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***The Applied Business  
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Applications In  
Supply Chain  
Management***

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Management And  
Operations Research  
Ft Press Analytics***

Responding to a shortage of effective

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Management Operations  
Management And Operations  
Research For Business Analytics

content for teaching business analytics, this text offers a complete, integrated package of knowledge for newcomers to the subject. The authors present an up-to-date view of what business analytics is, why it is so valuable, and most importantly, how it is used. They combine essential

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conceptual content with clear explanations of the tools, techniques, and methodologies actually used to implement modern business analytics initiatives. This book offers a proven step-wise approach to designing an analytics program, and successfully integrating it into your organization,

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so it effectively provides intelligence for competitive advantage in decision making.

"... an important intervention in the conversation around social and ecological sustainability that draws on both micromarketing and macromarketing scholarship to help

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the reader understand the challenges with illustrations from insightful cases both from emerging and developed economies. This compilation should be essential reading for the discerning student of sustainable consumption and production." --  
Professor Pierre McDonagh, Associate

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Editor, Journal of Macromarketing  
(USA); Professor of Critical Marketing  
& Society, University of Bath, UK  
Experts in the field of economics,  
management science, and  
particularly in the marketing domain  
have always been interested in and  
acknowledged the importance of

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sustaining profitable businesses while incorporating societal and environmental concerns; however, the level of existing literature and availability of teaching cases reflect a dearth of real case studies, especially those focused on marketing for social good. This book of actual case studies



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will address that need. In addition, this book is important and timely in providing a case book for instructors (those in both industry and academia) to help them in teaching and training the next generation of leaders through corporate training and universities. Currently, marketing for

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social good is increasingly becoming a part of most curriculums under the umbrella of different titles, such as

social marketing, green marketing, and sustainability marketing. The

relevance of these studies is increasing across the globe. This book is composed of long and short real

Access PDF The Applied Business Analytics Casebook Applications In Supply Chain Management And Operations Research In Free Analysis cases with varying complexity in different sectors. This case book will also cover some review articles for an overview of the recent developments in the study area. With these case studies, collections of questions, teaching materials, and real-life marketing scenarios, this book offers

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a unique source of knowledge to marketing professionals, students, and educators across the world. The main objective of this case book is to understand the applicability of marketing science (marketing for social good context, such as social marketing and sustainability

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marketing) in internet marketing related to e-buying behavior and e-WOM. In addition, it illustrates the various types of existing marketing practices that are relevant from both theoretical and practical points of view in this electronic era, as well as discussing other non-electronic

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Marketing practices and focusing on  
Management Operations  
consumer buying behavior. As a  
Management And Operations  
result, marketing managers can treat  
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their customers according to their  
desired value. This book particularly  
explores the possibilities and  
advantages created by social  
marketing and sustainability

Access PDF The Applied Business Analytics Casebook Applications In Supply Chain Management Operations marketing through the presentation of thorough review articles and case studies. This case book helps corporate training centers and universities with compact teaching reference materials in their relevant courses.

This new business analytics case

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study challenges readers to optimize the management of global inventory and related distribution costs in a consumer goods company that imports most of its products from China. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it



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exposes readers to the entire decision-making process, providing

opportunities to perform analyses,

interpret output, and recommend the

best course of action. Author: Paul M. Griffin, Pennsylvania State University.

THE COMPLETE GUIDE TO USING  
ANALYTICS TO MANAGE RISK AND

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UNCERTAINTY IN COMPLEX GLOBAL  
BUSINESS ENVIRONMENTS Practical  
techniques for developing reliable,  
actionable intelligence—and using it  
to craft strategy Analytical  
opportunities to solve key managerial  
problems in global enterprises  
Written for working managers:

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overview of business analytics in a global context, focusing especially on managerial and strategic implications. After demystifying today ' s core quantitative tools, he demonstrates them at work in a wide spectrum of global applications. You ' ll build models to help segment

Access PDF The Applied Business Analytics Casebook Applications In Supply Chain Management And Operations Research Pdf Free Analytics global markets, forecast demand, assess risk, plan financing, optimize supply chains, and more. Along the way, you ' ll find practical guidance for developing analytic thinking, operationalizing Big Data in global environments, and preparing for future analytical innovations.

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Research, IT, Process Analytics

Whether you're a global executive, strategist, analyst, marketer, supply chain professional, student or researcher, this book will help you drive real value from analytics—in smarter decisions, improved strategy, and better management. In today's global business environments

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characterized by growing complexity, volatility, and uncertainty, business analytics has become an indispensable tool for managing these challenges. Specifically, global managers need analytics expertise to solve problems, identify opportunities, shape strategy,

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mitigate risk, and improve their day-to-day operational efficiency. Now, for the first time, there 's an analytics

guide designed specifically for decision-makers in global organizations. Leveraging his experience teaching a number of students and training hundreds of



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managers and executives, Dr. Hokey Min demystifies the principles and tools of modern business analytics, and demonstrates their real-world use in global business. First, Dr. Min identifies key success factors and mindsets, helping you establish the preconditions for effective analysis.

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Next, he walks you through the practicalities of collecting, organizing, and analyzing Big Data, and developing models to transform them into actionable insight. Building on these foundations, he illustrates core analytical applications in finance, healthcare, and global supply chains.

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He concludes by previewing emerging trends in analytics, including the newest tools for automated decision-making. Compare today ' s key quantitative tools Stats, data mining, OR, and simulation: how they work, when to use them Get the right data... ..and

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get the data right Predict the future...

...and sense its arrival sooner than

others can Implement high-value

analytics applications... ..in finance,

supply chains, healthcare, and

beyond

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Real-world Data Mining  
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analytics in the auditing  
profession demands a  
different kind of auditor.  
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audits are alike, this course  
uses a practical, case-based  
approach to help students  
develop professional  
judgement, think critically  
about the auditing process,  
and develop the decision-



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making skills necessary to  
perform a real-world audit.  
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integrates seamless exam  
review for successful  
completion of the CPA Exam.

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The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its

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power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major

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companies are using big data every day, from an up-close, on-the-ground perspective.

From technology, media and retail, to sport teams, government agencies and financial institutions, learn the

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actual strategies and  
processes being used to learn  
about customers, improve  
manufacturing, spur  
innovation, improve safety  
and so much more. Organised  
for easy dip-in navigation,

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each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place

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to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere

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and Apple understand their  
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customers Discover how big  
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data is behind the success of  
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Walmart, LinkedIn, Microsoft  
and more Learn how big data  
is changing medicine, law  
enforcement, hospitality,



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fashion, science and banking  
Develop your own big data  
strategy by accessing  
additional reading materials at  
the end of each chapter

The American way of  
producing health is failing. It

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continues to rank very low  
among developed countries  
on our most vital need...to  
live a long and healthy life.

Despite the well-intentioned  
actions on the part of  
government, life sciences,

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and technology, the most  
important resource for  
achieving our full health  
potential is ourselves. This  
book is about how you can do  
so, and how others can help  
you. Dwight McNeill

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Centered Health Analytics to  
Live Longer combines deep  
insight, a comprehensive  
framework, and practical  
tools for living longer and  
healthier lives. It offers a  
clear path forward for both

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individuals and stakeholders,  
including providers, payers,  
health promotion companies,  
technology innovators,  
government, and analytics  
practitioners.

Cavaiola and Colford's CASES

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IN CRISIS INTERVENTION  
explores key topics in crisis  
intervention with practical  
cases, serving as an  
excellent, application-oriented  
tool for students in the  
helping professions. Topics

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and settings in CASES IN  
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include domestic violence,  
child maltreatment,  
bereavement, school crises  
and workplace crises. The  
range of examples will help



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prepare students with the  
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succeed in professional

practice. Each chapter begins

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help foster critical thinking in

students. In addition, the text

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contains an overview of  
recent crisis data and

research, helping to  
contextualize the case

featured in each chapter.

## CASES IN CRISIS

## INTERVENTION can be used

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as a stand-alone text for any  
crisis intervention course, or  
it can be used as a companion  
to Cavaiola and Colford's A

PRACTICAL GUIDE TO  
CRISIS INTERVENTION.

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content referenced within the  
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Create Value by Integrating  
Analytical Processes,

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Technology, and People into  
Business Operations

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Best Practices in SCM

A Casebook for the Study of  
Canadian Business History

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What, Why, and How

*30 up-to-date case studies  
illuminate every aspect of*

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*modern supply chain*

*management • Risk*

*management, analytics,*

*global supply chain issues,*

*and much more • Innovative*

*processes, technologies,*

*strategies, and tactics • An*

*indispensable resource for*

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*both students and practitioners This casebook brings together 30 focused cases addressing virtually every aspect of supply chain management, from procurement to warehousing, strategy to risk management, IT to*



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ethics. A global team of  
contributors presents key  
challenges in industries  
ranging from pharmaceuticals  
to fashion and previews  
issues ranging from the  
“limits of lean” to the*

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instructors and readers; a  
convenient table provides  
fast access to specific  
topics. Qualitative cases*

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*are supported by relevant  
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sample responses;  
quantitative cases are  
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numerical solutions, and,  
where applicable, associated  
spreadsheets.*

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for students and new CPAs;  
criminal and insurance*

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vertical analysis, report  
writing, and other important

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kick start your  
investigation. Multiple-  
choice questions help you  
gauge your understanding and  
practical mastery, while  
expert guidance throughout*

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*Learning concept isn't  
always enough to do the job  
effectively; "knowing" is  
different from "applying,"  
yet few practical resources  
exist for new and aspiring  
fraud examiners—until now.  
This book provides the much-*

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needed practice that helps  
examiners polish their  
skills, with expert guidance  
every step of the way.*

*Conduct actual Fraud  
Examinations Perform  
horizontal and vertical  
analyses Review checks and*

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decode debit card  
transactions Examine  
adjustments to electronic  
records Perform simple  
forensic data analytics  
Vouch to/from documentation  
Write complete Fraud  
Examination reports Prepare

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*court-ready schedules and  
audio-visuals As you work  
your way through the cases,  
you'll develop the skills  
and instinct experienced  
examiners rely upon every  
day. You'll hone your  
analytical edge and master*

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writing, leaving you fully  
equipped to conduct a  
thorough investigation and  
deliver your findings  
clearly, comprehensively,  
and authoritatively. Fraud  
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book that integrates a range*

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*of topics from a private  
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presents a set of cases used  
in the Private Equity  
Finance class, an advanced  
elective course offered in  
the Harvard Business School*

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*MBA elective curriculum. The structure of the book follows the timeline of a typical investment. Starting with deal sourcing, due diligence and valuation, followed by execution of the transaction, including*



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*issues related to capital  
structure and governance,  
the book transitions to  
examining operational  
changes and management of  
the capital structure,  
closing with a set of cases  
related to exit. Intended*

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firms, investing in private  
equity as limited partners  
or providing investment  
banking or consulting  
services to private equity  
firms, "Private Equity" is

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also appropriate for readers  
who are interested in a more  
detailed exploration of  
corporate finance.

*Drive maximum business value  
from digital analytics, web  
analytics, site analytics,  
and business intelligence!*

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pioneering expert Judah  
Phillips thoroughly explains  
digital analytics to  
business practitioners, and  
presents best practices for  
using it to reduce costs and*

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*increase profitable revenue  
throughout the business.*

*Phillips covers everything  
from making the business  
case through defining and  
executing strategy, and  
shows how to successfully  
integrate analytical*

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Research Ft Press Analytics  
includes: *key concepts;*  
*focusing initiatives and*  
*strategy on business value,*  
*not technology; building an*  
*effective analytics*  
*organization; choosing the*  
*right tools (and*  
*understanding their*

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*limitations); creating  
processes and managing data;  
analyzing paid, owned, and  
earned digital media;  
performing competitive and  
qualitative analyses;  
optimizing and testing  
sites; implementing*



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*integrated multichannel  
digital analytics; targeting  
consumers; automating  
marketing processes; and  
preparing for the  
revolutionary “analytical  
economy.” For all business  
practitioners interested in*

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intelligence in all areas of  
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*Organization And Operations*  
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*Forecasting Sales at Ska*  
*Brewing Company*  
Specializing in decisions managers

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need to make under trying  
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circumstances, this casebook prepares

current and aspiring managers for the

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kinds of experiences they are likely to

encounter. The cases are inspired by

real situations, and are disguised to

respect the privacy of the parties

involved. The cases in this book are

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designed to encourage the student to determine how they would act and work towards a resolution of the dilemmas presented.

"Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about

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a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product

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manager do? Based upon Product  
School's curriculum, which has helped  
thousands of students become great

product managers, The Product Book  
answers that question. Filled with

practical advice, best practices, and  
expert tips, this book is here to help you  
succeed!

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This new case study challenges readers to help a leading online book swap site retool its business model to overcome increased postal costs and the growing popularity of e-books. Crystallizing realistic analytical challenges faced by companies in many industries and markets, it exposes



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readers to the entire decision-making process, providing opportunities to perform analyses, interpret output, and recommend the best course of action.

Author: Brandy S. Cannon and Louis A. Le Blanc, Berry College.

Strategic Financial Management  
Casebook strategically uses integrative

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case studies—cases that do not emphasize specific subjects such as capital budgeting or value based management—to provide a framework for understanding strategic financial management. By featuring holistic presentations, the book puts readers into the shoes of those responsible for

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the world's largest wealth creators. It covers strategies of growth, mergers and acquisitions, financial performance analysis over the past decade, wealth created in terms of stock returns since its listing in stock market, investment and financial decisions, cost of capital, and corporate valuation. In addition, the

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casebook also discusses corporate restructuring activities undertaken by each company. Each chapter follows a template to facilitate learning, and each features an Excel-based case analysis worksheet that includes a complete data set for financial analysis and valuation. Introduces a conceptual

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framework for integrating strategy and  
finance for value creation Emphasizes  
the roles of corporate governance,  
corporate social responsibility, and risk  
management in value creation

Encourages an analysis of investment,  
financing, and dividend decisions

Examines non-financial factors that

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contribute to value  
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boardroom, understand the  
Canadian economy and guide  
them in making sound decisions  
and contributing to a healthy,  
growing economy. Thirteen  
original case studies from the mid-  
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City tech startup, Edwina comes home to find that her husband, Marlin, has packed up a suitcase and left. The only question now is why. Did he give up on their increasingly hopeless quest to secure their green cards and

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decide to return to Malaysia? Was it the death of his father that sent him into a tailspin? Or has his strange, sudden change in personality finally made Marlin and Edwina strangers to each other? As Edwina searches the



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city for traces of her husband, she simultaneously sifts through memories of their relationship, hoping to discover the moment when something went wrong. All the while, a coworker is making increasingly uncomfortable

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advances toward her. And she  
can't hide the truth about Marlin's  
disappearance from her  
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much longer. Soon Edwina will  
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