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**Libro**

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*The move to World Cup Academy of Gymnastics is the greatest challenge Adrianna has encountered. Punished for Coach Kova's overwhelming desires, she's reeling with resentment while she sits*

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*out the first meet of the season. As Adrianna fights to regain her focus, he pushes her body to the extreme, leaving her mentally and physically exhausted. Kova underestimates Adrianna's endurance, and gravitates more toward her, despite his internal battle raging within to stay away. They try to disentangle*

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*themselves, but the  
tension between coach  
and gymnast mounts,  
engulfing them both in a  
forbidden world of  
deception and passion.  
The one place where they  
should never feel alive, is  
where they find complete  
absolution. But one slip,  
one wrong landing, a  
missed grip, and  
everything they built can  
come tumbling down,*

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*damaging both their professional and personal lives.*

*Hoy en día parece que las empresas exitosas tienen un sistema para todo. De la adquisición de nuevos clientes a la gestión de la relación con el cliente, de la gestión de calidad a la medición del desempeño, los líderes de la industria han comprendido que*

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*instaurar procesos sistemáticos reduce el riesgo, evita la imprevisión y garantiza las mejores posibilidades de obtener buenos resultados. Sin embargo, la mayoría de las empresas aún no ha desarrollado un sistema para gestionar su proceso más importante: cómo desarrollar y ejecutar sus estrategias.* En The

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*Execution Premium, Robert Kaplan y David Norton demuestran que las empresas que utilizan un sistema formal de implementación de la estrategia sin duda superan a sus pares. Los autores sostienen que, si bien ya existen muchas de las herramientas necesarias para implementar una estrategia con*

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*efectividad, no se ha desarrollado todavía un marco que relacione los diversos elementos inherentes a esa implementación. En esta obra crean un sistema de gestión integral y novedoso que las empresas pueden utilizar para sustentar una ejecución estratégica de vanguardia.*

*You've developed a top-*  
Page 7/275

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*notch business plan. Now what? It's time to execute. The aim of The Triangle Strategy is to demystify the complexities of the performance process. Though leadership works hard to develop smart, comprehensive strategies, it often doesn't pay enough attention to the discipline and focus required for day-to-day execution. In response,*



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*this book introduces the Triangle Performance Model, a practical, easily applied framework that provides managers-and the people who work for them-a clear understanding of what it takes to create a high-performance workplace. The Triangle Strategy reinforces an interactive approach for managing and leading. It provides*

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*managers and their teams with a powerful collaborative tool that focuses a team's attention on the most critical performance elements, fosters an open flow of ideas, and provides a framework for organizing these thoughts into effective action plans.*

*El Tablero de Comando,  
Cuadro de Mando*

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*Integral o Balanced Scorecard, fue desarrollado por los Dres. David Norton y Robert Kaplan de la Universidad de Harvard en los años 90 e implementado por miles de organizaciones en todo el mundo. Sigue siendo una de las herramientas de gestión más utilizadas por los ejecutivos. Es una pieza*

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*central de los sistemas de gestión de la performance, con resultados muy satisfactorios. El objetivo de este libro es poder explicar cómo estas pequeñas y medianas empresas exitosas han logrado adaptar el tablero de comando a su realidad. Vamos a conocer un enfoque sencillo y ágil de 3 pasos*

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*para implementar el  
tablero de comando, sin  
perder la rigurosidad  
necesaria y conociendo  
los detalles clave que  
hemos aprendido,  
después de 20 años de  
llevar adelante estas  
iniciativas en decenas de  
empresas pyme en  
diferentes países y  
contextos. A lo largo del  
libro, explicaremos cómo  
se estructura de forma*

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*simple un tablero de comando a partir de sus componentes clave, los objetivos, los indicadores, las metas y las iniciativas estratégicas.*

*Mostraremos ejemplos de objetivos, un catálogo de indicadores por categoría y ejemplos de tableros para entender cómo debería lucir uno en la realidad.*

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*A Simpler and More  
Powerful Path to Higher  
Profits*

*A Lesson Before Dying  
Time-Driven Activity-  
Based Costing*

*A Guide to Building  
Information Modeling  
for Owners, Designers,  
Engineers, Contractors,  
and Facility Managers  
Execution*

*Getting the Right Things  
Done*

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*Cómo implementar el  
Tablero de Comando de  
tu PYME*

**This collection  
highlights the  
most important  
ideas and concepts  
from Robert S.  
Kaplan and David  
P. Norton, authors  
of The Balanced  
Scorecard, a  
revolutionary  
performance**

*Page 16/275*



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**measurement system that allows organizations to quantify intangible assets such as people, information, and customer relationships. Also included are Strategy Maps, which enables companies to describe the links**

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**between intangible assets and value creation with a clarity and precision never before possible; The Execution Premium, which describes a multistage system to help companies to gain measurable benefits from carefully**

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Premium

**formulated  
business strategy;  
and The Strategy-  
Focused  
Organization,  
which introduces a  
new approach to  
make strategy a  
continuous process  
owned not just by  
top management,  
but by everyone.  
What if Life Wasn't  
About 50 Years of**

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**Wage-Slavery,  
Paying Bills and  
then Dying? Tired  
of sleepwalking  
through a  
mediocre life  
bribed by mindless  
video-gaming,  
redemptive  
weekends, and a  
scant paycheck  
from a soul-  
suffocating job?  
Welcome to the**

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**SCRIPTED club—  
where membership  
is neither  
perceived or  
consented. The  
fact is, ever since  
you've been old  
enough to sit  
obediently in a  
classroom, you  
have been  
culturally  
engineered for  
servitude,**

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**unwittingly  
enslaved into a  
Machiavellian  
system where  
illusionary rules go  
unchallenged,  
sanctified  
traditions go  
unquestioned, and  
lifelong dreams go  
unfulfilled. As a  
result, your life is  
hijacked and  
marginalised into**

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**debt, despair, and dependence. Life's death sentence becomes the daily curse of the trivial and mundane. Fun fades. Dreams die. Don't let life's consolation prize become a car and a weekend. Recapture what is yours and make a revolutionary**

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**repossession of life-  
and-liberty  
through the  
pursuit of  
entrepreneurship.  
A paradigm shift  
isn't needed—the  
damn paradigm  
needs to be thrown-  
out altogether. The  
truth is, if you  
blindly follow  
conventional  
wisdom pushed by**



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**conventional  
people living  
conventional lives,  
can you expect to  
be anything but  
conventional?  
Rewrite life's  
script: ditch the  
job, give Wall  
Street the bird,  
and escape the  
insanity of trading  
your life away for a  
paycheck and an**

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Execution  
Premium

**elderly promise  
called retirement.  
UNSCRIPT today  
and start leading  
life— instead of life  
leading you.  
PowerPoint was  
the first  
presentation  
software designed  
for Macintosh and  
Windows, received  
the first venture  
capital investment**

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Execution  
Premium

**ever made by  
Apple, then  
became the first  
significant  
acquisition ever  
made by Microsoft,  
who set up a new  
Graphics Business  
Unit in Silicon  
Valley to develop it  
further. Now,  
twenty-five years  
later, PowerPoint  
is installed on**

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Execution  
Premium

**more than one billion computers, worldwide. In this book, Robert Gaskins (who invented the idea, managed its design and development, and then headed the new Microsoft group) tells the story of its first years, recounting**

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Execution  
Premium

**the perils and  
disasters narrowly  
evaded as a  
startup, dissecting  
the complexities of  
being the first  
distant  
development  
group in Microsoft,  
and explaining  
decisions and  
insights that  
enabled  
PowerPoint to**

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Execution  
Premium

**become a lasting  
success well  
beyond its original  
business uses.  
Now beyond its  
eleventh printing  
and translated into  
twelve languages,  
Michael Porter's  
The Competitive  
Advantage of  
Nations has  
changed  
completely our**

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Execution  
Premium

**conception of how prosperity is created and sustained in the modern global economy. Porter's groundbreaking study of international competitiveness has shaped national policy in countries around the world. It has**

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Execution  
Premium

**also transformed thinking and action in states, cities, companies, and even entire regions such as Central America. Based on research in ten leading trading nations, The Competitive Advantage of Nations offers the first theory of**



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Execution  
Premium

**competitiveness based on the causes of the productivity with which companies compete. Porter shows how traditional comparative advantages such as natural resources and pools of labor have been superseded**

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Execution  
Premium

**as sources of prosperity, and how broad macroeconomic accounts of competitiveness are insufficient. The book introduces Porter's "diamond," a whole new way to understand the competitive position of a nation**

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Premium

**(or other locations)  
in global  
competition that is  
now an integral  
part of  
international  
business thinking.  
Porter's concept of  
“clusters,” or  
groups of  
interconnected  
firms, suppliers,  
related industries,  
and institutions**

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Execution  
Premium

**that arise in particular locations, has become a new way for companies and governments to think about economies, assess the competitive advantage of locations, and set public policy. Even before publication of the book,**

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Execution  
Premium

**Porter's theory  
had guided  
national  
reassessments in  
New Zealand and  
elsewhere. His  
ideas and personal  
involvement have  
shaped strategy in  
countries as  
diverse as the  
Netherlands,  
Portugal, Taiwan,  
Costa Rica, and**

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**India, and regions such as Massachusetts, California, and the Basque country. Hundreds of cluster initiatives have flourished throughout the world. In an era of intensifying global competition, this pathbreaking book on the new wealth**

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Execution  
Premium

**of nations has become the standard by which all future work must be measured. How to Create an Engaged, Execution-Focused Workplace Culture Integrando la estrategia y las operaciones para lograr ventajas competitivas**

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Premium

**Killer Questions  
That Spark Game-  
Changing  
Innovation  
The Execution  
Shortcut  
Good Strategy,  
Bad Strategy  
The Four  
How Winning  
Companies Close  
the Strategy-to-  
Execution Gap**

*Argues that a*  
*Page 40/275*



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Premium

*manager's  
central  
responsibility  
is to create  
and implement  
strategies,  
challenges  
popular  
motivational  
practices, and  
shares  
anecdotes  
discussing how*

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Execution  
Premium

*to enable  
action-oriented  
plans for real-  
world results.*  
**NEW YORK TIMES  
BESTSELLER USA  
TODAY  
BESTSELLER**  
*Amazon, Apple,  
Facebook, and  
Google are the  
four most  
influential*

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Execution  
Premium

*companies on  
the planet.  
Just about  
everyone thinks  
they know how  
they got there.  
Just about  
everyone is  
wrong. For all  
that's been  
written about  
the Four over  
the last two*

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Execution  
Premium

*decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks*

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Execution  
Premium

*fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins*

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Execution  
Premium

*that would  
destroy other  
firms? And as  
they race to  
become the  
world's first  
trillion-dollar  
company, can  
anyone chal-  
lenge them? In  
the same  
irreverent  
style that has*

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Execution  
Premium

*made him one of  
the world's  
most celebrated  
business  
professors,  
Galloway  
deconstructs  
the strategies  
of the Four  
that lurk  
beneath their  
shiny veneers.  
He shows how*

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Execution  
Premium

*they manipulate  
the fundamental  
emotional needs  
that have  
driven us since  
our ancestors  
lived in caves,  
at a speed and  
scope others  
can't match.  
And he reveals  
how you can  
apply the*



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Premium

*lessons of  
their ascent to  
your own  
business or  
career. Whether  
you want to  
compete with  
them, do  
business with  
them, or simply  
live in the  
world they  
dominate, you*

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Execution  
Premium

*need to  
understand the  
Four.*

*THE DNA OF  
STRATEGY*

*EXECUTION “In a  
world where  
there are more  
questions than  
answers every  
leader will  
need to learn  
to dance to a*

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Execution  
Premium

*different beat.  
In this  
insightful  
book, Jack  
Duggal has  
cracked the DNA  
of Strategy  
Execution.  
Ignore these  
insights at  
your own  
peril.” – Dr.  
Tony O’Driscoll*

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*Global Head,  
DukeCE Labs,  
Duke Corporate  
Education Fuqua  
School of  
Business, Duke  
University*  
**DECODE THE DNA  
OF MANAGEMENT  
AND STRATEGY  
EXECUTION IN AN  
INCREASINGLY  
TURBULENT WORLD**

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Premium

*Just as DNA contains the genetic instructions used in the development and functioning of all living organisms, what if we could decode the elements of management and*

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Premium

*strategy  
execution? This  
insightful book  
offers new  
perspectives on  
age-old  
management  
challenges and  
illuminates  
better ways to  
organize and  
manage in an  
increasingly*

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Premium

*DANCE-world*

*(Dynamic.*

*Ambiguous. Non-  
Linear.*

*Complex.*

*Emergent).* *It*

*puts the*

*management DNA*

*under the*

*microscope, and*

*shows how to*

*develop, build*

*and transform*

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Execution  
Premium

*organizational  
project  
management and  
PMO  
capabilities  
essential for  
effective  
strategy  
execution. It  
provides a  
framework to  
measure what  
matters with a*



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Execution  
Premium

*step-by-step  
approach to  
define and  
measure success  
and business  
value. The DNA  
of Strategy  
Execution: Next  
Generation  
Project  
Management and  
PMO provides  
innovative*

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Premium

*insights for  
organizational  
project  
management and  
PMO. Based on  
application and  
learnings from  
many  
organizations  
around the  
world, this  
book reveals a  
playbook for*

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Execution  
Premium

*strategy  
execution that  
will help you:  
Decode the core  
elements of  
management and  
strategy  
execution DNA  
Design and  
build next-  
generation  
Project/Program  
Management and*

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Execution  
Premium

*PMO platform  
essential for  
effective  
strategy  
execution  
Prepare your  
organization to  
effectively  
lead and  
implement agile  
transformation  
and  
organizational*

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Execution  
Premium

*change Improve  
organizational  
project  
management  
(OPM) and PMO  
maturity  
Improve overall  
organizational  
effectiveness  
and innovation  
capabilities  
Whether you are  
a part of a*

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*startup, or an established incumbent organization, the impact of digitization and disruption requires a rethink and reset of how we organize and manage. This book presents a*

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Execution  
Premium

*playbook for  
effective  
strategy  
execution with  
next-generation  
Project,  
Program and PMO  
capabilities.  
#1 New York  
Times  
Bestseller “Sig  
nificant...The  
book is both*

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*instructive and surprisingly moving.” –The New York Times*  
*Ray Dalio, one of the world’s most successful investors and entrepreneurs, shares the unconventional principles that he’s developed,*



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*refined, and used over the past forty years to create unique results in both life and business—and which any person or organization can adopt to help achieve*

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Execution  
Premium

*their goals. In 1975, Ray Dalio founded an investment firm, Bridgewater Associates, out of his two-bedroom apartment in New York City. Forty years later,*

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Premium

*Bridgewater has made more money for its clients than any other hedge fund in history and grown into the fifth most important private company in the United States, according to*

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*Fortune* magazine. Dalio himself has been named to *Time* magazine's list of the 100 most influential people in the world. Along the way, Dalio discovered a set of unique

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Premium

*principles that  
have led to  
Bridgewater's  
exceptionally  
effective  
culture, which  
he describes as  
"an idea  
meritocracy  
that strives to  
achieve  
meaningful work  
and meaningful*

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*relationships through radical transparency.” It is these principles, and not anything special about Dalio—who grew up an ordinary kid in a middle-class Long Island neighborhood—that he*

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Premium

*believes are the reason behind his success. In Principles, Dalio shares what he's learned over the course of his remarkable career. He argues that life,*

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Premium

*management, economics, and investing can all be systemized into rules and understood like machines. The book's hundreds of practical lessons, which are built around his*



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Premium

*cornerstones of  
"radical truth"  
and "radical  
transparency,"  
include Dalio  
laying out the  
most effective  
ways for  
individuals and  
organizations  
to make  
decisions,  
approach*

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*challenges, and  
build strong  
teams. He also  
describes the  
innovative  
tools the firm  
uses to bring  
an idea  
meritocracy to  
life, such as  
creating  
“baseball  
cards” for all*

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*employees that distill their strengths and weaknesses, and employing computerized decision-making systems to make believability-weighted decisions. While the book brims with*

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Premium

*novel ideas for organizations and institutions, Principles also offers a clear, straightforward approach to decision-making that Dalio believes anyone can apply, no matter what*

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Execution  
Premium

*they're seeking  
to achieve.*

*Here, from a  
man who has  
been called  
both "the Steve  
Jobs of  
investing" and  
"the  
philosopher  
king of the  
financial  
universe" (CIO*

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Execution

Premium

*magazine), is a  
rare*

*opportunity to  
gain proven  
advice unlike  
anything you'll  
find in the  
conventional  
business press.*

*The Balanced  
Scorecard*

*Tender Is the  
Flesh*

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*Competitive*

*Advantage*

*The execution*

*premium*

*Investment*

*Valuation*

*The CIA and the*

*World of Arts*

*and Letters*

*The DNA of*

*Strategy*

*Execution*

**The discovery of**

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**an additional week's worth of entries in the diary of José Enrique de la Peña has opened another chapter in the longstanding controversy over the authenticity of the Mexican officer's account of the Battle of the**



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**Alamo. In this expanded edition of With Santa Anna in Texas, Texas Revolution scholar James E. Crisp, who discovered the new diary entries in an untranslated manuscript version of the journal, discusses**

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**the history of the de la Peña diary controversy and presents new evidence in the matter. With the “missing week” and the perspective Crisp provides, the diary should prompt a new round of debate over what**

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**really happened at  
the Alamo. When it  
was first  
translated and  
published in  
English in 1975 by  
Carmen Perry,  
With Santa Anna  
in Texas  
unleashed a fury  
of emotion and an  
enduring chasm  
between some**

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**scholars and  
Texans. The  
journal of de la  
Peña, an officer on  
Santa Anna's staff,  
reported the  
capture and  
execution of Davy  
Crockett and  
several others and  
also stated the  
reason behind  
Santa Anna's**

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**order to make the final assault on Travis and his men. Whether or not scholars agree with de la Peña's assertions, his journal remains one of the most revealing accounts of the Texas Revolution ever to come to light.**

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**Laura Huang, an award-winning Harvard Business School professor, shows that success is about gaining an edge: that elusive quality that gives you an upper hand and attracts attention and support. Some people seem to**

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**naturally have it.  
Now, Huang  
teaches the rest of  
us how to create  
our own from the  
challenges and  
biases we think  
hold us back, and  
turning them to  
work in our favor.  
How do you find a  
competitive edge  
when the**

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**obstacles feel  
insurmountable?  
How do you get  
people to take you  
seriously when  
they're  
predisposed not  
to, and perhaps  
have already  
written you off?  
Laura Huang has  
come up against  
that problem many**



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**times--and so has anyone who's ever felt out of place or underestimated. Many of us sit back quietly, hoping that our hard work and effort will speak for itself. Or we try to force ourselves into the mold of who we think is**

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Premium

**"successful,"  
stifling the  
creativity and  
charm that makes  
us unique and  
memorable. In  
Edge, Huang  
offers a different  
approach. She  
argues that  
success is rarely  
just about the  
quality of our**

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Premium

**ideas, credentials,  
and skills, or our  
effort. Instead,  
achieving success  
hinges on how  
well we shape  
others'  
perceptions--of  
our strengths,  
certainly, but also  
our flaws. It's  
about creating our  
own edge by**

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**confronting the factors that seem like shortcomings and turning them into assets that make others take notice. Huang draws from her groundbreaking research on entrepreneurial intuition, persuasion, and**

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Premium

**implicit decision-making, to impart her profound findings and share stories of previously-overlooked Olympians, assistants-turned-executives, and flailing companies that made momentous turnarounds.**

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**Through her  
deeply-researched  
framework, Huang  
shows how we can  
turn weaknesses  
into strengths and  
create an edge in  
any situation. She  
explains how an  
entrepreneur  
scored a massive  
investment  
despite initially**

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**being disparaged for his foreign accent, and how a first-time political candidate overcame voters' doubts about his physical disabilities. Edge shows that success is about knowing who you are and using that**

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**knowledge  
unapologetically  
and strategically.  
This book will  
teach you how to  
find your unique  
edge and keep it  
sharp.**

**For companies to  
be competitive,  
leaders must  
engage people at  
all levels in order**



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Premium

**to focus their energy and enable them to apply lean principles to everything they do. Strategy deployment, called hoshin kanri by Toyota, has proven to be the most effective process for meeting this**

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Premium

**ongoing challenge.  
In his new book  
Getting the Right  
Things Done,  
author and LEI  
faculty member  
Pascal Dennis  
outlines the nuts  
and bolts of  
strategy  
deployment,  
answering two  
tough questions**

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Premium

**that ultimately can  
make or break a  
company's lean  
transformation: \***

**What kind of  
planning system is  
required to inspire  
meaningful  
company-wide  
continuous  
improvement? \***

**How might we  
change existing**

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Execution  
Premium

**mental models  
that do not  
support a culture  
of continuous  
improvement?  
Getting the Right  
Things Done  
demonstrates how  
strategy  
deployment can  
help leaders  
harness the full  
power of Lean.**

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Execution  
Premium

**Organization  
leaders at all  
levels and the  
management  
teams who are  
responsible for  
strategy  
deployment will  
find this book  
especially  
insightful. It tells  
the story of a  
fictional (yet very**

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Execution  
Premium

**real) midsized  
company, Atlas  
Industries that  
needs to  
dramatically  
improve to  
compete with  
emerging rivals  
and meet new  
customer  
demands. Getting  
the Right Things  
Done chronicles**

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Execution  
Premium

**the journey of the company and its President/COO, an experienced lean leader who was hired five years ago to steer Atlas in the right direction. While Atlas had already applied some basic lean principles, it had**

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Execution  
Premium

**not really  
connected the  
people and  
business  
processes so that  
the company  
could dramatically  
improve. Atlas'  
challenge:  
"Something was  
missing: a way of  
focusing and  
aligning the efforts**



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Execution  
Premium

**of good people,  
and a delivery  
system, something  
that would direct  
the tools to the  
right places."**

**Enter strategy  
deployment. The  
book is designed  
to provide readers  
with a framework  
for understanding  
the key**

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Execution  
Premium

**components of  
strategy  
deployment:  
agreeing on the  
company's "True  
North," working  
within the PDCA  
cycle, getting  
conse**

**The central figure  
of this novel is a  
young man whose  
parents were**

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Execution  
Premium

**executed for  
conspiring to steal  
atomic secrets for  
Russia. His name  
is Daniel Isaacson,  
and as the story  
opens, his parents  
have been dead  
for many years. He  
has had a long  
time to adjust to  
their deaths. He  
has not adjusted.**

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Execution  
Premium

**Out of the shambles of his childhood, he has constructed a new life—marriage to an adoring girl who gives him a son of his own, and a career in scholarship. It is a life that enrages him. In the silence of the library at**

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Execution  
Premium

**Columbia University, where he is supposedly writing a Ph.D. dissertation, Daniel composes something quite different. It is a confession of his most intimate relationships—with his wife, his foster parents, and**

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Execution  
Premium

**his kid sister  
Susan, whose own  
radicalism so  
reproaches him. It  
is a book of  
memories: riding a  
bus with his  
parents to the ill-  
fated Paul  
Robeson concert  
in Peekskill;  
watching the FBI  
take his father**

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Execution  
Premium

**away; appearing with Susan at rallies protesting their parents' innocence; visiting his mother and father in the Death House. It is a book of investigation: transcribing Daniel's interviews with people who knew his parents,**

Read Online Libro  
Execution  
Premium

**or who knew about them; and logging his strange researches and discoveries in the library stacks. It is a book of judgments of everyone involved in the case—lawyers, police, informers, friends, and the**



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Execution  
Premium

**Isaacson family  
itself. It is a book  
rich in characters,  
from elderly  
grand- mothers of  
immigrant culture,  
to covert radicals  
of the McCarthy  
era, to hippie  
marchers on the  
Pen-tagon. It is a  
book that spans  
the quarter-**

Read Online Libro  
Execution  
Premium

**century of  
American life  
since World War II.  
It is a book about  
the nature of Left  
politics in this  
country—its  
sacrificial rites, its  
peculiar cruelties,  
its humility, its  
bitterness. It is a  
book about some  
of the beautiful**

Read Online Libro  
Execution  
Premium

**and terrible  
feelings of  
childhood. It is  
about the nature  
of guilt and  
innocence, and  
about the relations  
of people to  
nations. It is The  
Book of Daniel.  
The Execution  
Premium  
Balanced**

Read Online Libro  
Execution  
Premium  
**Scorecard**

**Success: The  
Kaplan-Norton  
Collection (4  
Books)**

**Life, Liberty, and  
the Pursuit of  
Entrepreneurship  
The Hidden DNA  
of Amazon, Apple,  
Facebook, and  
Google  
Next Generation**

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Execution  
Premium

**Project  
Management and  
PMO  
A Guide to the  
Project  
Management Body  
of Knowledge  
(PMBOK® Guide) –  
Seventh Edition  
and The Standard  
for Project  
Management  
(BRAZILIAN**

*Page 117/275*

**PORTUGUESE)**

**The Book of Daniel**

*"A shorter version of  
this book appeared  
in Galaxy magazine  
for July-September  
1969"--Copyright  
page.*

*Working at the local  
processing plant,  
Marcos is in the  
business of*

Read Online Libro  
Execution

Premium

*slaughtering*

*humans—though no one calls them that anymore. His wife has left him, his father is sinking into dementia, and Marcos tries not to think too hard about how he makes a living. After all, it happened so quickly.*

Read Online Libro  
Execution  
Premium

*First, it was reported that an infectious virus has made all animal meat poisonous to humans. Then governments initiated the “Transition.” Now, eating human meat—“special meat”—is legal.*



Read Online Libro  
Execution  
Premium

*Marcos tries to stick to numbers, consignments, processing. Then one day he's given a gift: a live specimen of the finest quality. Though he's aware that any form of personal contact is forbidden on pain of death, little by little*

Read Online Libro  
Execution  
Premium

*he starts to treat her  
like a human being.  
And soon, he  
becomes tortured by  
what has been  
lost—and what might  
still be saved.*

*Alice in Wonderland  
(also known as  
Alice's Adventures in  
Wonderland), from  
1865, is the peculiar*

Read Online Libro  
Execution  
Premium

*and imaginative tale  
of a girl who falls  
down a rabbit-hole  
into a bizarre world  
of eccentric and  
unusual creatures.  
Lewis Carroll's  
prominent example  
of the genre of  
"literary nonsense"  
has endured in  
popularity with its*

Read Online Libro  
Execution

Premium

*clever way of  
playing with logic  
and a narrative  
structure that has  
influence  
generations of  
fiction writing.  
The Balanced  
Scorecard translates  
a company's vision  
and strategy into a  
coherent set of*

Read Online Libro  
Execution  
Premium  
*performance*

*measures. The four perspectives of the scorecard--financial measures, customer knowledge, internal business processes, and learning and growth--offer a balance between short-term and long-term objectives,*

Read Online Libro  
Execution

Premium

*between outcomes  
desired and  
performance drivers  
of those outcomes,  
and between hard  
objective measures  
and softer, more  
subjective measures.  
In the first part,  
Kaplan and Norton  
provide the  
theoretical*

Read Online Libro  
Execution  
Premium

*foundations for the  
Balanced Scorecard;  
in the second part,  
they describe the  
steps organizations  
must take to build  
their own  
Scorecards; and,  
finally, they discuss  
how the Balanced  
Scorecard can be  
used as a driver of*

Read Online Libro  
Execution  
Premium  
*change.*

*Turning Adversity  
into Advantage*

*The Cultural Cold  
War*

*The Solutions We  
Have and the  
Breakthroughs We  
Need*

*Linking Strategy to  
Operations for  
Competitive*



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Execution  
Premium  
*Advantage*

*A Personal  
Narrative of the  
Revolution  
Tools and  
Techniques for  
Valuing Strategic  
Investments and  
Decisions  
Edge*

**Use scikit-  
learn to apply**

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Execution  
Premium  
machine

learning to  
real-world  
problems About  
This Book  
Master popular  
machine  
learning  
models  
including k-  
nearest  
neighbors,

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Execution

Premium  
random

forests,  
logistic  
regression, k-  
means, naive  
Bayes, and  
artificial  
neural  
networks Learn  
how to build  
and evaluate  
performance of

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Execution

Premium

efficient

models using

scikit-learn

Practical

guide to

master your

basics and

learn from

real life

applications

of machine

learning Who

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Execution  
Premium

**This Book Is  
For This book  
is intended  
for software  
engineers who  
want to  
understand how  
common machine  
learning  
algorithms  
work and  
develop an**

# Read Online Libro Execution

Premium

intuition for  
how to use  
them, and for  
data  
scientists who  
want to learn  
about the  
scikit-learn  
API.

Familiarity  
with machine  
learning

# Read Online Libro Execution

Premium

fundamentals  
and Python are  
helpful, but  
not required.

What You Will  
Learn Review  
fundamental  
concepts such  
as bias and  
variance

Extract

features from

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Execution

Premium

categorical  
variables,  
text, and  
images Predict  
the values of  
continuous  
variables  
using linear  
regression and  
K Nearest  
Neighbors  
Classify



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Execution

Premium

documents and  
images using  
logistic  
regression and  
support vector  
machines

Create  
ensembles of  
estimators  
using bagging  
and boosting  
techniques

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Execution

Premium  
Discover

hidden

structures in  
data using K-  
Means

clustering

Evaluate the  
performance of  
machine

learning

systems in

common tasks

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Execution  
Premium  
In Detail

Machine

learning is  
the buzzword  
bringing  
computer  
science and  
statistics  
together to  
build smart  
and efficient  
models. Using

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Execution

Premium

powerful

algorithms and

techniques

offered by

machine

learning you

can automate

any analytical

model. This

book examines

a variety of

machine

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Execution

Premium

learning

models

including

popular

machine

learning

algorithms

such as k-

nearest

neighbors,

logistic

regression,

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Execution

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naive Bayes, k-means, decision trees, and artificial neural networks. It discusses data preprocessing, hyperparameter optimization, and ensemble

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methods. You will build systems that classify documents, recognize images, detect ads, and more. You will learn to use scikit-learn's API to extract

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Premium

features from categorical variables, text and images; evaluate model performance, and develop an intuition for how to improve your model's performance.



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Premium

By the end of  
this book, you  
will master  
all required  
concepts of  
scikit-learn  
to build  
efficient  
models at work  
to carry out  
advanced tasks  
with the

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Execution

Premium

practical

approach.

Style and

approach This

book is

motivated by

the belief

that you do

not understand

something

until you can

describe it

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Execution  
Premium

simply. Work through toy problems to develop your understanding of the learning algorithms and models, then apply your learnings to real-life

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Premium  
problems .

"Mun

demystifies  
real options  
analysis and  
delivers a  
powerful,  
pragmatic  
guide for deci  
sion-makers  
and  
practitioners

Read Online Libro  
Execution  
Premium  
alike.

Finally, there  
is a book that  
equips  
professionals  
to easily  
recognize,  
value, and  
seize real  
options in the  
world around  
them." --Jim

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Schreckengast,  
Senior VP, R&D  
Strategy,  
Gemplus  
International  
SA, France  
Completely  
revised and  
updated to  
meet the  
challenges of  
today's

*Page 150/275*

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Premium  
dynamic

business

environment,

Real Options

Analysis,

Second Edition

offers you a

fresh look at

evaluating

capital

investment

strategies by

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Premium

taking the  
strategic deci  
sion-making  
process into  
consideration.

This  
comprehensive  
guide provides  
both a  
qualitative  
and  
quantitative



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Execution  
Premium

description of  
real options;  
the methods  
used in  
solving real  
options; why  
and when they  
are used; and  
the  
applicability  
of these  
methods in

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Execution  
Premium  
decision

making.

In the  
classroom, ABC  
looks like a  
great way to  
manage a  
company's  
resources. But  
many  
executives who  
have tried to

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Premium

implement ABC  
on a large  
scale in their  
organizations  
have found the  
approach  
limiting and  
frustrating.

Why? The  
employee  
surveys that  
companies used

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Premium

to estimate  
resources  
required for  
business  
activities  
proved too tim  
e-consuming,  
expensive, and  
irritating to  
employees.  
This book  
shows you how

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Premium

to implement  
time-driven  
activity-based  
costing  
(TDABC), an  
easier and  
more powerful  
way to  
implement ABC.  
You can now  
estimate  
directly the

# Read Online Libro Execution

Premium  
resource

demands  
imposed by  
each business  
transaction,  
product, or  
customer. The  
payoff? You  
spend less  
time and money  
obtaining and  
maintaining

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Execution  
Premium

**TDABC data—and  
more time  
addressing  
problems that  
TDABC reveals,  
such as  
inefficient  
processes,  
unprofitable  
products and  
customers, and  
excess**

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Execution  
Premium

capacity. The authors also show how to use TDABC to link strategic planning to operational budgeting, to enhance the due diligence process for mergers and



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Premium

acquisitions,  
and to support  
continuous  
improvement  
activities  
such as lean  
management and  
benchmarking.  
In presenting  
their model,  
the authors  
define the two

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Premium  
questions

required to  
build TDABC:

1) How much  
does it cost  
per time unit  
to supply  
resource  
capacity for  
each business  
process? 2)  
How much

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Execution

Premium  
resource

capacity

(time) is

required to

perform work

for a

company's many

transactions,

products, and

customers? The

book

demonstrates

# Read Online Libro Execution

Premium

how to develop  
simple, valid  
answers to  
these two  
questions.  
Kaplan and  
Anderson  
illustrate the  
TDABC approach  
with a wealth  
of case  
studies, in

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Execution  
Premium

diverse  
settings,  
based on  
actual impleme  
ntations.

#1 NEW YORK  
TIMES BEST  
SELLER • In  
this urgent,  
authoritative  
book, Bill  
Gates sets out

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Execution

Premium

a wide-  
ranging,  
practical-and  
accessible-pla  
n for how the  
world can get  
to zero  
greenhouse gas  
emissions in  
time to avoid  
a climate  
catastrophe.

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Execution  
Premium

Bill Gates has spent a decade investigating the causes and effects of climate change. With the help of experts in the fields of physics, chemistry,

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Execution

Premium

biology,  
engineering,  
political  
science, and  
finance, he  
has focused on  
what must be  
done in order  
to stop the  
planet's slide  
to certain  
environmental



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Execution  
Premium

disaster. In this book, he not only explains why we need to work toward net-zero emissions of greenhouse gases, but also details what we need

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Execution  
Premium

to do to  
achieve this  
profoundly  
important  
goal. He gives  
us a clear-  
eyed  
description of  
the challenges  
we face.  
Drawing on his  
understanding

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Execution

Premium

of innovation  
and what it  
takes to get  
new ideas into  
the market, he  
describes the  
areas in which  
technology is  
already  
helping to  
reduce  
emissions,

# Read Online Libro Execution

Premium

where and how  
the current  
technology can  
be made to  
function more  
effectively,  
where  
breakthrough  
technologies  
are needed,  
and who is  
working on

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Execution  
Premium  
these

essential  
innovations.  
Finally, he  
lays out a  
concrete,  
practical plan  
for achieving  
the goal of  
zero emissions  
—suggesting  
not only

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Premium

policies that  
governments  
should adopt,  
but what we as  
individuals  
can do to keep  
our  
government,  
our employers,  
and ourselves  
accountable in  
this crucial

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Execution  
Premium

enterprise. As  
Bill Gates  
makes clear,  
achieving zero  
emissions will  
not be simple  
or easy to do,  
but if we  
follow the  
plan he sets  
out here, it  
is a goal

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Execution  
Premium

firmly within  
our reach.

The Triangle  
Strategy  
Beyond the  
Obvious  
Translating  
Strategy into  
Action

A Leader's  
Guide to  
Planning and



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Execution

Premium

**Execution**

**integrando la  
estrategia y  
las**

**operaciones  
para lograr  
ventajas**

**competitivas**

**Dune Messiah**

**Notes about**

**Inventing**

**PowerPoint**

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Execution  
Premium

*How to close the gap between strategy and execution Two-thirds of executives say their organizations don't have the capabilities to support their strategy. In Strategy That Works, Paul*

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Execution  
Premium

*Leinwand and  
Cesare Mainardi  
explain why.  
They identify  
conventional  
business  
practices that  
unintentionally  
create a gap  
between strategy  
and execution.  
And they show  
how some of the  
best companies*

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Execution  
Premium

*in the world  
consistently  
leap ahead of  
their  
competitors.  
Based on new  
research, the  
authors reveal  
five practices  
for connecting  
strategy and  
execution used  
by highly  
successful*

# Read Online Libro Execution Premium

*enterprises such  
as IKEA, Natura,  
Danaher, Haier,  
and Lego. These  
companies: •  
Commit to what  
they do best  
instead of  
chasing multiple  
opportunities •  
Build their own  
unique winning  
capabilities  
instead of*

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Execution  
Premium

*copying others •*

*Put their*

*culture to work*

*instead of*

*struggling to*

*change it •*

*Invest where it*

*matters instead*

*of going lean*

*across the board*

*• Shape the*

*future instead*

*of reacting to*

*it Packed with*

Read Online Libro  
Execution  
Premium

*tools you can  
use for building  
these five  
practices into  
your  
organization and  
supported by in-  
depth profiles  
of companies  
that are known  
for making their  
strategy work,  
this is your  
guide for*

Read Online Libro  
Execution  
Premium

*reconnecting  
strategy to  
execution.*

*Discover BIM: A  
better way to  
build better  
buildings*

*Building  
Information  
Modeling (BIM)  
offers a novel  
approach to  
design,  
construction,*



# Read Online Libro Execution Premium

*and facility  
management in  
which a digital  
representation  
of the building  
product and  
process is used  
to facilitate  
the exchange and  
interoperability  
of information  
in digital  
format. BIM is  
beginning to*

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Execution  
Premium

*change the way  
buildings look,  
the way they  
function, and  
the ways in  
which they are  
designed and  
built. The BIM  
Handbook, Third  
Edition provides  
an in-depth  
understanding of  
BIM  
technologies,*

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Execution  
Premium

*the business and organizational issues associated with its implementation, and the profound advantages that effective use of BIM can provide to all members of a project team. Updates to this edition*

# Read Online Libro Execution Premium

*include:*

*Information on  
the ways in  
which  
professionals  
should use BIM  
to gain maximum  
value New topics  
such as  
collaborative  
working,  
national and  
major  
construction*

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Execution  
Premium

*clients, BIM standards and guides A discussion on how various professional roles have expanded through the widespread use and the new avenues of BIM practices and services A wealth of new*

Read Online Libro  
Execution  
Premium

*case studies  
that clearly  
illustrate  
exactly how BIM  
is applied in a  
wide variety of  
conditions  
Painting a  
colorful and  
thorough picture  
of the state of  
the art in  
building  
information*

Read Online Libro  
Execution  
Premium

*modeling, the  
BIM Handbook,  
Third Edition  
guides readers  
to successful  
implementations,  
helping them to  
avoid needless  
frustration and  
costs and take  
full advantage  
of this paradigm-  
shifting  
approach to*

Read Online Libro  
Execution  
Premium

*construct better  
buildings that  
consume fewer  
materials and  
require less  
time, labor, and  
capital  
resources.*

*Selected by the  
Modern Library  
as one of the  
100 best  
nonfiction books  
of all time From*



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Execution  
Premium

*the Modern  
Library's new  
set of  
beautifully  
repackaged  
hardcover  
classics by  
Truman  
Capote—also  
available are  
Breakfast at  
Tiffany's and  
Other Voices,  
Other Rooms (in*

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Execution  
Premium

one volume),  
*Portraits and  
Observations,  
and The Complete  
Stories Truman  
Capote's  
masterpiece, In  
Cold Blood,  
created a  
sensation when  
it was first  
published,  
serially, in The  
New Yorker in*

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Execution  
Premium

1965. *The*  
*intensively*  
*researched,*  
*atmospheric*  
*narrative of the*  
*lives of the*  
*Clutter family*  
*of Holcomb,*  
*Kansas, and of*  
*the two men,*  
*Richard Eugene*  
*Hickock and*  
*Perry Edward*  
*Smith, who*

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Execution  
Premium

*brutally killed them on the night of November 15, 1959, is the seminal work of the "new journalism."*

*Perry Smith is one of the great dark characters of American literature, full of contradictory*

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Execution  
Premium

emotions. "I  
thought he was a  
very nice  
gentleman," he  
says of Herb  
Clutter. "Soft-  
spoken. I  
thought so right  
up to the moment  
I cut his  
throat." Told in  
chapters that  
alternate  
between the

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Execution  
Premium

*Clutter*

*household and  
the approach of  
Smith and  
Hickock in their  
black Chevrolet,  
then between the  
investigation of  
the case and the  
killers' flight,  
Capote's account  
is so detailed  
that the reader  
comes to feel*

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*almost like a participant in the events. In a world of stiffening competition, business strategy is more crucial than ever. Yet most organizations struggle in this area--not with formulating*

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*strategy but  
with executing  
it, or putting  
their strategy  
into action.*

*Owing to  
execution  
failures,  
companies  
realize just a  
fraction of the  
financial  
performance  
promised in*



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Premium

*their strategic  
plans. It  
doesn't have to  
be that way,  
maintain Robert  
Kaplan and David  
Norton in The  
Execution  
Premium.  
Building on  
their  
breakthrough  
works on  
strategy-focused*

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*organizations,  
the authors  
describe a  
multistage  
system that  
enables you to  
gain measurable  
benefits from  
your carefully  
formulated  
business  
strategy. This  
book shows you  
how to: Develop*

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*an effective  
strategy--with  
tools such as  
SWOT analysis,  
vision  
formulation, and  
strategic change  
agendas Plan  
execution of the  
strategy--throug  
h portfolios of  
strategic  
initiatives  
linked to*

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*strategy maps  
and Balanced  
Scorecards Put  
your strategy  
into action--by  
integrating  
operational  
tools such as  
process  
dashboards,  
rolling  
forecasts, and  
activity-based  
costing Test and*

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*update your  
strategy--using  
carefully  
designed  
management  
meetings to  
review  
operational and  
strategic data  
Drawing on  
extensive  
research and  
detailed case  
studies from a*

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Premium

*broad array of  
industries, The  
Execution*

*Premium presents  
a systematic and  
proven framework  
for achieving  
the financial  
results promised  
by your  
strategy.*

*The Challenger  
Sale*

*BIM Handbook*

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*How to Avoid a  
Climate Disaster  
Creating and  
Sustaining  
Superior  
Performance  
The Difference  
and Why It  
Matters  
Strategy That  
Works  
UNSCRIPTED  
During the Cold*

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War, freedom of expression was vaunted as liberal democracy ' s most cherished possession—but such freedom was put in service of a hidden agenda. In *The Cultural Cold War*, Frances Stonor Saunders



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reveals the  
extraordinary  
efforts of a secret  
campaign in which  
some of the most  
vocal exponents of  
intellectual  
freedom in the  
West were working  
for or subsidized  
by the  
CIA—whether they

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knew it or not.

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program of cultural  
interventions in  
Western Europe  
and at home,  
drawing together  
declassified  
documents and  
exclusive  
interviews to  
expose the CIA ' s  
astonishing  
campaign to

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deploy the likes of  
Hannah Arendt,  
Isaiah Berlin,  
Leonard Bernstein,  
Robert Lowell,  
George Orwell,  
and Jackson  
Pollock as  
weapons in the  
Cold War.  
Translated into ten  
languages, this

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classic work—now with a new preface by the author—is "a real contribution to popular understanding of the postwar period" (The Wall Street Journal), and its story of covert cultural efforts to win

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hearts and minds  
continues to be  
relevant today.  
The authors of  
"The Balanced  
Scorecard" and  
"The Strategy-  
Focused  
Organization"  
present a blueprint  
any organization  
can follow to align

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processes, people,  
and information  
technology for  
superior  
performance.

An updated edition  
of the best-selling  
reference features  
a new introduction  
on how to execute  
necessary  
business

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of today's  
challenging  
economic and  
financial  
environment.

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author of What the  
CEO Wants You to  
Know.

The Killer  
Questions Your



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Company Should  
Be Asking  
Generating and  
executing great  
ideas is the key to  
staying ahead in a  
rapidly changing  
world. It seems so  
basic. Why is it so  
hard to actually get  
right? According to  
innovation expert

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Phil McKinney, the real problem is that we're teaching people to ask the wrong questions about their businesses--or none at all. There has to be a better way. In Beyond the Obvious, McKinney will help

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Premium

you use his proven  
FIRE (Focus,  
Ideation, Rank,  
Execution) Method  
to dig deeper and  
get back to asking  
the right  
questions--the  
ones all  
companies must  
ask to survive. Full  
of real-world

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examples, this book will change the way you operate, innovate, and create, and it all begins with battle-tested questions Phil has gathered on note cards throughout his career. Shared for the first time

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here, these "Killer Questions" include: What are the rules and assumptions my industry operates under? What if the opposite were true? What will be the buying criteria used by my customer in 5

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years? What are my unshakable beliefs about what my customers want? Who uses my product in ways I never anticipated? These questions will reframe the way you see your products, your

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customers, and the way the two interact. Whether you're a company of thousands or a lean startup, Beyond the Obvious will give you the skills and easy-to-follow plan you need to make both the

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revolutionary  
changes and  
nuanced tweaks  
required for  
success. Praise for  
Beyond the  
Obvious "Human  
beings are  
creatures of habit,  
so getting  
ourselves and our  
teams to think



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beyond the obvious is a challenge we face all the time. Phil McKinney is an innovation expert, and his killer questions and hit-the-spot anecdotes provide a great way to get out in front of

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opportunities we otherwise won't see." --Geoffrey Moore, author of Crossing the Chasm and Escape Velocity  
"I've always believed that asking the right questions is the essence of design.

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Execution  
Premium

Phil McKinney  
proves that point  
with this wonderful  
set of killer  
questions that will  
jumpstart-or  
greatly enhance-  
your innovation  
efforts." --B.

Joseph Pine II, co-  
author, *The  
Experience*

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Premium

Economy & Infinite  
Possibility.

"Product

Innovation is a  
prerequisite to  
building great  
brands. Phil's  
questions are a  
prerequisite to  
building innovative  
products." --Satjiv  
S. Chahil, former

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global marketing

chief, Apple

Cisco Cyberops

Associate Cbrops

200-201 Official

Cert Guide

In Cold Blood

Taking Control of

the Customer

Conversation

Tools and

Techniques for

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Determining the  
Value of Any Asset  
Principles  
Strategy Maps  
The Discipline of  
Getting Things  
Done

**PMBOK® Guide**  
**is the go-to**  
**resource for**  
**project**  
**management**

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**practitioners.  
The project  
management  
profession has  
significantly  
evolved due to  
emerging  
technology,  
new approaches  
and rapid  
market  
changes.**

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**Reflecting  
this  
evolution, The  
Standard for  
Project  
Management  
enumerates 12  
principles of  
project  
management and  
the PMBOK®  
Guide &—**



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**Seventh Edition is structured around eight project performance domains. This edition is designed to address practitioners' current and**

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**future needs  
and to help  
them be more  
proactive,  
innovative and  
nimble in  
enabling  
desired  
project  
outcomes. This  
edition of the  
PMBOK® Guide:**

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- Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.);
- Provides an entire section devoted to tailoring the development

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**approach and processes; • Includes an expanded list of models, methods, and artifacts; • Focuses on not just delivering project outputs but**

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**also enabling  
outcomes; and  
Integrates  
with  
PMI standards+™  
for  
information  
and standards  
application  
content based  
on project  
type,**

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**development  
approach, and  
industry  
sector.**

**Valuation is a  
topic that is  
extensively  
covered in  
business  
degree  
programs  
throughout the**

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**country.**

**Damodaran's  
revisions to  
"Investment  
Valuation" are  
an addition to  
the needs of  
these  
programs.**

**What's the  
secret to  
sales success?**

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Premium

**If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just**



**build  
relationships  
with  
customers.  
They challenge  
them. The need  
to understand  
what top-  
performing  
reps are doing  
that their  
average**

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Premium

**performing  
colleagues are  
not drove  
Matthew Dixon,  
Brent Adamson,  
and their  
colleagues at  
Corporate  
Executive  
Board to  
investigate  
the skills,**

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Execution  
Premium

**behaviors,  
knowledge, and  
attitudes that  
matter most  
for high  
performance.  
And what they  
discovered may  
be the biggest  
shock to  
conventional  
sales wisdom**

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Execution  
Premium

**in decades.  
Based on an  
exhaustive  
study of  
thousands of  
sales reps  
across  
multiple  
industries and  
geographies,  
The Challenger  
Sale argues**

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Execution  
Premium

**that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The**

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Execution  
Premium

**authors' study  
found that  
every sales  
rep in the  
world falls  
into one of  
five distinct  
profiles, and  
while all of  
these types of  
reps can  
deliver**

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Execution  
Premium

**average sales  
performance,  
only one-the  
Challenger-  
delivers  
consistently  
high  
performance.  
Instead of  
bludgeoning  
customers with  
endless facts**

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Execution  
Premium

**and features  
about their  
company and  
products,  
Challengers  
approach  
customers with  
unique  
insights about  
how they can  
save or make  
money. They**



Read Online Libro  
Execution  
Premium

**tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection,**

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Execution  
Premium

**they are  
assertive,  
pushing back  
when necessary  
and taking  
control of the  
sale. The  
things that  
make  
Challengers  
unique are  
replicable and**

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Execution  
Premium

**teachable to  
the average  
sales rep.  
Once you  
understand how  
to identify  
the  
Challengers in  
your  
organization,  
you can model  
their approach**

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Execution  
Premium

**and embed it  
throughout  
your sales  
force. The  
authors  
explain how  
almost any ave  
rage-  
performing  
rep, once  
equipped with  
the right**

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Execution  
Premium

**tools, can  
successfully  
reframe  
customers'  
expectations  
and deliver a  
distinctive  
purchase  
experience  
that drives  
higher levels  
of customer**

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Execution  
Premium

**loyalty and,  
ultimately,  
greater  
growth.  
Modern  
organizations  
rely on  
Security  
Operations  
Center (SOC)  
teams to  
vigilantly**

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Execution  
Premium

**watch security  
systems,  
rapidly detect  
breaches, and  
respond  
quickly and  
effectively.  
To succeed,  
SOCs  
desperately  
need more  
qualified**

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Execution  
Premium

**cybersecurity  
professionals.  
Cisco's new  
Cisco  
Certified  
CyberOps  
Associate  
certification  
prepares  
candidates to  
begin a career  
working as ass**



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Premium

**ociate-level  
cybersecurity  
analysts  
within SOC's.  
It  
demonstrates  
their  
knowledge  
about  
creating,  
operating, and  
working within**

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Execution  
Premium

**computer  
security  
incident  
response teams  
(CSIRTs) and  
product  
security  
incident  
response teams  
(PSIRTs); the  
incident  
response**

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Execution  
Premium

**lifecycle, and  
cyber  
forensics. To  
earn this  
valuable  
certification,  
candidates  
must pass the  
new  
Understanding  
Cisco  
Cybersecurity**

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Execution  
Premium

**Operations  
Fundamentals  
(200-201  
CBROPS)  
consolidated  
exam. Cisco  
CyberOps  
Associate  
CBROPS 200-201  
Official Cert  
Guide is  
Cisco's**

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**official,  
comprehensive  
self-study  
resource for  
this exam.  
Designed for  
all exam  
candidates, it  
covers every  
exam objective  
concisely and  
logically,**

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**with extensive  
teaching  
features that  
promote  
retention and  
understanding.  
You'll find:  
Pre-chapter  
quizzes to  
assess  
knowledge  
upfront and**

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**focus your  
study more  
efficiently  
Foundation  
topics  
sections that  
explain  
concepts and c  
onfigurations,  
and link  
theory to  
practice Key**

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Execution  
Premium

**topics  
sections  
calling  
attention to  
every figure,  
table, and  
list you must  
know Exam  
Preparation  
sections with  
additional  
chapter review**



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**features Final  
preparation  
chapter  
providing  
tools and a  
complete final  
study plan A  
customizable  
practice test  
library This  
guide offers  
comprehensive,**

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**up-to-date  
coverage of  
all CBROPS  
#200-201  
topics related  
to: Security  
concepts  
Security  
monitoring  
Host-based  
analysis  
Network**

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**intrusion  
analysis  
Security  
policies and  
procedures  
With Santa  
Anna in Texas  
Mastering  
Machine  
Learning with  
scikit-learn  
Converting**

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**Intangible  
Assets Into  
Tangible  
Outcomes  
Sweating  
Bullets  
Alice in  
Wonderland  
A Novel  
Balanced  
Scorecards and  
Operational**

*Page 268/275*

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# **Dashboards with Microsoft Excel**

**Created in Excel,  
balanced  
scorecards enable  
you to monitor  
operations and  
tactics, while  
operational  
dashboards is a set  
of indicators  
regarding the state**

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Premium

**of a business metric or process—both features are in high demand for many large organizations. This book serves as the first guide to focus on combining the benefits of balanced scorecards, operational dashboards, performance**

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**managements, and data visualization and then implement them in Microsoft Excel.**

**The strategy journey to success is long and dangerous.**

**Most strategies lose between 40 and 60 percent of their financial potential along the execution highway. There is a**

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**path that will make the trip dramatically shorter. It exists in every organization, but mostly stays hidden. With the help of science, we'll uncover The Execution Shortcut. There are three prerequisites: (1) The Head connection - people need to be aware of**



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**your strategy; (2)**

**The Heart**

**connection - people  
need to care about**

**your strategy; (3)**

**The Hands**

**connection - people  
need the energy to  
push your strategy  
forwards.**

**NATIONAL BOOK  
CRITICS CIRCLE  
AWARD WINNER •**

**A deep and**

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**compassionate  
novel about a young  
man who returns to  
1940s Cajun country  
to visit a black youth  
on death row for a  
crime he didn't  
commit. Together  
they come to  
understand the  
heroism of resisting.  
A “majestic, moving  
novel ... an instant  
classic, a book that**

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**will be read,  
discussed and  
taught beyond the  
rest of our lives"  
(Chicago Tribune),  
from the critically  
acclaimed author of  
A Gathering of Old  
Men and The  
Autobiography of  
Miss Jane Pittman.  
Real Options  
Analysis**