the century, is a product of over 5 years of research and interviews. A New York Times bestseller of non-fiction, the biography focuses on Buffett as a human being, and his principles and wisdom.

Many people assume they need to attend business school to learn how to build a successful business or advance in their career. That's not true. The vast majority of modern business practice requires little more than common sense, simple arithmetic, and knowledge of a few very important ideas and principles. The Personal MBA 10th

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Anniversary Edition provides a clear overview of the essentials of every major business topic. The Personal MBA will help you do great work, make good decisions, and take full advantage of your skills, abilities, and available opportunities -- no matter what you do (or would like to do) for a living.

Chinese edition of *The Art of Learning: a journey in the pursuit of excellence*. The biography of Josh Waitzkin, the chess prodigy and four time winner of four Tai Chi pushing hands tournaments. Waitzkin was the subject of "Searching for Bobby Fischer," the story of his early years, written by his father, and was adapted to film. In Traditional Chinese. Distributed by Tsai Fong Books, Inc.

A guide for modern organisations about optimising productivity, creating a culture of innovation, and building high-performing teams. It's time to stop managing and start implementing. *The New Rules of Management* is about creating and implementing projects that truly matter, because even the best ideas, projects and objectives mean nothing until they are executed. In truth, most organisations aren't designed to successfully implement long-term projects, but successfully implementing the projects that matter is the key to long-term success. In this book, you'll learn how to successfully manage yourself, your teams, and your entire organisation to create and execute engaging, vital projects that people and teams care about. When you do implementation right, success becomes a given—on the personal, team, and organisational levels. So if you want your business to succeed, it's time to implement the projects that truly matter.

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Start now,with The New Rules of Management. A management guide to building engagement and innovation in anyorganisation Written by a master business coach, mentor, entrepreneur,thought leader, and popular public speaker Ideal for business leaders and managers who want to take theirorganisations into the twenty-first century

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In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "The Personal MBA: Master the Art of Business." Don't say we didn't warn you: these reviews are known to shock with their

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