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Relationship Marketing in Sports

Simply Seven

The acclaimed approach to helping children with autism, profiled in the award-winning documentary *Autism: The Musical*. This groundbreaking book outlines seven integrated keys for educators and parents to make meaningful connections with children on the autism spectrum. The book is based on the unique approach used by Elaine Hall and Diane Isaacs of The Miracle Project, a musical theater program for children with autism and their peers and siblings. The Miracle Project integrates traditional and creative therapies in an interactive, social dynamic. The book shows how to apply these effective strategies at school and at home to nurture kids' self-expression and social skills. Elaine Hall and The Miracle Project were profiled in the two-time Emmy Award-winning HBO documentary, *Autism: The Musical*. *Seven Keys* reveals the seven-step program that has proven so successful for children in the Miracle Project. After reading *Seven Keys* teachers and parents will better understand this puzzling disorder and be able to help children with autism draw connections and form more meaningful relationships. *Seven Keys to Unlock Autism* offers readers strategies for creating a personal skill set to make their encounters with autistic children as successful and rewarding as possible.

Tools for Team Leadership

One of the most perplexing and misunderstood books of the Bible, Ezekiel has left many scholars and exegetes scratching their heads regarding its message, coherency, and interpretation. Brian Peterson's look at the book of Ezekiel as a unified whole set within an exilic context helps explain some of the more difficult symbolic aspects in the book and makes Ezekiel as a whole more intelligible. Drawing on ancient Near Eastern concepts and motifs such as covenant and treaty curses, the various gods that made up the Babylonian pantheon, and the position that Israel held as the people of Yahweh, Peterson enlightens readers by showing that Ezekiel can only be understood in its original context. By placing the book first in its historical context, Peterson demonstrates how the original hearers of its message would have understood it, and how this message can be appreciated and applied by people today as well.

Geriatric Medicine: an evidence-based approach

From before history was recorded to the present day, theatre has been a major artistic form around the world. From puppetry to mimes and street theatre, this complex art has utilized all other art forms such as dance, literature, music, painting, sculpture, and architecture. Every aspect of human activity and human culture can be, and has been, incorporated into the creation of theatre. In this Very Short Introduction Marvin Carlson takes us through Ancient Greece and Rome, to Medieval Japan and Europe, to America and beyond, and looks at how the various forms of theatre have been interpreted and enjoyed. Exploring the role that theatre artists play — from the actor and director to the designer and puppet-master, as well as the audience — this is an engaging exploration of what theatre has meant, and still means, to people of all ages at all times. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

A Textbook of Children's and Young People's Nursing E-Book

SSCP (System Security Certified Practitioner) is the companion test to CISSP, appealing to the practitioners who implement the security policies that the CISSP-certified professionals create Organized exactly like the bestselling The CISSP Prep Guide (0-471-41356-9) by Ronald L. Krutz and Russell Dean Vines, who serve as consulting editors for this book This study guide greatly enhances the reader's understanding of how to implement security policies, standards, and procedures in order to breeze through the SSCP security certification test CD-ROM contains a complete interactive self-test using all the questions and answers from the book, powered by the Boson test engine

Wellbeing: A Complete Reference Guide, Interventions and Policies to Enhance Wellbeing

Acquisition reform implementation of key aspects of the Federal Acquisition Streamlining Act of 1994 : report to congressional committees

Good to be here: positive aspects of the Heads of the Valleys

Published as part of Palgrave Macmillan's IE Business Publishing Series, Simply Seven is a practical guide to Internet business for students, entrepreneurs and executives. The book presents a practical blueprint created to get entrepreneurs and executives started on finding the right Internet business model for their web site.

The Seven Key Aspects of Testamentary Trusts

This book provides practical, business-orientated and accessible guidance on key aspects of German employment and labour law as well as adjoining fields. This second, completely revised edition presents the latest changes in German labour and employment law and jurisprudence. It covers, amongst other newer developments, the statutory minimum wage, changes in agency work, extensive changes in European and German employee data protection law, and includes a completely new chapter on compliance issues in the employment context. Specialised lawyers with many years of experience explain the legal basis of these aspects of German law, highlight typical practical problems and suggest solutions to those problems. In addition, examples are given on how to best manage legal pitfalls to minimise risks. This book translates employment and labour law for foreign in-house counsels and human resources managers at international companies and provides a clear understanding of the complex legal regulations in Germany.

Seven Moralities of Human Resource Management

Identifies attributes necessary to build and maintain a robust research program.

The Seven Beauties of Science Fiction

Become a team leader - no matter what role you play in your team! This self-study training guide puts the power of participative leadership into the hands of every manager, trainer, consultant, and team member struggling to help teams succeed. Packed with more than eighty new and field-tested tools, Tools for Team Leadership solves the mystery of why

some teams - regardless of talent - succeed while others fail and delivers everything you need to master the "X-factor" skills of team leadership.

Department of Education : key aspects of the Federal Direct Loan Program's cost estimates : report to Congressional requesters

"Design Chains represents innovative thinking for the companies who have developed the concept to give them critical advantage in the market. This is an important initiative. It deserves to be read. I commend it to the whole construction team, led by clients and throughout the supply chain." Sir Michael Latham
Design chains presents innovative new thinking in supply chain management.

Summary: Blueprint to the Digital Economy

The world has never been as integrated or accessible as it is today, and the age of globalization presents unprecedented opportunities. It is in navigating new territories and growth markets that will define the leaders of tomorrow. As the importance of local knowledge grows in combination with a global perspective, the need to develop executive talent with this mix of capabilities becomes more acute.

Democracy in Practice

"Readers of this book who thought they knew a lot about the U.S. Civil War will discover that much of what they 'knew' is wrong. For readers whose previous knowledge is sketchy but whose desire to learn is strong, the separation of myth from reality is an important step toward mastering the subject. The essays will generate lively discussion and new insights."
—James M. McPherson, Professor Emeritus, Princeton University

Key Aspects of German Employment and Labour Law

This book presents a clear and precise overview of the key aspects of German business law. It was written by attorneys involved in the daily practice of business law in Germany and is aimed at people who wish to orient themselves quickly in which it impacts business with the German legal system and the manner of contracts, establishment, operations and liquidations. The first section of the book is devoted to an explanation of the major issues to be considered in acquiring or establishing a business in Germany, whereas the second section focuses on areas of special consideration. In both sections special attention has been paid to highlighting and explaining the differences between the German legal system and that of

the United States, though the intention is to provide information that will prove valuable to all foreigners, particularly business men and women and lawyers advising clients with an interest in doing business in Germany. Though it is the object of this book to present readers with a general orientation and the foundation for making informed decisions concerning business transactions in Germany, it cannot possibly function as a substitute for case-specific professional advice and by no means purports to do so. Those readers who wish to follow up on any decisions they may have formed on the basis of the material presented here are well advised to seek the guidance of qualified attorneys and tax advisors before entering into any binding obligations.

Reader's Guide to Literature in English

The authors present a practical set of guidelines for people wishing to communicate professionally in Mexico or with Mexicans, following the model of the similar books by Kelm and Victor on Brazil and Japan of presenting on key cultural concepts. Good communication requires more than knowing the language. Olivia Hernandez-Pozas, Orlando Kelm, and David Victor, seasoned cross-cultural trainers for businesspeople, provide a guide through Victor's LESCANT model (Language, Environment, Social Organization, Context, Authority, Nonverbal, and Time). Each chapter addresses one of these topics and demonstrates how to evaluate the differences between Mexico and others in North America, presenting examples to help people avoid common communication mistakes. The book is generously peppered with photographs to provide visual examples. The authors complete the book with a case study chapter on a business interaction between Mexican and other North Americans (NAs). They then gathered comments from various NA professionals working in Mexico and Mexicans working with US professionals about the interactions in the case, providing helpful observations about the situation. The book straddles some language and communication topics, international relations, and reaches into the business community.

Growing Pains

Seven Keys to Successful Mentoring

Business Professionals, to be Truly Effective and Advance in their Careers, Must Master their People-Centric Skills. People-Centric Skills: Interpersonal and Communication Skills for Auditors and Business Professionals is a comprehensive guide to the "soft skills" that make technical professionals more effective. People-Centric Skills aim to improve all aspects of personal interactions, relationship development, and communication. These skills are as essential to success as are technical capabilities. This is the story of a leading internal audit department taking that next step to becoming a world-

class audit organization in a fictional company. The foundation of that next step is developing their People-Centric Skills. The book demonstrates the impact that interpersonal and communication skills – whether good or bad – have on an auditor's effectiveness, job, and career. Readers will be able to empathize with the characters, and relate to the real-life situations in which they find themselves. Each chapter features a summary of key People-Centric points and guidelines that will help readers apply what they've learned to their own projects and departments. In a 2013 study sponsored by the Institute of Internal Auditors ("IIA"), the seven key attribute areas identified to be a successful auditor include relationship building, partnering, communications, teamwork, diversity, continuous learning and integrity. Unfortunately, most professionals never obtain these skills as part of their college degrees, certifications and other ongoing training. They are left to their own devices when it comes to developing these talents. The book follows an easy-to-read fictional narrative to highlight areas for improvement, and uses common scenarios to illustrate how to apply the lessons. People-Centric Skills: Interpersonal and Communication Skills for Auditors and Business Professionals focuses on many of these critical attributes. Topics include: Conflict Management Coaching and Mentoring Building an Effective Team and Team Dynamics Team Leadership Partnering and Relationship Building Effective Meeting Practices Brainstorming and Multivoting Assessing Corporate Culture Active Listening Non-verbal Communications Consensus Building These skills apply not only to internal auditors but also transfer across a broad range of business professions and industries, and from professional to personal life. They open doors, establish effective relationships, improve effectiveness, and can turn a "no" into a "yes." They are the true differentiator in advancing a career. For an auditor to be truly effective, great people skills are one of the most important tools in the box. People-Centric Skills: Interpersonal and Communication Skills for Auditors and Business Professionals is a straightforward guide to getting along, getting what you want in a constructive manner, and becoming a world-class professional.

Seven Keys to Building a Robust Research Program

Design chains

Mentoring is an intentional, developmental relationship in which a more experienced, more knowledgeable person nurtures the professional and personal life of a less experienced, less knowledgeable person. Both mentors and mentees realize many benefits from mentoring, as do organizations that encourage, structure, and support mentoring. Effective mentors develop the leadership capacity of their mentees while increasing their own skills. They transfer their knowledge and expertise back into their organizations. They nurture the alignment between employee aspirations and organizational imperatives, and they create depth and loyalty within their organizations. Leaders who take mentoring seriously and handle it effectively have a profound impact.

The Seven Keys to Superefficiency

The Seven Keys to Communicating in Mexico

This unique textbook provides students with a detailed look at many different aspects of democracy in practice: clearly describing and analysing all three existing models of democracy: * participatory democracy * referenda and initiatives * representative or liberal democracy. Using numerous real life examples from all over the world, this text explores how each is used in practice and provides discussion of the main problems with each model, answering the question: Why are there so many different forms of democratic practice?

Two aspects of the sabbath: its origin and its spirit

Exercises in Commemoration of the Seven Hundredth Anniversary of Magna Charta

This global survey starts from the assumption that the significant transformations in women's lives deserve to be fully documented and interpreted. Janet Mancini Billson and Carlyn Fluehr-Lobban tackle the complexities of social change by using data from countries in every world region to illustrate the most critical challenges that women faced during the last century - challenges that are also likely to shape the 21st century. Global knowledge and feminism dovetailed in the 20th century, fed by international air travel, telecommunications, the internet, and a growing awareness that solving female oppression would improve the lot of all humankind. The authors therefore adopt a strong international, comparative, cross-cultural, and feminist framework that uncovers the fundamental processes that promote, sustain, or degrade the female condition. At the heart of Female Well-Being are case studies written by country teams of scholars, educators, and policy analysts, in Canada, The United States, Colombia, Iceland, the United Kingdom, Croatia, Japan, Bangladesh, Thailand, South Africa, and Sudan. Female well-being is measured by analysing trends in infant mortality, maternal mortality, literacy, life expectancy, education, work, income, family structure, and political power. These trends are contextualised in the light of the century's major events, legislative initiatives, social policies, and leadership, to illustrate the processes that enhance, sustain, or detract from the female condition. This book will be a critical resource for academics, development experts and policy analysts.

The Avalanche Handbook

Health systems everywhere are expected to meet increasing public and political demands for accessible, high-quality care. Policy-makers, managers, and clinicians use their best efforts to improve efficiency, safety, quality, and economic viability. One solution has been to mimic approaches that have been shown to work in other domains, such as quality management, lean production, and high reliability. In the enthusiasm for such solutions, scant attention has been paid to the fact that health care as a multifaceted system differs significantly from most traditional industries. Solutions based on linear thinking in engineered systems do not work well in complicated, multi-stakeholder non-engineered systems, of which health care is a leading example. A prerequisite for improving health care and making it more resilient is that the nature of everyday clinical work be well understood. Yet the focus of the majority of policy or management solutions, as well as that of accreditation and regulation, is work as it ought to be (also known as 'work-as-imagined'). The aim of policy-makers and managers, whether the priority is safety, quality, or efficiency, is therefore to make everyday clinical work - or work-as-done - comply with work-as-imagined. This fails to recognise that this normative conception of work is often oversimplified, incomplete, and outdated. There is therefore an urgent need to better understand everyday clinical work as it is done. Despite the common focus on deviations and failures, it is undeniable that clinical work goes right far more often than it goes wrong, and that we only can make it better if we understand how this happens. This second volume of Resilient Health Care continues the line of thinking of the first book, but takes it further through a range of chapters from leading international thinkers on resilience and health care. Where the first book provided the rationale and basic concepts of RHC, the Resilience of Everyday Clinical Work breaks new ground by analysing everyday work situations in primary, secondary, and tertiary care to identify and describe the fundamental strategies that clinicians everywhere have developed and use with a fluency that belies the demands to be resolved and the dilemmas to be balanced. Because everyday clinical work is at the heart of resilience, it is essential to appreciate how it functions, and to understand its characteristics.

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Using an evidence-based approach and case studies from a wide range of life domains, Interventions and Policies to Enhance Wellbeing examines the most successful existing strategies to promote wellbeing and mental health. Discusses the results of the latest research in the science of wellbeing and their implications for improved learning, creativity, productivity, relationships, and health Covers interventions for individuals across the lifespan, as well as those for organizations, communities, and entire populations Looks at policy initiatives and approaches with a focus on the integration of new technology and the role of the media Part of the six-volume Wellbeing: A Complete Reference Guide, which brings together leading research from across the social sciences

Seven Keys to Modern Art

In recent years, the need for effective structuring of business and personal assets has been brought into sharp focus for high net worth individuals and business owners. Fundamental changes in the law, the vast amounts of wealth accumulated within superannuation funds and the shortening of both business and personal relationships have necessitated the evolution of estate planning structuring beyond traditional formats. Asset protection strategies and the use of testamentary trusts are important issues to consider in estate planning, particularly where potential beneficiaries are in professional practice occupations or in business, or where there is a risk that a personal relationship of a beneficiary might degenerate in the future. Potential beneficiaries that fall into any of these 'at risk' categories will be exposed to losing assets, unless appropriate structures are put in place. The Seven key aspects of Testamentary Trusts is a comprehensive guide to testamentary trusts and addresses numerous topics including: (a) testamentary trusts and bankruptcy (b) testamentary trusts and the family court (c) protective trusts, other types of special testamentary trusts and practical considerations for bespoke testamentary trusts (d) complex forms of testamentary trusts (e) creative uses of testamentary trusts (f) the taxation of testamentary trusts.

Seven Keys to Hell

A liberating approach to interpreting modern and contemporary art, focusing on twenty major artworks from around the world and representing a diversity of styles, mediums, and artists.

Seven Myths of the Civil War

An insightful and practical toolkit for managing organizational growth Growing Pains is the definitive guide to the life cycle of an organization, and the optimization strategies that make the organization stronger. Whether growth is rapid, slow, or not occurring at all, this book provides a host of solid tools and recommendations for putting everything in order. Now in its fifth edition, this invaluable guide has been fully updated to reflect the current economic climate, and includes new case studies and chapters discussing nonprofit life cycle tools, leadership challenges and the "leadership molecule", and real-world applications of the frameworks presented. The latest empirical research is presented in the context of these ideas, including new data on strategic organizational development. Mini-cases that illustrate growth management issues have been added throughout, with additional coverage of international entrepreneurship and companies that provide a frame of reference for the perspective being developed. Growing pains are normal, and a valuable indicator of organizational health, but they indicate the need for new systems, processes, and structure to support the organization's size. This book provides a practical framework for managing the process, applicable to organizations of all sizes. Understand the key stages of growth and the challenges of each Measure your organization's growing pains and development Deploy new tools that facilitate positive organizational development Make the necessary transitions required to ensure sustainable success Some

companies, even after brilliant beginnings, lose their way as growth throws them for a loop. Growing Pains identifies the underlying factors that promote long term success, and gives you a framework for successfully managing the transitions of growth.

Ezekiel in Context

As the world undergoes daily transformations through the application of technoscience to every aspect of life, science fiction has become an essential mode of imagining the horizons of possibility. However much science fiction texts vary in artistic quality and intellectual sophistication, they share in a mass social energy and a desire to imagine a collective future for the human species and the world. At this moment, a strikingly high proportion of films, commercial art, popular music, video and computer games, and non-genre fiction have become what Csicsery-Ronay calls science fictional, stimulating science-fictional habits of mind. We no longer treat science fiction as merely a genre-engine producing formulaic effects, but as a mode of awareness, which frames experiences as if they were aspects of science fiction. The Seven Beauties of Science Fiction describes science fiction as a constellation of seven diverse cognitive attractions that are particularly formative of science-fictionality. These are the “seven beauties” of the title: fictive neology, fictive novums, future history, imaginary science, the science-fictional sublime, the science-fictional grotesque, and the Technologiade, or the epic of technoscience’s development into a global regime.

Nathaniel Hawthorne's The House of the Seven Gables

Technical yet accessible, The Avalanche Handbook, 3rd Edition, covers the formation, character, effects, and control of avalanches; rescue techniques; and research on understanding and surviving avalanches. Illustrated with nearly 200 updated illustrations, photos and examples, the revised edition offers exhaustive information on contributing weather and climate factors, snowpack analysis, the newest transceiver search techniques, and preventative and protective measures, including avalanche zoning and control. It contains new information on the unique characteristics of alpine snow, snow slab instability, terrain variables, skier triggering of avalanches, and the nature of avalanche motion. Plus brand-new chapters on the elements of backcountry avalanche forecasting and the decision-making process.

People-Centric Skills

Reader's Guide Literature in English provides expert guidance to, and critical analysis of, the vast number of books available within the subject of English literature, from Anglo-Saxon times to the current American, British and Commonwealth scene. It is designed to help students, teachers and librarians choose the most appropriate books for

research and study.

Resilient Health Care, Volume 2

Relationship marketing is an important issue in every business. Knowing the customers and establishing, maintaining and enhancing long-term customer relationships is a key component of long-term business success. Considering that sport is such big business today, it is surprising that this crucial approach to marketing has yet to be fully recognised either in literature or in the sports business itself. Relationship Marketing in Sports aims to fill this void by discussing and reformulating the principles of relationship marketing and by demonstrating how relationship marketing can be successfully applied in practice within a sports context. Written by a unique author team of academic and practitioner experience, the book provides the reader with: the first book to apply the principles of relationship marketing specifically to a sports context case studies from around the world to provide a uniquely global approach applicable worldwide strong pedagogical features including learning outcomes, overviews, discussion questions, glossary, guided reading and web links practical advice for professional, semi-professional and non-professional sporting organisations a companion website providing web links, case studies and PowerPoint slides for lecturers. Relationship Marketing in Sports is crucial reading for both students and professionals alike and marks a turning point in the marketing of sports.

Theatre: A Very Short Introduction

Seven Moralities of Human Resource Management analyses morality of HRM from the perspective of American psychologist Laurence Kohlberg. This book examines and makes value judgements on whether or not HRM is moral from the viewpoint of Kohlberg's seven stages of morality as a follow-up study of the author's 2012 book, Seven Management Moralities.

Seven Keys to Unlock Autism

The Journal of School Leadership is broadening the conversation about schools and leadership and is currently accepting manuscripts. We welcome manuscripts based on cutting-edge research from a wide variety of theoretical perspectives and methodological orientations. The editorial team is particularly interested in working with international authors, authors from traditionally marginalized populations, and in work that is relevant to practitioners around the world. Growing numbers of educators and professors look to the six bimonthly issues to: deal with problems directly related to contemporary school leadership practice teach courses on school leadership and policy use as a quality reference in writing articles about school leadership and improvement.

Key Aspects of German Business Law

nurse for life – electronic access only Get to all of the high-quality content from Elsevier faster than ever! Your favourite textbooks are now available as e-books through nurse for life, allowing you to: Electronically search the book Create and share notes and highlights Save time with automatic referencing Load it up and change the way you learn! What do I get? You will be emailed a PIN code that will give you perpetual access to the electronic version of the book through nurse for life. Book description This title is directed primarily towards health care professionals outside of the United States. Covering the full age and specialty spectrum this text brings together for the first time, individual chapters from among the most respected children's nurses. This textbook is rooted in child-centred health care within a family context and draws upon best contemporary practice throughout the UK and further afield. This innovative text harnesses new design parameters in enquiry-based/problem-based learning, providing up-to-date information on a wide range of topics. In an exciting addition each chapter offers readers additional material on an Evolve website. Full Microsoft PowerPoint presentations augment the written chapters and provide extra information that includes case studies, moving image, photographs and text. Each chapter offers readers additional material on an Evolve website. Full Microsoft PowerPoint presentations augment the written chapters and provide extra information that includes case studies, moving image, photographs and text. Aims, objectives, learning outcomes, a summary box in each chapter and key points assist learning and understanding Professional conversation boxes enliven the text on the page and make it more interesting to dip into Suggestions for seminar discussion topics to help teachers Case studies help to relate theory to practice Prompts to promote reflective practice Activity boxes/suggested visits Evidence based practice boxes which highlight key research studies, annotated bibliographies including details of web-sites and full contemporary references to the evidence base Resource lists including recommended web-site addresses

The SSCP Prep Guide

Provides a collection of critical essays on Hawthorne's The house of the seven gables.

Leadership Development in a Global World

Succeed as a project manager, even if you've never run a project before! This book is the fastest way to master every project management task, from upfront budgeting and scheduling through execution, managing teams through closing projects, and learning from experience. Updated for the latest web-based project management tools and the newest version of PMP certification, this book will show you exactly how to get the job done, one incredibly clear and easy step at a time. Project management has never, ever been this simple! Who knew how simple Project Management could be? This is today's

best beginner's guide to modern project management... simple, practical instructions for succeeding with every task you'll need to perform! Here's a small sample of what you'll learn:

- Master the key skills and qualities every project manager needs
- Lead projects, don't just "manage" them
- Avoid 15 most common mistakes new project managers make
- Learn from troubled, successful, and "recovered" projects
- Set the stage for success by effectively defining your project
- Build a usable project plan and an accurate work breakdown structure (WBS)
- Create budgets and schedules that help you manage risk
- Use powerful control and reporting techniques, including earned value management
- Smoothly manage project changes, issues, risks, deliverables, and quality
- Manage project communications and stakeholder expectations
- Organize and lead high-performance project teams
- Manage cross-functional, cross-cultural, and virtual projects
- Work successfully with vendors and Project Management Offices
- Make the most of Microsoft Project and new web-based alternatives
- Get started with agile and "critical chain" project management

Female Well-Being

People are living longer and the population over the age of 60 is burgeoning, with repercussions for health services and healthcare expenditure in developed countries. Crucially, disease aetiology, diagnosis, and treatment in older people differ from the general adult population. Older people often have complicated co-morbidities and respond to treatment in different ways compared to younger people. Evidence of efficacy of different treatments is often lacking because older people are under-represented in clinical trials, and the specific needs of older people are rarely discussed specifically in more general texts. Geriatric medicine: an evidence based approach is a clinical reference for health care professionals who manage older patients, and summarizes up-to-date research literature in a style that can be directly applied by busy healthcare professionals and provide a useful resource for reference.

Project Management Absolute Beginner's Guide

Relationship Marketing in Sports

The must-read summary of Don Tapscott, Alex Lowy and David Ticoll's book: "Blueprint To The Digital Economy: Creating Wealth in the Era of E-Business". This complete summary of the ideas from Don Tapscott, Alex Lowy and David Ticoll's book "Blueprint To The Digital Economy" shows that the digital economy - computers teamed with communication networks - has the potential to transform almost every consumer and business activity. These changes are having the effect of forcing organizations to amend notions and practices about the nature of competition, the process by which wealth is created and even the nature of the firm itself. In short, the digital economy changes every assumption ever made in business. It is also

allowing completely new commercial entities – like e-business communities which use the digital economy to conduct commercial transactions and collaborate to create new wealth – to flourish and grow like never before. And it is forcing established firms to enter into partnerships and alliances with entirely different and disparate business entities. Clearly, the digital economy opens enormous possibilities and opportunities. The challenge lies in turning the possible into the probable and then into the actual. Added-value of this summary: • Save time • Understand the key concepts • Increase your business knowledge To learn more, read "Blueprint to the Digital Economy" and discover the perfect guide to getting acquainted with the rules of the digital economy.

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