

Extreme Trust Honesty As A Competitive Advantage Don Peppers

Inspired by a new, transformative era in human and business relations, this book provides a unique perspective on the business transformation that results from the collaboration between suppliers and their strategic customers. It is all about guiding organizational change and business transformation, starting with sales itself. Companies choosing this approach can make a significant and meaningful difference with strategic customers, moving beyond the competition. By challenging existing business assumptions and creating new perspectives on the marketplace, organizations can increase value across traditional company borders, making the (business) world a better place in the process. Both thought-provoking and practical, this management book integrates academic insights, real life examples and best practices of business transformation. It is a must-read for business leaders aiming to make a difference. "Integrating with your strategic customers beyond a transactional sales relationship is key for shaping new markets, developing your brand, and leveraging your strategic relationships. If sales and profitability with strategic accounts are to grow beyond the average, a change in mindset from seeing sales as an "outside" to an "inside" job is required to truly create a win-win relationship. Kotler/Dingena/Pfoertsch's "Transformational Sales" provides hands-on insights and tools needed for companies who truly want to achieve this transformation." Marc Hantscher, CEO and President Asia-Pacific, BSH Home Appliances Pte. Ltd. Singapore "The more profoundly and systematically B2B companies familiarize themselves with and accommodate their customers' functional, emotional and strategic needs, the more powerful they are on the market. Top brands are professionally and passionately tuned in to their customers. Sales, Project Management, Marketing, R&D, Production and Purchasing work in concert to drive customer success, always with an eye to the future. This book presents illustrative cases, highlighting how champions have scaled up their business." Achim Kuehn, CMO Herrenknecht AG, Schwanau, Germany This book represents the work of some of the contemporary world leaders in marketing. The contributors are authors of a set of path-breaking books on marketing. To ensure sufficient depth of coverage, the contributors have taken the essence of their earlier books and combined it with their latest understanding and cases. This has served to enhance the content and put it in the readers' current context. It is common knowledge that keeping pace with the growing application of marketing requires a novel approach. With new ideas and nuances being discovered every day, it has become a real challenge for marketers and students of marketing to keep up to date on important contemporary marketing concepts. Given its unique approach and thoughtful curation, this book presents readers with diversity of perspectives along with a unique depth of thinking.

A guide to refocusing your business on those who matter most: customers and employees. Technology and social media tools have made it easier than ever for companies to communicate with consumers. They can listen and join in on conversations, solve problems, get instant feedback about their products and services, and more. So why, then, are most companies not doing this? Instead, it seems as if customer service is at an all time low, and that the few companies who are choosing to focus on their customers are experiencing a great competitive advantage. At Your Service explains the importance of refocusing your business on your customers and your employees, and just how to do it. Explains how to create a culture of empowered employees who understand the value of a great customer experience Advises on the need to communicate that experience to their customers and potential customers Frank Eliason, recognized by BusinessWeek as the 'most famous customer service manager in the US, possibly in the world,' has built a reputation for helping large businesses improve the way they connect with customers and enhance their relationships At Your Service will appeal to leaders, managers, business owners, customer service professionals, and anyone who wants to learn how to add value to their organization.

Concepts and Cases in Nursing Ethics is a case-based exploration of the core principles of health care ethics applied to nursing. The book is a collaboration between philosopher-ethicist Michael Yeo and nurse-ethicist and educators Anne Moorhouse, Pamela Khan, and Patricia Rodney. It thus combines philosophical and ethical analysis with extensive knowledge and experience in nursing and health care. The book is organized around six main concepts in health care ethics: beneficence, autonomy, truthfulness, confidentiality, justice, and integrity. A chapter is devoted to the elucidation of each of these concepts. In each chapter, historical background and conceptual analysis are supplemented by case studies that exemplify issues and show how the concept applies in health care and nursing practice. In this new edition, the conceptual analysis throughout has been updated and reworked in view of changes in the health care system. In addition, there is a new chapter specifically devoted to recent developments affecting nursing and other health professions. Previous case studies have been modified and new ones added to address current and emerging issues. Although the text focuses mainly on the social and political situation of nursing, the analysis has relevance also for medicine and the allied health professions, and indeed for anyone working in the health system.

In a subject heavily reliant on the specifics of case law, Cases and Materials on Equity and Trusts provides an essential reference source for students. The tenth edition contains a diverse range of relevant and interesting cases, statutory material, academic writing, and official proposals for law reform. Where appropriate, legal materials are accompanied by non-legal literary texts with a view to making legal points more interesting and memorable. Gary Watt continues to combine the highly-regarded, rigorous scholarship and student-focused approach established through previous editions in his expertly-selected choice of materials and commentary. Utilizing key features as tools to assist students' learning and revision, including questions, suggestions for further reading, and notes, Gary Watt threads the broad spectrum of equity case law together with his unique flair, making it an engaging and insightful companion to a course in trusts. Online Resource Centre The tenth edition is supported by an Online Resource Centre, offering:

- * Suggested answers to questions in the book
- * Video lectures presented by Gary Watt, introducing key areas of debate within the subject
- * General guidance on answering essay questions
- * General guidance on answering problem scenarios
- * Flashcard glossary of key legal terms
- * Updates to the law post-publication
- * Web links to useful websites

Just as there are right and wrong reasons to marry, there are good and bad reasons to divorce. Some couples are quick to split because they are unwilling to devote the necessary effort to fixing their relationships or to understanding their partners, while others miss out on personal fulfillment by staying too long in unhealthy marriages. This insightful and practical guide, written by a therapist with nearly a decade of experience counseling those considering divorce, will help you evaluate your marriage to determine whether you should stay or go. Without bias toward or against the option of divorce, Contemplating Divorce includes helpful tools to guide you to the right decision. Use the tests and relationship evaluations to assess your level of fulfillment in your marriage Learn about the five types of needs happy marriages satisfy Find out how to fix 'problem areas' in your relationship Plan for the future, whether you decide to stay or move on This is a much-needed book. The anxiety in making a life-changing decision is sometimes overwhelming. It is of immense help to have a coach like Susan Pease Gadoua! -John Bradshaw, best-selling author

of Homecoming and Creating Love Better than therapy! Pease Gadoua allows the reader who is contemplating any great change to process the pros and cons in the confines of his or her own heart and mind, leaving no chance for those on the fence to skip out on the truth. A must-read for any transition. -Joan Anderson, bestselling author of *A Year by the Sea*, *An Unfinished Marriage*, *A Walk on the Beach*, and *The Second Journey* Making an appointment to see a divorce lawyer doesn't mean that the person I am advising necessarily needs or wants a divorce. With Pease Gadoua's wise, thorough, and accessible book, *Contemplating Divorce*, at last there is a resource I can give to confused and unhappy clients who think the marriage may be over but can't decide whether the embers are truly dead or not. -Pauline H. Tesler, author of *Collaborative Divorce* and *Collaborative Law* An exceptional and outstanding book for all those considering making the life-altering decision to divorce. Pease Gadoua offers profound personal insight and practical guidance that empowers adults to find clarity, overcome hurdles, and make the best choices for the future of their relationships. I wholeheartedly recommend *Contemplating Divorce* to men and women alike. -Helene Taylor, Esq., president and founder of TheModernWomansDivorceGuide.com

'A tour-de-force of trust research methodologies, from surveys methods to critical incidents to hermeneutics. . . will prove invaluable to trust researchers of every stripe.' Aks Zaheer, University of Minnesota, US 'This book fills an important gap. The burgeoning field of trust research has employed a wide variety of definitions and methods, but until the appearance of this Handbook there was no comprehensive overview of them. Its contributions, many written by leading international experts, cover conceptual issues as well as qualitative and quantitative methods. The editors are all working at the frontiers of trust research and in this Handbook they have compiled an indispensable source of reference for years to come.' John Child, University of Birmingham, UK 'This is the right book at the right time. Central to the advancement of research on trust is the need to address a host of methodological, empirical, and analytical challenges. This Handbook provides a vital resource for doing so and holds the promise of infusing the literature with novel and enhanced approaches for studying and understanding trust. Researchers new to the field as well as established experts will find a wealth of insights contained herein.' Bill McEvily, University of Toronto, Canada The Handbook of Research Methods on Trust provides an authoritative in-depth consideration of quantitative and qualitative methods for empirical study of trust in the social sciences. As this topic has matured, a growing number of practical approaches and techniques has been utilised across the broad, multidisciplinary community of trust research, providing both insights and challenges. This unique Handbook draws together a wealth of research methods knowledge gained by trust researchers into one essential volume. The contributors examine different methodological issues and particular methods, as well as share their experiences of what works, what does not work, challenges and innovations. Identifying innovative methods for researching trust, this important Handbook will prove invaluable for students and academics in the social sciences that are interested in trust, particularly postgraduates planning empirical research on trust, undergraduates researching issues of trust, faculty teaching research-based courses on trust and related topics, and experienced trust researchers looking for reflection, discussion and inspiration.

As Singapore enters its 50th year of independence, it is a time for introspection to look back at the successes and challenges of the past, but is also a crucial time to consider what the future holds for the nation. *Singapore 2065: Leading Insights on Economy and Environment from 50 Singapore Icons and Beyond* is one such key contribution to the endeavour of thinking about what lies ahead. While many forthcoming projects and books take a more retrospective approach reflecting upon Singapore's past, this book adopts a forward-looking perspective, contemplating Singapore's distant future, which is important for posterity. This book is a collection of key insights from 50 iconic individuals of Singapore and beyond, and contains reasoned arguments, speculations and visionary expectations of Singapore's future in 50 years' time. The book discusses the distant future of Singapore's economy and the environment. What will Singapore's economic and environment landscape be like 50 years from now? Are there trends or scenarios common to the various discussions contained in this book? If there are, how big would be the impact of some of these trends? What and how should the government respond to these projections, expectations and informed visions of tomorrow? In sum, what would Singapore's economy and environment be like in 2065? The book explores a range of possible answers to these questions and more. Not only will the generations of today be able to gain much insight into Singapore's future by reading this book, but future generations, specifically 100 years after Singapore's independence, will be able to understand and affirm what and how today's generations think about their time. The book is a key contribution to envisioning Singapore's future, which is also vital for understanding what shapes Singapore's landscape today. Contents: --> Readership: Educational institutions of higher levels; research institutions; various professional societies; the Singapore government and ministries; foreign governments; and general readers who are interested in finding out more about what leaders in Singapore envision for Singapore's future. Key Features: Contains contributed essays by very prominent Singapore icons, and edited by a leading and influential academic economist Contains futuristic, leading insights and predictions, novel ideas, covering a wide range of topics Timely publication to coincide with and celebrate Singapore's 50th anniversary of independence Keywords: Singapore's Future; Economy; Environment; Transportation; Quality of Life; Energy; Demographics; Aging; Social Security; Income Inequality; Family; Technology; Public Finance; Finance; Taxes; Gender and Women; Trade; Geopolitical and Political Economy; Infrastructure; Resources; Connectivity; ASEAN; China; SEAR Review: "A stunning collection of perspectives across the spectrum, *Singapore 2065* presents a compelling look into the future through a series of thought provoking insights. This volume also celebrates the country's exceptional success, retelling the invaluable stories and anecdotes that have paved Singapore's tremendous journey over the last 50 years. As Singapore continues to chart into the next half century, *Singapore 2065* leaves plenty to ponder and will remain a valuable repository of knowledge for many years to come." Bertil Andersson President Nanyang Technological University "Singapore 2065 has brought together a diverse and intriguing range of ideas and insights from a rich cross-section of contributors: policy makers, researchers, close observers of Singapore, student leaders, and others. These essays reflect on Singapore's remarkable progress and development over the past half-century, and explore the opportunities and challenges that lie ahead. Over the next 50 years, the world will continue to be an uncertain place, offering exciting opportunities, but subject to bouts of deep uncertainty and disruptive events and trends. Ultimately, Singapore's continued success over the next 50 years will depend less on our material resources, but on our people, and specifically our key attributes of nimbleness, adaptability, creativity, resilience and the willingness to strive for a common purpose." Tan Chorh Chuan President National University of Singapore "Singapore's success came in large part from its continuous efforts to anticipate what changes are likely, not often looking as far as ahead as 50 years ahead, but certainly not afraid to try. Here are 50 minds stretching forward into the 21st century — confirming that the city-state's spirit lives on. I am confident that our environment will have a better future thanks to

the projections in this volume. Everyone who cares should read and think about them." Wang Gungwu Chairman East Asian Institute, National University of Singapore "There are few issues that are more important than the economy and the environment in the 21st century for any country. They are especially important to Singapore, given its size and open economy. As the nation celebrates its 50th birthday, justifiably proud of its achievement, it is also timely to contemplate what the future might hold and what we need to do to ensure continued success as a nation. In Singapore 2065, you will find food for thought. What is of particular interest is that the deeply thoughtful essays collected in this volume crisscross at different points, and also raise a number of fundamental issues concerning value and identity that are inextricably tied to Singapore's future development. This book certainly provides keen insight into the economic and environmental challenges we face, but it also compels us to reflect on the larger story of "Majulah Singapura" as we march into the future." Alan K L Chan Dean, College of Humanities, Arts & Social Sciences Nanyang Technological University

America's culture is moving in a new and dangerous direction, as it becomes more accepting and tolerant of dishonesty and financial abuse. Tamar Frankel argues that this phenomenon is not new; in fact it has a specific traceable past. During the past thirty years temptations and opportunities to defraud have risen; legal, moral and theoretical barriers to abuse of trust have fallen. She goes on to suggest that fraud and the abuse of trust could have a widespread impact on American economy and prosperity, and argues that the way to counter this disturbing trend is to reverse the culture of business dishonesty. Finally, she presents the following thesis: If Americans have had enough of financial abuse, they can demand of their leaders, of themselves, and of each other more honesty and trust and less cynicism. Americans can reject the actions, attitudes, theories and assumptions that brought us the corporate scandals of the 1990s. Though American society can have "bad apples," and its constituents hold differing opinions about the precise meaning of trust and truth, it can remain honest, as long as it aspires to honesty.

The authors of this helpful text define transformative social-emotional learning and its impact on students and schools. They present current brain research to support social-emotional programming in a whole school program with collaborative lesson ideas adaptable to all age levels for the use of counselors, librarians, administrators, classroom teachers, and all special area teachers. All lessons provide lists of extended student and faculty readings. Illustrating and highlighting how social-emotional programming helps foster and transform the culture of a school to one of belonging and acceptance, the authors also provide necessary application lessons for all educators in all areas of a school, including ideas for such common areas as playgrounds, cafeterias, classrooms, and libraries, and even ideas for implementation by school administrators. Research cited predicts desired outcomes, including a culture of belonging, increased student engagement and achievement, and a more compassionate school staff. Ideas and activities provided for professional development for educators benefit students and staff alike.

Boost profits, margins, and customer loyalty with more effective CRM strategy Managing Customer Experience and Relationships, Third Edition positions the customer as central to long-term strategy, and provides essential guidance toward optimizing that relationship for the long haul. By gaining a deep understanding of this critical dynamic, you'll become better able to build and manage the customer base that drives revenue and generates higher margins. A practical framework for implementing the IDIC model merges theory, case studies, and strategic analysis to provide a ready blueprint for execution, and in-depth discussion of communication, metrics, analytics, and more allows you to optimize the relationship on both sides of the table. This new third edition includes updated examples, case studies, and references, alongside insightful contributions from global industry leaders to give you a well-rounded, broadly-applicable knowledge base and a more effective CRM strategy. Ancillary materials include a sample syllabus, PowerPoints, chapter questions, and a test bank, facilitating use in any classroom or training session. The increased reliance on customer relationship management has revealed a strong need for knowledgeable practitioners who can deploy effective initiatives. This book provides a robust foundation in CRM principles and practices, to help any business achieve higher customer satisfaction. Understand the fundamental principles of the customer relationship Implement the IDIC model to improve CRM ROI Identify essential metrics for CRM evaluation and optimization Increase customer loyalty to drive profits and boost margins Sustainable success comes from the customer. If your company is to meet performance and profitability goals, effective customer relationship management is the biggest weapon in your arsenal—but it must be used appropriately. Managing Customer Experience and Relationships, Third Edition provides the information, practical framework, and expert insight you need to implement winning CRM strategy. Describes an economy driven by consumer intent, where vendors must respond to the actual intentions of customers instead of vying for the attention of many.

The first book ever to integrate business ethics with financial economics, Finance Ethics shows how ethical behavior fits within the rational, profit-maximizing, finance paradigm. Dobson argues that even in economic terms the finance paradigm has a serious flaw: it views the firm and financial markets in general as contractual nexuses yet it fails to supply any adequate mechanisms for enforcing those contractual relations. Finance Ethics is therefore not just a moral critique of the finance paradigm, arguing that self-interested profit making must be constrained by ethics. Rather, it is a critique from within that paradigm, in which truth becomes a rational mechanism to enforce contracts, and virtuous behavior is shown to make the most business sense.

How to become a trusted resource for consumers in a society of constant manipulation People decide who to trust, what advice to heed, and which individuals to forge personal or transactional relationships with based on a simple metric of believability. Success, in turn, comes from understanding one basic principle: how to be more trusted. Like economics offers a new vision of a world beyond Facebook where personal relationships, likeability, brutal honesty, extreme simplicity, and basic humanity are behind everything from multi-million dollar mergers to record-breaking product sales. There is a real ROI to likeability, and exactly how big it is will amaze you. Like economics provides real-world case studies of brands and individuals that have used these principles to become wildly successful, including: An iconic technology brand that awakened a revolution among their employees by standing for something bigger than their products A Portuguese singer who used YouTube to rack up more than 30 million views and launch her professional career. A regional team of financial advisors that went from being last in the nation among 176 branches to first, and stayed there for 13 of the next 15 years A tiny professional sports talent agent who achieved the impossible by landing the #1 drafted player in the NFL draft as a client through the power of relationships Author Rohit Bhargava is a founding member of the world's largest group of social media strategists at Ogilvy, where he has led marketing strategy for clients including Intel, Pepsi, Lenovo, Seiko, Unilever, and dozens of other large companies With Like economics as a guide, readers will get unconventional advice on how to stand out in a good way, avoid the hype and strategic traps of social media, and appeal to customers in a way that secures your company as a trusted and believable resource.

As the world has adapted to the age of digital technology, present day business leaders are required to change with the times as well. Addressing and formatting their business practices to not only encompass digital technologies, but expand their capabilities, the leaders of today must be flexible and willing to familiarize themselves with all types of global business practices. Global Business Leadership Development for the Fourth Industrial Revolution is a collection of advanced research on the methods and tactics utilized to succeed as a leader in the digital age. While highlighting topics including data privacy, corporate governance, and risk management, this book is ideally designed for business professionals, administrators, managers, executives, researchers, academicians, and business students who want to improve their understanding of the strategic role of digital technologies in the global economy, in networks and organizations, in teams and

work groups, in information systems, and at the level of individuals as actors in digitally networked environments

In this book the authors work on an innovative comparison between law and literature, starting from the modes in which law and literature function: they read law and literature as arts of compromising.

Within an expanding field of study in both undergraduate and graduate nursing curricula, *Caring for the Vulnerable* explores vulnerability from the perspective of individuals, groups, communities and populations, and addresses the implication of that vulnerability for nurses, nursing, and nursing care.

This book is the first Southern African edition of Stephen P. Robbins's *Organizational Behaviour*, the best-selling organisational behaviour textbook worldwide.

A must-read leadership guide for CIOs and executives whose careers depend on creating value and growth through continuous innovation. Innovation is the hot topic. Everyone's talking about it, but there seems to be a lot of misperceptions about getting it done. *Innovating for Growth and Value* is aimed at CIOs and other technology leaders in the modern enterprise. This insider's guide to innovation presents repeatable processes, detailed methodologies, and robust frameworks for innovation and continuous transformation in today's fast-paced business environments. It provides actionable programs for developing and successfully executing profitable and repeatable innovation strategies. Focuses on specific critical areas where innovation is imperative. Features real-world stories and revealing anecdotes. Presents interviews from international companies such as Netflix, IBM, Cisco, Boeing, Facebook, Intel, Microsoft, McKesson, Flextronics, and more. Without innovation, your company cannot compete and cannot survive. So the real question isn't whether to innovate or not. The real question is how to innovate and make innovation strategies work in the modern enterprise. Thoughtfully written and carefully researched, *Innovating for Growth and Value* grasps the central truth about innovation with a wealth of information made truly valuable for IT leaders and CIOs.

Today's tech-savvy consumers are demanding a more personal customer experience from their banks, and banks are discovering that mobile services deliver individualized, tailored experiences better than any other technology. *The Power of Mobile Banking: How to Profit from the Revolution in Retail Financial Services* gives banking and financial professionals a well-researched guide for becoming transformational leaders. These leaders can convert their traditional retail "branch" banks into streamlined systems that deliver personalized services to their customers' laptops, tablets, and smartphones. Written by Sankar Krishnan—a career banker and noted financial services industry thought leader—*The Power of Mobile Banking* includes strategies for adapting mobile banking practices that suit the needs of both developed and emerging markets. Krishnan also shows how bankers can make their products and services relevant to a new generation of digital natives. Krishnan explores the expanding mobile payment systems that offer a wealth of financial opportunities for banking institutions and includes information on the growth of e-commerce, which holds the potential for new and profitable ways for banks to engage with consumers. *The Power of Mobile Banking* outlines the practical aspects of adapting to a mobile banking strategy and shows how to put the right players in place to ensure the technology works seamlessly. Once in place, a great mobile system delivers excellent service and benefits to users, as well as real value and unique features that cement customer loyalty. The book also offers advice for bankers who want to increase their bottom line by delving into the world-wide prepaid card market. Krishnan includes a discussion on the risks and hazards of mobile banking and reveals the critical investments that banks must be willing to make in order to avoid losing customers to telecoms, retailers, and technology providers. The time for retail banking to prepare for the new paradigm is now and *The Power of Mobile Banking* is the guide for professionals who want to adapt, evolve, and succeed in this new mobile-driven world.

65 dynamic meditation techniques for manifesting your desires and multiplying the power of your mind • Contains meditation practices from both Eastern and Western traditions • Includes proven techniques for increasing mental clarity, replacing negative behaviors that have become habits, and realizing your desires. *Matrix Meditations* offers dynamic meditation practices derived from both Eastern and Western spiritual traditions to develop intuition, manifest desires, and empower the self by forging a strong heart-mind relationship. The authors provide a systematic 16-week program that is designed to develop heightened awareness and deeper states of consciousness for readers with any level of meditation experience, moving from lessons in classical Eastern techniques to advanced levels that employ methods not found elsewhere. Four key forms of meditation are used in the book: concentration, mindfulness, contemplation, and adventures in awareness. These are applied to specific practices that range from improving mental clarity and memory to replacing self-limiting patterns of thinking and behaving in which you may be trapped. Each of the 65 meditations offers a doorway into a different chamber of your consciousness and an opportunity to learn more about your physical, mental, emotional, and spiritual nature. The matrix can also be used as an oracle to guide you to the most valuable meditation you need for the present moment—be it love, balance, conflict, dreams, renewal, or celebration. These meditation techniques are designed to create healing and harmony between the mind and emotions, allowing you to attain not only greater financial and emotional security and well-being but also life-long spiritual growth.

The increased focus on raising standards in education requires leaders to engage in complex decision making about teacher assessment, mandated accountability measures, and the collection and use of large amounts of data. Showcasing exemplary practices of school and district administrators, *Decision Making in Educational Leadership* covers issues concerning the role of emotion, ethical and legal ramifications, the use of data, and complexity in decision making. Chapter authors in this research-based volume explore what administrators and school leaders actually know about educational problems, how they draw upon and revise theories of action for responding to problems, and which theories are tenable in educational decision making. This important resource provides a broad and international perspective on effective models and methods of educational decision making and shares valuable knowledge about how theory can be translated into practice in a variety of school settings.

Text, Cases and Materials on Equity and Trusts has been considerably revised to broaden the focus of the text in line with most LLB core courses to encompass equity, remedies and injunctions and to take account of recent major statutory and case law developments. The new edition features increased pedagogical support to outline key points and principles and improve navigation; 'notes' to encourage students to reflect on areas of complexity or controversy; and self-test questions to consolidate learning at the end of each chapter. New to this edition: is a detailed examination of The Civil Partnership Act 2004 and the Charities Act 2006 important case law developments such as *Stack v Dowden* (constructive trusts and family assets), *Oxley v Hiscock* (quantification of family assets), *Barlow Clowes v Eurotrust* (review of the test for dishonesty), *Abou-Ramah v Abacha* (dishonest assistance and change of position defence), *AG for Zambia v Meer Care & Desai* (review of the test for dishonesty), *Horley Town Football Club* (gifts to unincorporated association), *Re Loftus* (defences of limitation, estoppel and laches), *Templeton Insurance v Penningtons Solicitors* (Quistclose trust and damages) and many more are new chapters on the equitable remedies of specific performance, injunctions, rectification, rescission and account are extracts from the Law Commission's Reports and consultation papers on 'Sharing Homes' and 'Trustee Exemption Clauses' as well as key academic literature and debates.

The structure and style of previous editions have been retained, with an emphasis on introductory text and case extracts of sufficient length to allow students to develop analytical and critical skills in reading legal judgments. Substantial author commentary helps the text give the flow, coherence and direction of a textbook whilst providing the reader with a wide range of primary and secondary material from a variety of sources. A supporting Companion Website provides twice-annual updates to the cases and legislation discussed within the text; answers to the questions contained within the text, and sample essay questions. <http://www.routledgecavendish.com/textbooks/9780415442947>

Mental health professionals are often more comfortable and trained to run individual and small group therapy but need training to handle

political parties, the mainstream media, public experts and officials have all been disrupted. Along the way, there have been shocking and exhilarating events: the unforeseen 2017 election result, the horrific details of Grenfell Tower and the Windrush scandal, the sudden rise and fall of the Brexit Party. As the 'mainstream' of politics and media has come under attack, the basic norms of public life have been thrown into question. This Is Not Normal takes stock of a historical moment that no longer recognises itself. Davies tells a story of the apparently chaotic and irrational events, and extracts their underlying logic and long-term causes. What we are seeing is the effects of the 2008 financial crash, the failure of the British neoliberal project, the dying of Empire, and the impact of the changes that technology and communications have had on the idea of the public sphere as well as the power of information. This is an essential book for anyone who wants to make sense of this current moment.

This book constitutes the proceedings of the 17th International Conference on Business Process Management, BPM 2019, held in Vienna, Austria, in September 2019. The 23 full and 4 tutorial short papers included in this volume were carefully reviewed and selected from 115 submissions. The papers were organized in topical sections named: foundations; engineering; and management.

This book is aimed to provide practical and useful tips on doing business with China and the Chinese people either for big or small deals based on the author's 20-year personal experience in living and working in China and the western world. The advices, glimpse and learning points included in the book will guarantee to improve your ability for making more money and enjoying a better life in the process of business interaction with the middle kingdom which is emerging as the new Superpower of the world. "Dr Shengfei Gan's book on China is a remarkable work, written by a Chinese geologist who has not only grown up in China but has lived abroad for many years. The book therefore offers a perspective on China through both Chinese and Western eyes. The book is written in a plain and highly readable format which provides a remarkable insight into China from almost every aspect – covering its history, politics, religion, customs, lifestyle, etiquette, economic affairs and ways to approach business in and with China. I believe it will become mandatory reading for anyone interested in China, whether as a student, academic, business executive, tourist, politician or simply someone trying learn more about China and understand the complexities of its culture, politics and long-term vision compared to the West. I can heartily endorse this book as a most readable and interesting analysis of the greatest economic and cultural phenomenon of the twenty first century." – Tony Trahar, Former Chief Executive, Anglo American Plc.

Here's your library's guide for reopening, reengineering and redesigning library facilities, resources, services and staff for the post-pandemic era.

Proprietary audience development is now a core marketing responsibility. Every company needs audiences to survive. They are where you find new customers and develop more profitable relationships. And yet, most companies today treat their email, mobile, and social media audiences like afterthoughts instead of the corporate assets they are. With AUDIENCE, Jeff Rohrs seeks to change this dynamic through adoption of The Audience Imperative. This powerful mandate challenges all companies to use their paid, owned, and earned media to not only sell in the short-term but also increase the size, engagement, and value of their proprietary audiences over the long-term. As content marketing professionals have discovered, the days of "build it and they will come" are long gone. If you're looking for a way to gain a lasting advantage over your competition, look no further and start building your email, Facebook, Google, Instagram, mobile app, SMS, Twitter, website, and YouTube audiences to last.

«El marketing tradicional no está funcionando». Con esta contundencia y precisión describe el gran maestro del marketing moderno, Philip Kotler, la situación a la que nos enfrentamos quienes, profesional o académicamente, nos ocupamos de esta disciplina. El marketing tradicional, desarrollado sobre todo a partir de los años sesenta, hoy aparece como un anciano irreconocible. Estamos en un nuevo contexto que exige nuevas comunicaciones de marketing centradas en la creación y distribución de unos contenidos tan relevantes para el consumidor que sea él mismo quien decida acceder libremente a ellos. Algunas marcas han elegido la producción de entretenimiento como vehículo de transmisión de sus mensajes de marca, aplicando los conocimientos de la industria del entretenimiento a la creación de unos contenidos propios, al servicio de los valores de la marca, capaces de despertar deseos y emociones por sí mismos. Estas marcas, han optado por el branded entertainment: contenido de entretenimiento, creado y producido por una marca, lo suficientemente interesante y atractivo como para que su público lo elija frente a otros productos de entretenimiento. En este libro, se profundiza en el conocimiento del branded entertainment; una herramienta de comunicación comercial que debe alcanzar un adecuado equilibrio entre la identificación de la marca y la capacidad del contenido creado para proporcionar una experiencia positiva para el consumidor. A través de sus páginas se van desgranando las características del branded entertainment y, mediante los ejemplos, se ponen de relieve las posibilidades de esta técnica capaz de llegar al consumidor como nunca antes se había logrado. Ha llegado el momento de decir adiós a la interrupción de contenidos elegidos para el consumidor, forzándole a ver publicidad que no desea, y de dar la bienvenida al branded entertainment, contenidos relevantes para el consumidor, que él mismo elige, distribuidos por una marca. ÍNDICE (Casi) todo está cambiando.- El marketing postmoderno.- La comunicación en el marketing postmoderno: los mensajes híbridos.- Branded content.- Content marketing.- Branded entertainment.- Situación actual del branded content en España.- Publicidad nativa.- El selfie de Ellen DeGeneré.

Not so long ago, being reasonably trustworthy was good enough. But soon only the extremely trustworthy will thrive. In the age of smartphones and social networks, every action an organization takes can be exposed and critiqued in real time. Nothing is local or secret anymore. If you treat one customer unfairly, produce one shoddy product, or try to gouge one price, the whole world may find out in hours, if not minutes. The users of Twitter, Yelp, and similar outlets show little mercy for bad behavior. The bar for trustworthiness is higher than ever and continues to rise. Bestselling authors Don Peppers and Martha Rogers, Ph.D., argue that the only sane response to these rising levels of transparency is to protect the interests of customers proactively—even if that requires spending extra money in the short run to preserve your brand reputation in the long run. The payoff of generating extreme trust will be worth it. With a wealth of fascinating research as well as practical applications, this book will show you how to earn—and keep—the extreme trust of everyone your company interacts with.

This book constitutes the refereed proceedings of the 8th International Conference on Social Computing, Behavioral-Cultural Modeling, and Prediction, SBP 2015, held in Washington, DC, USA, in March/April 2015. The 24 full papers presented together with 36 poster papers were carefully reviewed and selected from 118 submissions. The goal of the conference was to advance our understanding of human behavior through the development and application of mathematical, computational, statistical, simulation, predictive and other models that provide fundamental insights into factors contributing to human socio-cultural dynamics. The

topical areas addressed by the papers are social and behavioral sciences, health sciences, engineering, computer and information science.

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