New Consultant Power Start Script Michele Rankin

Explores the Microsoft Windows XP interface, covering the batch file language and documenting the commandline utilities.

This book offers an in-depth examination of six exemplar student-run ventures. These ventures, actual businesses that students enroll in as a course and run themselves, are changing the ways in which students learn by offering valuable hands-on experience. Many universities around the US have some form of student-run venture operating on campus, but how learning is reinforced and integrated into the classroom varies widely, as does the meaningfulness of the overall student experience. The struggle is most universities operate these ventures as one-offs, disconnected from formal academic instruction and as a side project that never gets full faculty or student attention.

For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

Break through the practice of writing tedious code with shell scripts Key Features Learn to impeccably build shell scripts and develop advanced applications Create smart solutions by writing and debugging scripts A step-by-step tutorial to automate routine tasks by developing scripts Book Description Linux is the most powerful and universally adopted OS. Shell is a program that gives the user direct interaction with the operating system. Scripts are collections of commands that are stored in a file. The shell reads this file and acts on commands as if they were typed on the keyboard. Learning Linux Shell Scripting covers Bash, GNU Bourne Again Shell, preparing you to work in the exciting world of Linux shell scripting. CentOS is a popular rpm-based stable and secured Linux distribution. Therefore, we have used CentOS distribution instead of Ubuntu distribution. Linux Shell Scripting is independent of Linux distributions, but we have covered both types of distros. We start with an introduction to the Shell environment and basic commands used. Next, we explore process management in Linux OS, real-world essentials such as debugging and perform Shell arithmetic fluently. You'll then take a step ahead and learn new and advanced topics in Shell scripting, such as decision making, starting up a system, and customizing a Linux environment. You will also learn about grep, stream editor, and AWK, which are very powerful text filters and editors. Finally, you'll get to grips with taking backup, using other language scripts in Shell Scripts as well as automating database administration tasks for MySQL and Oracle. By the end of this book, you will be able to confidently use your own shell scripts in the real world. What you will learn Familiarize yourself with the various text filtering tools available in Linux Understand expressions and variables and how to use them practically Automate decision-making and save a lot of time and effort of revisiting code Get to grips with advanced functionality such as using traps, dialogs to develop screens & Database administration such as MySQL or Oracle Start up a system and customize a Linux system Taking backup of local or remote data or important files. Use existing other language scripts such as Python, Perl & Ruby in Shell Scripts Who this book is for Learning Linux Shell Scripting is ideal for those who are proficient at working with Linux and want to learn about shell scripting to improve their efficiency and practical skills.

Hands-on Guide to the Red Hat® Exams: RHCSATM and RHCE® Cert Guide and Lab Manual

Political Communication

No Place for Amateurs

Linguistic Inquiries into Donald Trump's Language

Learning Linux Shell Scripting

Computerworld

A clinical psychologist presents an overview of transactional analysis and a discussion of the key elements and practical applications of script theory.

Discusses how to select and use a digital camcorder, how to ensure quality composition and coverage, how to adjust lighting and audio, how to edit images and audio, and how to display movies.

Authoritative coverage of the latest version of Microsoft?s fastest-selling product Imagine being able to perform a task that requires dozens of clicks with just a single command, or automate a series of identical tasks rather than repeat them. This book shows you how to do just that?and more?by using Windows PowerShell cmdlets with SharePoint 2010. Focused on everyday and frequently performed tasks, this invaluable guide provides PowerShell solutions for maintaining a SharePoint environment and explains how more than 500 cmdlets that come with SharePoint 2010 allows you to automate just about anything. Step-by-step instructions walk you through the necessary concepts and real-world examples enhance your learning process. Highlights the ways in which PowerShell cmdlets take the tedium out of executing frequently performed commands in SharePoint 2010 by automating everyday tasks Explains how to install and configure a SharePoint environment Details the steps for deploying and managing Web applications, site collections, authentication, and solution packages Shows you how to manage operational settings and back up and restore data Automating SharePoint 2010 with Windows PowerShell 2.0 helps you save time and effort performing common tasks so that you can be more productive.

THE BESTSELLING AUTHOR OF PITCH ANYTHING IS BACK TO FLIP YOUR ENTIRE APPROACH TO PERSUASION. Is there anything worse than a high-pressure salesperson pushing you to say "yes" (then sign on the dotted line) before you're ready? If there's one lesson Oren Klaff has learned over decades of pitching, presenting, and closing long-shot, high-stakes deals, it's that people are sick of being marketed and sold to. Most of all, they hate being told what to think. The more you push them, the more they resist. What people love, however, is coming up with a great idea on their own, even if it's the idea you were guiding them to have all along. Often, the only way to get someone to sign is to make them feel like they're smarter than you. That's why Oren is throwing out the old playbook on persuasion. Instead, he'll show you a new approach that works on this simple insight: Everyone trusts their own ideas. If, rather than pushing your idea on your buyer, you can guide them to discover it on their own, they'll believe it, trust it, and get excited about it. Then they'll buy in and feel good about the chance to work with you. That might sound easier said than done, but Oren has taught thousands of people how to do it with a series of simple steps that anyone can follow in any situation. And as you'll see in this book, Oren has been in a lot of different situations. He'll show you how he got a billionaire to take him seriously, how he got a venture capital firm to cough up capital, and how he made a skeptical Swiss banker see him as an expert in banking. He'll even show you how to become so compelling that buyers are even more attracted to you than to your product. These days, it's not enough to make a great pitch. To get attention, create trust, and close the deal, you need to flip the script.

Microsoft Power BI For Dummies

The Power of Passion and Perseverance

Automating SharePoint 2010 with Windows PowerShell 2.0

The Proven Guide to Start, Run and Grow a Successful Consulting Business

Godfather: The Intimate Francis Ford Coppola

A Reference Guide to More Than 26,000 Firms and Individuals Engaged in Consultation for Business, Industry, and Government

The second edition addresses the many changes that have taken place in political campaigns since 2000, including a new landscape of campaign funding, the media and technology's increased importance to the way campaigns are run, as well as updating the cast of consultants and elections referenced in examples.

When it comes to elections, campaigns matter. And despite the ever-increasing role of volunteers and amateurs, modern American political campaigns are a professional affair. Understanding how they are run and how campaign strategies are set requires an in-depth analysis of what political consultants do, from opposition research to public opinion polling and from directing media strategies to mobilzing voters--with fundraising a priority at all stages. At all levels of the electoral arena, modern, sophisticated campaigns cannot hope to be effective without the guiding disciplines of professional consultants. This thoroughly updated edition of Dennis W. Johnson's classic text, originally titled No Place for Amateurs, highlights the growing importance of social media, targeting and analytics, Super PACs and dark money in a post-Citizens United world.

In this instant New York Times bestseller, Angela Duckworth shows anyone striving to succeed that the secret to outstanding achievement is not talent, but a special blend of passion and persistence she calls "grit." "Inspiration for non-geniuses everywhere" (People). The daughter of a scientist who frequently noted her lack of "genius," Angela Duckworth is now a celebrated researcher and professor. It was her early eye-opening stints in teaching, business consulting, and neuroscience that led to her hypothesis about what really drives success: not genius, but a unique combination of passion and long-term perseverance. In Grit, she takes us into the field to visit cadets struggling through their first days at West Point, teachers working in some of the toughest schools, and young finalists in the National Spelling Bee. She also mines fascinating insights from history and shows what can be gleaned from modern experiments in peak performance. Finally, she shares what she's learned from interviewing dozens of high achievers—from JP Morgan CEO Jamie Dimon to New Yorker cartoon editor Bob Mankoff to Seattle Seahawks Coach Pete Carroll. "Duckworth's ideas about the cultivation of tenacity have clearly changed some lives for the better" (The New York Times Book Review). Among Grit's most valuable insights: any effort you make ultimately counts twice toward your goal; grit can be learned, regardless of IQ or circumstances; when it comes to child-rearing, neither a warm embrace nor high standards will work by themselves; how to trigger lifelong interest; the magic of the Hard Thing Rule; and so much more. Winningly personal, insightful, and even life-changing, Grit is a book about what goes through your head when you fall down, and how that—not talent or luck—makes all the difference. This is "a fascinating tour of the psychological research on success" (The Wall Street Journal).

Vols. for include an annual directory issue.

12-Week Hypnosis Program for Hypnotherapists

1972: January–June

PC Mag

Entrepreneurship in Action

Guide to Your New Job

This is the first academic study of the science fiction television devised and written by Terry Nation, who wrote Dalek stories and other serials for Doctor Who, and created the BBC's 1970s post-apocalyptic space adventure series Blake's 7. This illustrated book by academic specialists in television science fiction places Nation's work in the context of its production and contains sustained analysis of key programs. It will be of interest to students of television and enthusiasts of these landmark drama series.

As a Hypnotherapist with over 20 years of experience, Victoria Gallagher is a leader and visionary in the hypnosis field and the go-to expert on weight loss. Over 1/3 of Americans are classified as obese. This means hypnotherapists have access to a market of more than 160 million potential clients. If you do not already have a thriving weight-loss business, this book can help you achieve one. Ultimate Weight Loss Hypnotherapy Script Book provides a comprehensive system with well-constructed scripts and specific goals to guide the client to success from start to finish. This book outlines a unique approach to weight loss to the novice or experienced hypnotherapist. This 12-week program includes education and scripts that address: Foundational Beliefs Hunger Visualization Accessing the Cause Drinking Water Exercising Eating Healthy Metabolism Banishing Old Patterns Melting Fat Reshaping the Body Maintenance It's a simple and easy to follow model for using hypnosis to find and resolve core issues responsible for keeping the weight on. This hypnosis program teaches you how to help your clients write their own suggestions they will use which speak to their personal weight loss needs and individual goals. This program is not just about losing weight. It is about creating life-long habits. "Don't let the name fool you. Victoria Gallagher's Ultimate Weight Loss Power Hypnotherapy Script Book is much more than what the title suggests. Victoria has produced a complete weight loss program for any practicing Consulting Hypnotist or Hypnotherapist. Even seasoned practitioners will benefit handsomely with this program. Once again, Victoria delivers as a true professional." Tom Nicoli Board Certified Hypnotist "This book is a treasure I wish I had when I started my practice. Victoria takes the complex subject of weight loss and breaks it down into an easy, well thought out, and manageable system that ensures long-lasting results. Everything you need to be successful with your weight loss clients is in this. The result: the guesswork for weight loss hypnosis is gone and a beautiful, compassionate program is delivered!" Stephanie Conkle, Clinical Hypnotherapist Creator of the Profound Somnambulism Protocol "Victoria Gallagher provides a real-world, tested, and powerful resource to the hypnosis field. This book goes beyond scripts and is a comprehensive manual with phenomenal methods to benefit both new and seasoned hypnotists. If you want to WORK SMART in your hypnosis sessions, this book will make you a more effective weight loss hypnotist." Jason Linett Host of the Work Smart Hypnosis Podcast As you proceed through each week's session, you are helping your client to gain a deeper understanding of themselves. Some say it only takes 21 days to create a new habit. Experts now say it actually takes 90 days to create permanent habits. The heart of the program is in creating the right affirmations for your client. This is done right from the start during week one. I share my precise formula to create the most effective affirmations. "Victoria's years of research and depth of understanding show in this book. It is a useful collection of scripts that every practitioner in this area should have access to." Michael Watson Certified Hypnotist This book is for individuals who wish to lose weight or for hypnotherapists to use with their clients.

For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

Start closing sales like top producers! Have you ever found yourself at a loss for what to say when the gatekeeper asks you what your call is about? Have your palms ever sweated when the decision maker shuts you down with: "I wouldn't be interested"? Has your heart taken a fast dive into your stomach when, at the start of your presentation, your prospect tells you that they've thought about it and are just going to pass? If you're in sales, then the question isn't "Have you ever felt this way?", but rather, "How often do you feel this way? Are you finally ready to learn how to confidently and effectively overcome these objections, stalls, and blow-offs? If so, Power Phone Scripts was written for you! Unlike other books on sales that tell you what you should do (like build value – hard to do when the prospect is hanging up on you!), Power Phone Scripts provides word-for-word scripts, phrases, questions, and comebacks that you can use on your very next call. Learn to overcome resistance, get through to the decision maker, and then, once you have him or her on the phone, make an instant connection and earn the right to have a meaningful conversation. You'll be equipped with proven questions, conversation starters, and techniques to learn whether or not they are even right for your product or service, and, if they aren't, who else in their company or another department might be. Power Phone Scripts is the sales manual you've been looking for: over 500 proven, current, and non-salesy phrases, rebuttals, questions, and conversation openers that will instantly make you sound more confident – just like the top producing sales pros do right now. Gone will be your call reluctance; gone will be your fear of calling prospects back for presentations and demos; gone will be the fear of asking for the sale at the end of your pitch! This practical guide is filled with effective scripts for prospecting, emailing, voice mails, closes, and tons of rebuttals to recurring objections you get like: "It costs too much" "We already have a vendor for that" "I'm going to need to think about it" "I need to talk to the boss or committee" and so many others… More than just phone scripts, this book provides practical, comprehensive guidance that every inside sales rep needs. Conquer concerns, provide answers, motivate action, and be the conduit between your prospect's problems and your solution. Actionable, fun, and designed to work within the current sales environment, this invaluable guide is your ticket to the top of the leader board. With Power Phone Scripts, you will never be at a loss of what to say to a prospect or client. Communication is everything in sales, and being on top of your game is no longer enough when top producers are playing a different game altogether. You cannot achieve winning stats if you're not even on the field. If you're ready to join the big league, Power Phone Scripts is the playbook you need to win at inside sales.

How Political Consultants are Reshaping American Democracy

Hired to Fight, Hired to Win

From 'Fake News' to 'Tremendous Success'

Ultimate Weight Loss Power Hypnotherapy Script Book

Power Phone Scripts

Leverage the power of shell scripts to solve real-world problems, 2nd Edition

The First Three Chapters Of This Family Therapy Work Introduce The Notions of social construction assumptions and social scripting theory. Subsequent chapters then apply the theory of "scripting" habitual ways of dealing with life's situations to

Power Phone Scripts500 Word-for-Word Questions, Phrases, and Conversations to Open and Close More SalesJohn Wiley & Sons

Reveal the insights behind your company's data with Microsoft Power BI Microsoft Power BI allows intuitive access to data that can power intelligent business decisions and insightful strategies. The question is, do you have the Power BI skills to make your organization's numbers spill their secrets? In Microsoft Power BI For Dummies, expert lecturer, consultant, and author Jack Hyman delivers a start-to-finish guide to applying the Power BI platform to your own firm's data. You'll discover how to start exploring your data sources, build data models, visualize your results, and create compelling reports that motivate decisive action. Tackle the basics of Microsoft Power BI and, when you're done with that, move on to advanced functions like accessing data with DAX and app integrations Guide your organization's direction and decisions with rock-solid conclusions based on real-world data Impress your bosses and confidently lead your direct reports with exciting insights drawn from Power BI's useful visualization tools It's one thing for your company to have data at its disposal. It's another thing entirely to know what to do with it Microsoft Power BI For Dummies is the straightforward blueprint you need to apply one of the most powerful business intelligence tools on the market to your firm's existing data.

"[W]ith over 200 word for word, proven and up to date scripts, ... [this book] will instantly make you more effective as you learn to breeze past gatekeepers, easily connect with decision makers and qualify and close more business over the phone"--P. [4] of cover.

Transactional Analysis of Life Scripts

The Power of the Actor

IMovie 3 for Mac OS X

The Power of Student-Run Ventures

Nuclear rocket (Rover); space electric power; physical research; raw materials; isotopes development; biology and medicine; Plowshare; special nuclear materials; community; program direction and administration; training, education, and information; and weapons

Princeton Management Consultants

A new era of political campaigns has arrived, one in which the social media forces of Facebook, YouTube, and Twitter indisputably play a larger role in the political process. In this revised and expanded edition of Political Communication: The Manship School Guide, edited by Robert Mann and David D. Perlmutter, contributors discuss technological changes in the context of studies and techniques that remain unchallenged, resulting in a truly comprehensive manual of the world of political communication. This shift in communication began with Howard Dean's social media interaction between voters and candidates. Later, Barack Obama redefined these techniques during his march to the White House. This intriguing development in political campaigns focuses the impact of social media on political consultation and communication, and this volume provides an up-to-date and peerless guide to the events, methods, technologies, venues, theories, and applications of political dialogues. More than just a how-to primer, this new edition also expertly explains the process behind the political engine. Political Communication: The Manship School Guide includes individual essays that tackle the growing myths revolving around politics, such as the political money-monster and the "Mr. Smith Goes to Washington"--candidate fantasy. Twenty-seven chapters from a variety of contributors -- including academics, journalists, and political professionals -- provide insightful, astute, and critical essays for a deeper understanding of political communication and the many roles the public has played in twenty-first-century politics. With this second edition, Political Communication: The Manship School Guide offers readers a valuable resource that clarifies the confusing world of politics.

How can you take your skills and expertise and package and present it to become a successful consultant? There are proven time-tested principles, strategies, tactics and best-practices the most successful consultants use to start, run and grow their consulting business. Consulting Success teaches you what they are. In this book you'll learn: - How to position yourself as a leading expert and authority in your marketplace - Effective marketing and branding materials that get the attention of your ideal clients - Strategies to increase your fees and earn more with every project - The proposal template that has generated millions of dollars in consulting engagements - How to develop a pipeline of business and attract ideal clients - Productivity secrets for consultants including how to get more done in one week than most people do in a month - And much, much more

This dynamic resource offers teachers a new way to energize the teaching of writing while also meeting Common Core State Standards. The author draws on his unique background in education and media to provide this all-in-one resource to help teachers use the versatility of scriptwriting to motivate students and support literacy skills across the disciplines. Each chapter covers a different medium, outlining the writing skills required, and providing practical tips, sample projects, standards alignment, and strategies for differentiated instruction. Book

Features:The rationale, curricular connections, lessons, and projects to help teachers incorporate scriptwriting into their existing writing curriculum. Suggestions for using assignments in the disciplines to process content and exhibit understanding.Authentic connections to students' in-school and out-of-school literacies.Easy-to-use sections, such as Why Teach This?, Skills Focus, Literacy Across the Disciplines, and The Writing Process.Robust differentiated instruction, including specific strategies for English language learners and below-level students. QuickStart lesson launchers to help both teachers and students become comfortable—and have fun—with scriptwriting immediately. Appendices with Additional Resources, Revision Checklists, Writing Rubrics, and a glossary of Media and Script Terms. "Gutié rrez brings a wealth of experience and insight on the practices involved in crafting stories using language, images, sound and multimedia. By taking mass media and popular culture seriously, this book adds essential dimensions to learning, literacy and language arts education." —Renee Hobbs, Founding Director and Professor in the Harrington School of Communication and Media at the University of Rhode Island. "I am overjoyed to read The Power of Scriptwriting! Peter Gutié rrez's extensive background makes him the perfect person to provide educators with all of the necessary guidance, tools, and instruction they will need to feel comfortable incorporating scriptwriting into the classroom. This book is a long-overdue addition to the world of new literacy, where media and technology already have our students' attention. Tell your librarian to get several copies for your professional collection: I highly recommend it!" —Frank Baker, media literacy consultant, Media Literacy Clearinghouse Peter Gutié rrez has worked both as an English and social studies teacher and as a professional scriptwriter. As an educational consultant his clients include Pearson, Scholastic Education, and Sesame Workshop.

From an abundance of intensifiers to frequent repetition and parallelisms, Donald Trump's idiolect is highly distinctive from that of other politicians and previous Presidents of the United States. Combining quantitative and qualitative analyses, this book identifies the characteristic features of Trump's language and argues that his speech style, often sensationalized by the media, differs from the usual political rhetoric on more levels than is immediately apparent. Chapters examine Trump's tweets, inaugural address, political speeches, interviews, and presidential debates, revealing populist language traits that establish his idiolect as a direct reflection of changing social and political norms. The authors scrutinize Trump's conspicuous use of nicknames, the definite article, and conceptual metaphors as strategies of othering and antagonising his opponents. They further shed light on Trump's fake news agenda and his mutation of the conventional political apology which are strategically implemented for a political purpose. Drawing on methods from corpus linguistics, conversation analysis, and critical discourse analysis, this book provides a multifaceted investigation of Trump's language use and addresses essential questions about Trump as a political phenomenon.

The Palgrave Handbook of Script Development

The Power of Scriptwriting!—Teaching Essential Writing Skills through Podcasts, Graphic Novels, Movies, and More

500 Word-for-Word Questions, Phrases, and Conversations to Open and Close More Sales

Catalog of Copyright Entries

Hearings Before the Committee on Government Operations, United States Senate, Ninety-third Congress, Second Session ....

Scripts People Live

Author Gene D. Phillips blends biography, studio history, and film criticism to provide the most comprehensive work available on Francis Ford Coppola. Phillips gained access to the reticent director and his colleagues and examined Coppola's private production journals and screenplays. He reviewed rare copies of Coppola's student films, his early excursions into soft-core pornography, and his less celebrated productions such as One from the Heart and Tucker: The Man and His Dream. Phillips also illuminates the details of the production history of the harrowing 238-day shoot of Apocalypse Now and explains how The Godfather was almost cast without the now iconic Marlon Brando.

"The Handbook of Script Development provides a creative and critical guide for those who study, teach and work on the development of stories for the screen. The larger, international perspective is highly valuable in todays media climate where screenwriters sell stories to streaming services with an eye on collecting viewers from all over the world. Such a cross-cultural product requires exposure to new ideas in how scripts are developed which is exactly the perspective I discovered in these pages." --- Dr Rosanne Welch, Executive Director, Stephens College MFA in TV and Screenwriting The Palgrave Handbook of Script Development provides the first comprehensive overview of international script development practices. Across 40 unique chapters, readers are guided through the key challenges, roles and cultures of script development, from the perspectives of creators of original works, those in consultative roles and those giving broader contextual case studies. The authors take us inside the writers room, alongside the script editor, between development conversations, and outside the mainstream and into the experimental. With authors spanning upwards of 15 countries, and occupying an array of roles including writer, script editor, producer, script consultant, executive, teacher and scholar, this is a truly international perspective on how script development functions (or otherwise) across media and platforms. Comprising four parts, the handbook guides readers behind the scenes of script development, exploring unique contexts, alternative approaches, specific production cultures and global contexts, drawing on interviews, archives, policy, case study research and the insider track. With its broad approach to a specialised practice, the Palgrave Handbook of Script Development is for anyone who practices, teaches or studies screenwriting and screen production. Stayci Taylor is a Lecturer in Media at RMIT University, Australia. She is an award-winning screenwriter and researcher, published widely on screenwriting, web series and creative writing. Craig Batty is Dean of Research (Creative) at the University of South Australia. He is an award-winning educator and researcher in the field of screenwriting, and is also a writer, script editor and script consultant.

In The Power of the Actor, a Los Angeles Times bestseller, premier acting teacher and coach Ivana Chubbuck reveals her cutting-edge technique, which has launched some of the most successful acting careers in Hollywood. The first book from the instructor who has taught Charlize Theron, Brad Pitt, Elisabeth Shue, Djimon Hounsou, and Halle Berry, The Power of the Actor guides you to dynamic and effective results. For many of today's major talents, the Chubbuck Technique is the leading edge of acting for the twenty-first century. Just about everyone these days suffers from information overload the 24/7 explosion from our computers, smartphones, media, colleagues, and customers. Ivana Chubbuck has developed a curriculum that takes the theories of the acting masters, such as Stanislavski, Meisner, and Hagen, to the next step by utilizing inner pain and emotions, not as an end in itself, but rather as a way to drive and win a goal. In addition to the powerful twelve-step process, the book takes well-known scripts, both classic and contemporary, and demonstrates how to precisely apply Chubbuck's script-analysis process. The Power of the Actor is filled with fascinating and inspiring behind-the-scenes accounts of how noted actors have mastered their craft and have accomplished success in such a difficult and competitive field.

"This book was written as a lab guide to help individuals pass the RHCSA (EX200) and RHCE (EX300) exams"--Preface.

Drinking from the Fire Hose

Catalog of Copyright Entries. Third Series

Grit

Hearings, Reports and Prints of the Senate Committee on Government Operations

Windows XP Under the Hood

Flip the Script

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

You're sitting in a windowless conference room. Twenty minutes into the meeting the presenter finally makes it to slide four of a thirty two- slide deck. At least you can read this one, unlike the others, which were crammed with numbers, graphs and charts. You look around, wondering if anyone else is following the presentation. Just about everyone these days suffers from information overload the 24/7 explosion from our computers, smartphones, media, colleagues, and customers. Information is essential to making intelligent decisions, but more often than not, it simply overwhelms us. It's like trying to drink from a fire hose. The question isn't how to stop all those e-mails, meetings, conference calls, and fat reports; that's impossible. The question is what to do with them. How do you find the truly essential nuggets of information and use them with confidence? The solution proposed by Christopher Frank and Paul Magnone sounds deceptively simple: Learn how to ask the right questions at the right time. Whatever field you're in, asking smarter questions will expose you to new information, point you to connections between seemingly unrelated facts, and open new avenues of discussion with your colleagues. The authors explain the seven questions that can help you bring a big- picture perspective to problems that often leave others buried in irrelevant details. And they show through real-life case studies-including Trader Joe's, Starbucks, Kodak, Microsoft, iRobot, and IBM-how their method can have a dramatic impact. It really is possible to convert the fire hose of information into useful insights. Consider a nonbusiness example: the 2010 Icelandic volcano eruption that sent a giant ash cloud toward Europe. Tens of thousands of flights were canceled and five million passengers stranded, leading to billions in economic losses. Europe's best scientists generated oceans of data and carefully modeled the cloud's dispersion pattern. But no one could answer the essential question: Was the concentration of volcanic ash in the air enough to damage a jet engine? Without that key answer, all the carefully gathered facts were useless to the decision makers. Once you adopt the seven questions, you'll start having more productive brainstorming sessions. You'll answer critical questions faster and find unexpected solutions to important problems. And you'll get better at communicating to your colleagues with more clarity and focus, turning down the fire hose that other people have to cope with.

"Services Marketing is well known for its authoritative presentation and strong instructor support. The new 6th edition continues to deliver on this promise. Contemporary Services Marketing concepts and techniques are presented in an Australian and Asia-Pacific context. In this edition, the very latest ideas in the subject are brought to life with new and updated case studies covering the competitive world of services marketing. New design features and a greater focus on Learning Objectives in each chapter make this an even better guide to Services Marketing for students. The strategic marketing framework gives instructors maximum flexibility in teaching. Suits undergraduate and graduate-level courses in Services Marketing."

Consultants and Consulting Organizations Directory

Regulatory Reform--1974

Services Marketing

Making Smarter Decisions Without Drowning in Information

Consulting Success

The Ultimate Book of Phone Scripts