Mega Profitable Niches For Your Online Business: 10 Powerful Niche Market Opportunities That You Might Be Missing

How do we get you moving? By placing you—the customer—in the driver’s seat. Marketing introduces the leading marketing thinking on how customer value is the driving force behind every marketing strategy. Fasten your seatbelt. Your learning journey starts here! www.prenhall.com/kotler

The Ultimate Guide to Dropshipping is a complete guide on how to create and run a successful dropshipping business. "This is by far the best book on dropshipping available. You will will learn everything you need to know about finding a product, setting up an online store and growing your business." (Sean Work, Director of Marketing, KISSmetrics) "Andrew and Mark have written a comprehensive, no-BS guide to dropshipping. Essential reading for anyone considering this type of retail." (Chandra Clark, Founder & President, Scribendi) "These guys distill everything you need to know about dropshipping. It's a must read if you want practical advice and a clear blueprint to help you grow your business." (Valerie Khoo, National Director, Australian Writers' Centre) "Holy jeez - I wish these guys had written this 7 years ago.... I can say that the advice in this book is spot on."

Detoxing is about rebooting our metabolism and ridding the body of toxins through diet and approach to living. Start your journey to wellness today by eating a whole food diet. Choose from chapters that eliminate- gluten, dairy, sugar and meat, with an emphasis on nutrient-dense food that will nourish our body. By making positive changes to your diet, you will likely assist your body in dealing with problems, like stress and sleep to achieve a positivesustainable lifestyle change.

Marketing Information Products and Services
Research & Development
I Will Teach You to Be Rich
Bench & Bar of Minnesota
Global Trends 2030
Social Media
Getting the Money You Need to Make Your Business Grow
The Financial Post 500

Told with P. D. James's trademark suspense, insightful characterization, and riveting storytelling, The Children of Men is a story of a world with no children and no future. The human race has become infertile, and the last generation to be born is now adult. Civilization itself is crumbling as suicide and despair become commonplace. Oxford historian Theodore Faron, apathetic toward a future without a future, spends most of his time reminiscing. Then he is approached by Julian, a bright, attractive woman who wants him to help get her an audience with his cousin, the powerful Warden of England. She and her band of unlikely revolutionaries may just awaken his desire to live . . . and they may also hold the key to survival for the human race.

Takes an ironic look at pretentious and hypocritical approaches to environmental problems

Originally published in 1987, this paperback, from the author of THE DISCIPLINE OF MARKET LEADERS demonstrates how companies can profit from establishing more co-operative customer-supplier relationships and describes how customer intimacy works, how to implement it and what pitfalls to look out for. Illustrated with examples from top companies.

This book is a collection of eye-opening interviews with CEOs from major international corporations - Nokia, Unilever, Toyota and Bosch are just some of the many included. The CEOs discuss their innovative approaches to new challenges and opportunities in their business. A fascinating insight into the minds of global leaders.

The Perfect Online Course
Every Business Needs an Angel
LatinFinance
The Long Tail
How Smart Investing Can Help You Escape the 9-5 Grind and Do More of What Matters
No Guilt, No Excuses - Just a 6-Week Programme That Works
The New Farm

This report is intended to stimulate thinking about the rapid and vast geopolitical changes characterizing the world today and possible global trajectories over the next 15 years. As with the NIC's previous Global Trends reports, we do not seek to predict the future, which would be an impossible feat, but instead provide a framework for thinking about possible futures and their implications. In-depth research, detailed modeling and a variety of public, private and academic sources were employed in the production of Global Trends 2030. NIC leadership engaged with experts in nearly 20 countries, from think tanks, banks, government offices and business groups, to solicit reviews of the report.

If you think financial health is beyond your reach, think again. I Will Teach You To Be Rich is the modern money classic that has revolutionised the lives of countless people all over the world, teaching them how to effectively manage their finances, demolish their debt, save better and get the most out of their bank accounts, credit cards and investments. Now, Ramit Sethi, who has been described by Forbes as a 'wealth wizard' and by Fortu back with a completely revised second edition of I Will Teach You To Be Rich, updating it with new tools and insights on money and psychology, along with fantastic stories of how previous readers have used the book to enrich their lives. From crushing your debt and student loans to talking your way out of late fees, to dead simple investment strategies and negotiating that big raise at work, this is the no-guilt, no-excuses, no-BS 6-week pro your finances where you want them to be.

SEIZE THE ADVANTAGE IN THE GLOBAL WAR FOR MARKET SHARE Winner of the 2013 Small Business Book Award - Top 10 Overall The newest economic behemoth, China, is snatching market share from the U.S., Japan, and Europe at an alarming rate. But China isn't alone. The world's largest producers of biofuel, meat, consumer electronics, regional jets, baked goods, candy, and many other products are all emerging market mu industries poised to be taken over by EMMs include personal computers, IT services, mining, wind turbines, and cement. The balance of power in the global economy is shifting. Are you in a position to compete with the most energetic, imaginative companies on the planet? In Emerging Markets Rule, two experts on the global shift in economic hegemony explain what is happening, why it is happening--and how you can prevent it from happ an action plan based on leaner, more operationally proficient ways for maintaining the competitive advantage based on seven new axioms of global competitiveness: Execute, strategize, and execute again Cater to the niches Scale to win Embrace chaos Acquire smart Expand with abandon No sacred cows! Emerging market multinationals are here to stay; they're not going to go away, even when the global economy rights itself. "What beg guerilla-business warfare against the corporate superpowers--has now evolved into best practices and is on its way to becoming what everyone needs to know," the authors write. "Simply put, down is up. The weak have become strong." You need to learn these new "best practices" now because tomorrow will be too late. Emerging Markets Rule is your road map for business success in the increasingly competitive, chaotic global markets. " have reshaped global competition. Using well-articulated views duly substantiated with facts, this book explains why and how they have become formidable players in both high-technology and traditional industries. This book is a worthy read for businesses and individuals alike seeking to comprehend the phenomenon of the emerging market multinational." -- S. D. Shibulal, CEO and Managing Director , Infosys "This book shows the strengt that stand out in emerging markets, reaffirming entrepreneurship, innovation, and sustainability as fundamental factors for the outbreak of global competitors." -- Alessandro Carlucci , CEO, Natura Cosmeticos "The authors have touched on an important idea that emerging market growth can often be tapped by companies located in those markets. This is an essential book leading us to identify the niche markets and strategies for those eme international companies with growth ambitions." -- Leonard A. Lauder, Chairman Emeritus, The Estee Lauder Companies "A must-read for any company on its way to becoming a global one. You will learn from companies that have developed unique ways of competing in tough markets such as China and India." -- Jorge Zarate , China General Manager, Grupo Bimbo

Combat Boots to Affiliate Marketer was written to serve as a tool for those that are ready to step outside the normal box in their lives. Ask yourself if you are ready! Are you ready to make a change in your life? Are you ready to ditch the excuses and ditch your "JOB?" Jason did not start out as an entrepreneur. He worked most of his life but explored many business opportunities along the way. Jason successfully ran an eBay business for 14 manufacturing company. Jason has had the opportunity to be mentored by some of the best in the industry. Now he will share some of those secrets with you in this book! Think of this book as Jason's guide of his best tips, tricks, methods and models that have worked for him to create a long-term and sustainable business on the internet. If you step outside your comfort zone and put just a few of these tips to work you will be on a different

Pick Your Partners, Shape Your Culture, Win Together
Alternative Worlds : a Publication of the National Intelligence Council
Emerging Markets Rule: Growth Strategies of the New Global Giants
Unexpected Ideas for Making Extra Money Without Quitting Your Day Job
A Primer for Librarians and Information Professionals
The Origin and Evolution of New Businesses
The Children of Men

This publication covers global megatrends for the next 20 years and how they will affect the United States. This is the fifth installment in the National Intelligence Council's series aimed at providing a framework for thinking about possible futures and their implications. The report is intended to stimulate strategic thinking about the rapid and vast geopolitical changes characterizing the world today and possible global trajectories during the next 15-20 years by identifying critical trends and potential discontinuities. The authors distinguish between megatrends, those factors that will likely occur under any scenario, and game-changers, critical variables whose trajectories are far less certain. NIC 2012-001. Several innovations are included in Global Trends 2030, including: a review of the four previous Global Trends reports, input from academic and other experts around the world, coverage of disruptive technologies, and a chapter on the potential trajectories for the US role in the international system and the possible the impact on future international relations. Table of Contents: Introduction 1 Megatrends 6 Individual Empowerment 8 Poverty Reduction 8 An Expanding Global Middle Class 8 Education and the Gender Gap 10 Role of Communications Technologies 11 Improving Health 11 A MORE CONFLICTED IDEOLOGICAL LANDSCAPE 12 Diffusion of Power 15 THE RISE AND FALL OF COUNTRIES: NOT THE SAME OLD STORY 17 THE LIMITS OF HARD POWER IN THE WORLD OF 2030 18 Demographic Patterns 20 Widespread Aging 20 Shrinking Number of Youthful Countries 22 A New Age of Migration 23 The World as Urban 26 Growing Food, Water, and Energy Nexus 30 Food, Water, and Climate 30 A Brighter Energy Outlook 34 Game-Changers 38 The Crisis-Prone Global Economy 40 The Plight of the West 40 Crunch Time Too for the Emerging Powers 43 A Multipolar Global Economy: Inherently More Fragile? 46 The Governance Gap 48 Governance Starts at Home: Risks and Opportunities 48 INCREASED FOCUS ON EQUALITY AND OPENNESS 53 NEW GOVERNMENTAL FORMS 54 A New Regional Order? 55 Global Multilateral Cooperation 55 The Potential for Increased Conflict 59 INTRASTATE CONFLICT: CONTINUED DECLINE 59 Interstate Conflict: Chances Rising 61 Wider Scope of Regional Instability 70 The Middle East: At a Tipping Point 70 South Asia: Shocks on the Horizon 75 East Asia: Multiple Strategic Futures 76 Europe: Transforming Itself 78 Sub-Saharan Africa: Turning a Corner by 2030? 79 Latin America: More Prosperous but Inherently Fragile 81 The Impact of New Technologies 83 Information Technologies 83 AUTOMATION AND MANUFACTURING TECHNOLOGIES 87 Resource Technologies 90 Health Technologies 95 The Role of the United States 98 Steady US Role 98 Multiple Potential Scenarios for the United States' Global Role 101 Alternative Worlds 107 Stalled Engines 110 FUSION 116 Gini-out-of-the-Bottle 122 Nonstate World 128 Acknowledgements 134 GT2030 Blog References 137 Audience: Appropriate for anyone, from businesses to banks, government agencies to start-ups, the technology sector to the teaching sector, and more. This publication helps anticipate where the world will be: socially, politically, technologically, and culturally over the next few decades. Keywords: Global Trends 2030 Alternative Worlds, global trends 2030, Global Trends series, National Intelligence Council, global trajectories, global megatrends, geopolitics, geopolitical changes

Do you know how you'll fund your retirement? It's true that most people won't have nearly enough money to last them for the long run.-Prepare for the climb to retirement using real estate investing-Learn the benefits of real estate investing-Differentiate the potential routes to build wealthBut after you can retire...then what?-Learn how to use real estate income and equity to live in retirement!-Read real-life profiles of investors who used real estate to retire-Put your retirement plan into action!Written by a seasoned real estate investor, landlord, and retiree, this book exposes the biggest benefit of retirement: Continue to make passive income while doing MORE with your life!

Best-selling author Chris Guillebeau presents a full-color ideabook featuring 100 stories of regular people launching successful side businesses that almost anyone can do. This unique guide features the startup stories of regular people launching side businesses that almost anyone can do: an urban tour guide, an artist inspired by maps, a travel site founder, an ice pop maker, a confetti photographer, a group of friends who sell hammocks to support local economies, and many more. In 100 Side Hustles, best-selling author of The $100 Startup Chris Guillebeau presents a colorful "idea book" filled with inspiration for your next big idea. Distilled from Guillebeau's popular Side Hustle School podcast, these case studies feature teachers, artists, coders, and even entire families who've found ways to create new sources of income. With insights, takeaways, and photography that reveals the human element behind the hustles, this playbook covers every important step of launching a side hustle, from identifying underserved markets to crafting unique products and services that spring from your passions. Soon you'll find yourself joining the ranks of these innovative entrepreneurs--making money on the side while living your best life.

Make Millions and Make Change! is your essential guide to business and personal success. While the title of this book may sound like a get-rich-quick scheme, the methods that are shared get real people rich in the real world, even during the most difficult economic times. Building your brand into a sustainable business is an immense challenge, especially in a down economy. In this straightforward guide, author Mike Mann has documented his high growth theory for small businesses. Make Millions and Make Change! is a living text that includes business "Best Practices" and methodologies intended to empower, educate, and motivate you to step into your industry of choice, make your own millions, and then give back to society in a meaningful way. Mike explains in clear language how to proactively thrive in a competitive market and build your brand into a winning business. With an emphasis on modern marketing and technology, this guide offers many excellent ideas for success in business and life.

Love Gives Life
Secrets to Business and Personal Success
Eco-bluff Your Way to Greenism
How #Platforms of Today Will Become Apps of Tomorrow
100 Side Hustles
The Financial Crisis Inquiry Report
The Age of Surveillance Capitalism

The Perfect Online Course: Best Practices for Designing and Teaching was edited under the assumption that a perfect online course can be delivered following different instructional methods and models for design and for instruction, and by implementing different teaching or instructional strategies. Such methods, models, and strategies are framed within quality educational guidelines and must be aimed towards attaining the online course’s learning goals. The book seeks to make a contribution to the existing body of literature related to best practices and guidelines for designing and teaching distance courses, specifically online education. The process of selecting works suitable for this compilation included an extensive review of the journals Quarterly eview of Distance Education and Distance Learning. The book begins by covering literature related to general approaches and guidelines, continues with proposed methods and models for designing and instruction, and ends with instructional strategies to achieve engagement through interaction. The book is divided into four independent, yet interrelated, parts and a concluding section: Part I: Introduction; Part II: Best Guidelines and Standards; Part III: Best Instructional Methods and Models; Part IV: Best Engagement Strategies; and the concluding section, And Finally…, with words from Simonson who delineates the structure of a perfect online course.

What happens when the bottlenecks that stand between supply and demand in our culture go away and everything becomes available to everyone? "The Long Tail" is a powerful new force in our economy: the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this is not just a virtue of online marketplaces; it is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of obsessing over the few products at the head of the demand curve, the new economics of distribution allow us to turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of abundance. New efficiencies in distribution, manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.

From the creator of Product Launch Formula: A new edition of the #1 New York Times best-selling guide that's redefined online marketing and helped countless entrepreneurs make millions. The revised and updated edition of the #1 New York Times bestseller Launch will build your business - fast. Whether you've already got an online business or you're itching to start one, this is a recipe for getting more traction and a fast start. Think about it: What if you could launch like Apple or the big Hollywood studios? What if your prospects eagerly counted down the days until they could buy your product? And you could do it no matter how humble your business or budget? Since 1996, Jeff Walker has been creating hugely successful online launches. After bootstrapping his first Internet business from his basement, he quickly developed a process for launching new products and businesses with unprecedented success. And once he started teaching his formula to other entrepreneurs, the results were simply breathtaking. Tiny, home-based businesses started doing launches that brought in tens of thousands, hundreds of thousands, and even millions of dollars. Whether you have an existing business or you're starting from scratch, this is how you start fast. This formula is how you engineer massive success. Now the question is this: Do you want to start slow, and fade away from there? Or are you ready for a launch that will change the future of your business and your life?

"Official membership directory" in each volume.
The Guide to Instant Environmental Credibility
Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, Linkedin, Pinterest and Youtube
Why the Future of Business Is Selling Less of More
The Bulletin
The Death of Expertise
How Global CEOs Drive Innovation for Growth and Profit
Who Will Finance Innovation?

Love Gives Life: A Study of 1 Corinthians 13 We are to pursue love as we seek spiritual gifts because love gives life to gifts and love outlives gifts. That's Paul's main idea in 1 Corinthians 13, and this study will help you not only to see that in the text but to seek it in your life. The thirteenth chapter of First Corinthians is about having a love strategy. Paul relativizes what we tend to value most (usually our personal distinctives and niches), places love in central view, and summons us to use every power and resource we have for the good of those whom God has placed in our lives. This is the excellent way of love, and it is worthy of our pursuit. Here's what others are saying about this work: If you're like me, you have either heard or taught love from 1 Corinthians 13. You may even think that you have heard most, if not all of the insights of 1 Corinthians 13. I did. That is, until I read Evan May's take on the text. Evan brings us into Paul's thoughts in a clear and engaging way, which is somewhat hard to do. Not only that, he brings clarity to the definition of love which has been hijacked and is now defined as "undogmatic" and "untheological." However, love is very dogmatic and very theological. In a world where social media has made us, "fall for the delusion that what makes us significant is mainly what causes us to stand out from everyone else, rather than what helps us to serve everyone else," what we all need now is a little bit of love, properly understood that is. Read this book! Curtis Allen Rap artist Voice, author of Education or Imitation: Bible Interpretation for Dummies Like You and Me Evan May's Love Gives Life: A Study of 1 Corinthians 13 is a good example of what Paul says in 1 Cor. 14:26, "Let all things be done for building up." It is brief, unpretentious, but says what must be said to bring the message of the "love chapter" to the heart of the reader. May has been personally moved by Paul's words, and he wants to convey to us the same blessing he has found. He has a wonderful gift for simple, conversational writing, with the most natural and appropriate illustrations. He never assaults the reader, but nurtures him gently, so that we find ourselves growing in grace, almost by surprise. No academic trappings here, but May's understanding of the passage is substantial. I hope that many take the opportunity to learn from this book. Dr. John Frame Professor of Systematic Theology and Philosophy at Reformed Theological Seminary and author of the Theology of Lordship series The apostle Paul told his dear friend Timothy, with regard to Christian discipleship, "The aim of our charge is love that issues from a pure heart and a good conscience and a sincere faith." That is, love is the necessary consequence of the Gospel he preached. Today, that charge is unfortunately blanched by all manner of social and cultural influences, reduced to the idea that "love" is somehow synonymous with quiet and unconditional acceptance. My dear friend Evan May looks back to Paul as the apostle reminded his students in Corinth about the true meaning of love, and why it actually changes the world. The study notes Evan has produced ought to sting a little as we remember that somehow the love of God is both patient and unrelenting toward wrongdoing, both kind and truthful, both eternal and immediate. I recommend this study without qualification, and hope to see more from Evan in the future. Frank Turk Speaker, writer, and blogger at www.teampyro.blogspot.com

The biggest hurdle for junior scholars looking to embark on an academic career is to make the transition from PhD candidate to that first (ideally tenured) job. An imperative part of this process is getting published and yet - increasingly - this is becoming something harder to achieve.

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

The Financial Crisis Inquiry Report, published by the U.S. Government and the Financial Crisis Inquiry Commission in early 2011, is the official government report on the United States financial collapse and the review of major financial institutions that bankrupted and failed, or would have without help from the government. The commission and the report were implemented after Congress passed an act in 2009 to review and prevent fraudulent activity. The report details, among other things, the periods before, during, and after the crisis, what led up to it, and analyses of subprime mortgage lending, credit expansion and banking policies, the collapse of companies like Fannie Mae and Freddie Mac, and the federal bailouts of Lehman and AIG. It also discusses the aftermath of the fallout and our current state. This report should be of interest to anyone concerned about the financial situation in the U.S. and around the world.THE FINANCIAL CRISIS INQUIRY COMMISSION is an independent, bi-partisan, government-appointed panel of 10 people that was created to "examine the causes, domestic and global, of the current financial and economic crisis in the United States." It was established as part of the Fraud Enforcement and Recovery Act of 2009. The commission consisted of private citizens with expertise in economics and finance, banking, housing, market regulation, and consumer protection. They examined and reported on "the collapse of major financial institutions that failed or would have failed if not for exceptional assistance from the government."News Dissector DANNY SCHECHTER is a journalist, blogger and filmmaker. He has been reporting on economic crises since the 1980's when he was with ABC News. His film In Debt We Trust warned of the economic meltdown in 2006. He has since written three books on the subject including Plunder: Investigating Our Economic Calamity (Cosimo Books, 2008), and The Crime Of Our Time: Why Wall Street Is Not Too Big to Jail (Disinfo Books, 2011), a companion to his latest film Plunder The Crime Of Our Time. He can be reached online at www.newsdissector.com.

Detox Diet
The Fight for a Human Future at the New Frontier of Power
Alternative Worlds
Getting Published
How to Sell Almost Anything Online, Build a Business You Love, and Live the Life of Your Dreams
Innovating at the Top
The Ultimate Guide to Dropshipping

Outlines numerous expansion strategies for businesses and includes interviews from twenty-five CEO's.

Thorough yet concise, ESSENTIALS OF STRATEGIC MANAGEMENT, Third Edition, is a brief version of the authors' market-leading text STRATEGIC MANAGEMENT: AN INTEGRATED APPROACH. Following the same framework as the larger book, ESSENTIALS helps students identify and focus on core concepts in the field in a more succinct, streamlined format. Based on real-world practices and current thinking, the text's presentation of strategic management features an increased emphasis on the business model concept as a way of framing the issues of competitive advantage. Cutting-edge research, new strategic management theory, and a hands-on approach allow students to explore major topics in management, including corporate performance, governance, strategic leadership, technology, and business ethics. In addition, a high-quality case program examines small, medium, and large companies--both domestic and international--so that students gain experience putting chapter concepts into real-world practice in a variety of scenarios. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Few would deny the crucial role that entrepreneurs play in our increasingly global economy-but exactly what is this vital, yet loosely defined business force we call the entrepreneurial spirit? This landmark study is the first to examine analytically the nature of the opportunities that entrepreneurs pursue, the problems they face, the traits they require, and the social and economic contributions they make. Until recently, entrepreneurs have been largely ignored in modern economic theory. But at the dawn of a networked age, marked by the advent of e-business and the home office, there's no question that entrepreneurs have recaptured the popular imagination. Studies now show that most men and women dream of starting their own businesses rather than rising through the corporate ranks. Yet in spite of increased attention by many of today's leading business schools, entrepreneurship has remained largely a mystery, an apparently intuitive sense of values possessed by certain individuals.; This book targets the issues central to successful start-up ventures, such as endowments and opportunities, planning versus adaptation, securing resources, corporate initiatives, venture capital, revolutionary ventures and the evolution of fledgling businesses. Focusing on hard data and evaluations of numerous start-up businesses, including many of today's major industry leaders, this book presents a new economic model-a key to understanding the guts, determination, luck and skills that constitute the underpinnings of corporate success. Written in clear, concise prose, The Origin and Evolution of New Businesses goes behind the charts and graphs of business theory to the true heart of success. It is essential reading for business students, would-be entrepreneurs, or executives wanting to incorporate the vitality of the entrepreneurial spirit into their organization.

Take your business to new heights with up-to-date social media marketing How can 'Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube' help you achieve this? Learn how to grow an engaged and supportive following on Facebook, Twitter, Instagram, Pinterest, YouTube and LinkedIn.Tell your story and get your brands message across in a way that consumers enjoy and even look forward too.Develop the skills needed to turn media consumers into paying customersLearn the key demographics of each social media platform and how to use this to your advantageLearn how to target your marketing to very specific groups of people for increased engagement and conversionLearn how to improve your bottom line with more efficient marketing and cheaper customer acquisitionTake your business or brand to the Stratosphere!Ideal for businesses of all sizes, brands and even personal pages It's time to take your social media channels to new heights. It's time to grow your business the right way. Get relevant and dominate your platforms in 2016! Grab "Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube" now and learn how to take your business to the next level.

Marketing
Customer Intimacy
Essentials of Strategic Management
Make Millions and Make Change!
An Introduction
Beyond the Core
Launch (Updated & Expanded Edition)

The most important question for our businesses today is: How will we stay relevant? It is absolutely critical to think of the approaches we want to adopt and begin implementing them NOW, so we don't have to struggle to play catch up. The promise of the future is that the world will be connected. Our platforms should be too.

What’s the biggest problem most entrepreneurs face? Raising money: Without cash, you can’t get a business off the ground or keep it running. However, many entrepreneurs have a problem. On one hand, the traditional sources of financing—family, friends, personal savings, the local bank—are often inadequate. On the other, the venture capitalists who have played such an important role in the high-tech industry are interested only in investing much higher sums than most entrepreneurs need. Enter angels: a new type of investor looking to invest between $100,000 and $1,000,000 in a company. There are about three million angel investors, and there’s a huge market of entrepreneurs and would-be entrepreneurs who want to learn how to attract angels’ interest—and their money. John May and Cal Simmons are at the forefront of this trend. Not only do they have years of experience in advising, managing, and investing in early-stage companies, they are also the originators of The Dinner Club, a Washington, D.C.–based group of successful businesspeople who hear pitches by entrepreneurs seeking funding and then decide whether to invest their own or the club’s money in those entrepreneurial ideas. Every Business Needs an Angel offers a fly-on-the-wall look at how angel investors evaluate new entrepreneurial ideas, and provides a wealth of practical advice and insight for the countless entrepreneurs seeking help in their quest to find investors for their businesses. The book covers all phases of the process of finding angels and persuading them to invest, drawing on many examples of real-world companies that have pitched angels successfully—as well as unsuccessfully. These entrepreneurs are in a broad range of industries—from high-technology companies to more traditional businesses as diverse as breweries and concierge services—some quite well-known, like Nantucket Nectars and Preview Travel, whose founders had their own guardian angels. For entrepreneurs who need money and advice on how to find it, the authors offer enormous insight into this new breed of investor. As the title says, every business needs an angel; this book tells you how to find one.

Technology and increasing levels of education have exposed people to more information than ever before. These societal gains, however, have also helped fuel a surge in narcissistic and misguided intellectual egalitarianism that has crippled informed debates on any number of issues. Today, everyone knows everything: with only a quick trip through WebMD or Wikipedia, average citizens believe themselves to be on an equal intellectual footing with doctors and diplomats. All voices, even the most ridiculous, demand to be taken with equal seriousness, and any claim to the contrary is dismissed as undemocratic elitism. Tom Nichols' The Death of Expertise shows how this rejection of experts has occurred: the openness of the internet, the emergence of a customer satisfaction model in higher education, and the transformation of the news industry into a 24-hour entertainment machine, among other reasons. Paradoxically, the increasingly democratic dissemination of information, rather than producing an educated public, has instead created an army of ill-informed and angry citizens who denounce intellectual achievement. When ordinary citizens believe that no one knows more than anyone else, democratic institutions themselves are in danger of falling either to populism or to technocracy or, in the worst case, a combination of both. An update to the 2017breakout hit, the paperback edition of The Death of Expertise provides a new foreword to cover the alarming exacerbation of these trends in the aftermath of Donald Trump's election. Judging from events on the ground since it first published, The Death of Expertise issues a warning about the stability and survival of modern democracy in the Information Age that is even more important today.

Megadrought and Collapse is the first book to treat in one volume the current paleoclimatic and archaeological evidence of megadrought events coincident with major historical examples of societal collapse. Previous works have offered multi-causal explanations for climate change, from overpopulation, overexploitation of resources, and warfare to poor leadership and failure to adapt to environmental changes. In earlier synthetic studies of major instances of collapse, the archaeological record has often not been considered. Included in this volume are nine case studies that span the globe and stretch over fourteen thousand years, from the paleolithic hunter-gatherer collapse of the 12th millennium BC to the 15th century AD fall of the Khmer capital at Angkor. Together, the studies constitute a primary sourcebook in which principal investigators in archaeology and paleoclimatology present their original research. Each case study juxtaposes the latest paleoclimatic evidence of a megadrought (so-called for its severity and its decades to centuries-long duration) with available archaeological records of synchronous societal collapse. The megadrought data are derived from all five archival paleoclimate proxy sources: lake, marine, and glacial cores, speleothems (cave stalagmites), and tree rings. The archaeological records in each case are the most recently retrieved. The editor derives two arguments from the discussions in the volume: (1) Societal collapse would not have occurred without megadrought. Attendant social disruptions may have been present in some instances. Nonetheless, megadrought rendered agriculture-based societies unsustainable in different regions, periods, and levels of social complexity, from simple foraging to vast empires. (2) A set of adaptive responses can be observed across the nine cases: adaptive collapse in the face of insurmountable megadrought, region-wide and settlement abandonment, and habitat tracking to sustainable agricultural environments. The evidence points to a paradigm shift: the insertion of another major force, natural climate variability-megadrought-into the global historical record.

Best Practices for Designing and Teaching
Megadrought and Collapse
From Early Agriculture to Angkor
Global Innovation Index 2020
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The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges – including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis.

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