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Learn how to unleash the power of brand-culture fusion to achieve sustainable competitive advantage and new growth. "This compelling book shows how to connect the image you present to the outside world with the values and norms that operate inside your world of work." --Adam Grant, New York Times bestselling author of Originals and Give and Take "Denise Lee Yohn hit a home run with her first book, What Great Brands Do. Now she's written FUSION and it is just as provocative. Denise proves beyond a shadow of a doubt that great companies are powered by brand-culture fusion. I highly recommend this book!" --Ken Blanchard, Coauthor, The New One Minute Manager®, Coeditor, Servant Leadership in Action Internal culture + External brand = FUSION For years, leaders at companies like

Southwest, Starbucks, and Google have done something differently that's put their organizations at the top of "the most admired companies," "best brands," and "great workplaces" lists. They don't often talk about that "something" specifically in terms of brand-culture fusion, but, as author Denise Lee Yohn reveals, aligning and integrating their brands and cultures is precisely how they've achieved their successes. Independently, brand and culture are powerful, unsung business drivers. But Denise shows that when you fuse the two together to create an interdependent and mutually reinforcing relationship between them, you create organizational power that isn't possible by simply cultivating one or the other alone. Through detailed case studies from some of the world's greatest companies (including Amazon, Airbnb, Adobe, Nike, and Salesforce), exclusive interviews with company executives, and insights from Denise's 25+ years working with world-class brands, FUSION provides readers with a roadmap for increasing competitiveness, creating measurable value for customers and employees, and future-proofing their business. This is a must-read for readers interested in workplace culture, brand management, strategy, leadership, employee experience, employee engagement, integration, branding, and organization development.

Discover proven strategies for building powerful, world-classbrands It's tempting to believe that brands like Apple, Nike, andZappos achieved their iconic statuses because of serendipity, anunattainable magic formula, or even the genius of a singlevisionary leader. However, these companies all adopted specificapproaches and principles that transformed their ordinary brandsinto industry leaders. In other words, great brands can bebuilt—and Denise Lee Yohn knows exactly how to do it.Delivering a fresh perspective, Yohn's What Great Brands Doteaches an innovative brand-as-business strategy that enhancesbrand identity while boosting profit margins, improving companyculture, and creating stronger

stakeholder relationships. Drawingfrom twenty-five years of consulting work with such top brands asFrito-Lay, Sony, Nautica, and Burger King, Yohn explains keyprinciples of her brand-as-business strategy. Reveals the seven key principles that the world's best brandsconsistently implement Presents case studies that explore the brand building successesand failures of companies of all sizes including IBM, Lululemon,Chipotle Mexican Grill, and other remarkable brands Provides tools and strategies that organizations can startusing right away Filled with targeted guidance for CEOs, COOs, entrepreneurs, andother organization leaders, What Great Brands Do is anessential blueprint for launching any brand to meteoricheights.

Coding for Penetration Testers discusses the use of various scripting languages in penetration testing. The book presents step-by-step instructions on how to build customized penetration testing tools using Perl, Ruby, Python, and other languages. It also provides a primer on scripting including, but not limited to, Web scripting, scanner scripting, and exploitation scripting. It guides the student through specific examples of custom tool development that can be incorporated into a tester's toolkit as well as real-world scenarios where such tools might be used. This book is divided into 10 chapters that explores topics such as command shell scripting; Python, Perl, and Ruby; Web scripting with PHP; manipulating Windows with PowerShell; scanner scripting; information gathering; exploitation scripting; and post-exploitation scripting. This book will appeal to penetration testers, information security practitioners, and network and system administrators. Discusses the use of various scripting languages in penetration testing Presents step-by-step instructions on how to build customized penetration testing tools using Perl, Ruby, Python, and other languages Provides a primer on scripting including, but not limited to, Web scripting, scanner scripting, and exploitation scripting

As a former Buddhist monk with over 10 years of teaching experience, Andy Puddicombe has been acknowledged as the UK's foremost mindfulness meditation expert. Like his readers and students, he began his own meditation practice as a normal, busy person with everyday concerns, and he has since designed a program of mindfulness and guided meditation that fits neatly into a jam-packed daily routine-proving that just 10 minutes a day can make a world of difference. Simple exercises, stories and techniques culled from Andy's years of experience will help anyone calm the chatter in their minds. The result? More headspace, less stress. Get Some Headspace also brings us the extraordinary science behind this seemingly simple cure-all. This book and practice will help readers positively impact every area of their physical and mental health through mindfulness, from productivity and focus, to stress and anxiety relief, sleep, weight-loss, personal relationships...and the list goes on and on.

The JavaFXTM technology and platform is essentially Sun's response to Adobe Flash and Microsoft's Silverlight. JavaFX lets developers play with the open-source scripting, desktop, and mobile APIs offered to create dynamic, seamless visual user interfaces (UIs) that are "Flash–like" and beyond... Learn from bestselling JavaFX author Jim Weaver and expert JavaFX developers Weiqi Gao, Stephen Chin, and Dean Iverson to discover the JavaFX technology and platform that enables developers and designers to create rich Internet applications (RIAs) that can run across diverse devices. Covering the JavaFX Script language, JavaFX Mobile, and development tools, Pro JavaFXTM Platform: Script, Desktop and Mobile RIA with JavaTM Technology is the first book that fully provides JavaFX version 1.2 code examples that cover virtually every language and API feature. This book contains the following: Tutorials that teach JavaFX 1.2 to an application developer or graphics designer who has had

no exposure to JavaFX. These tutorials will be exhaustive, covering virtually every facet of JavaFX Script and are fully updated for the JavaFX 1.2 release. Reference materials on JavaFX 1.2 that augment what is available from the JavaFX 1.2 Language Reference and API documentation. How to take JavaFX 1.2 to other platforms besides the desktop, such as mobile. Visit projavafx.com for more resources and information from the authors.

This book explores the factors that make digital disruption possible and the effects this has on existing business models. It takes a look at the industries that are most susceptible to disruption and highlights what executives can do to take advantage of disruption to re-invent their business model. It also examines the pivotal role that technology plays in creating new dynamics to business operations and forcing business model changes. Adoption of digital technology has caused process disruptions in a number of industries and led to new business models (e.g., Über, AirBnb) and new products. In addition to covering some of the more popular and well known examples, this book targets not so obvious disruptions in the education sector and in services and changing business models. Phantom Ex Machina: Digital Disruption's Role in Business Model Transformation is divided into six parts. The book begins with an introduction to digital disruption and why it matters. The next part of the book focuses on business strategy which includes case studies on the impact of social media and how digital disruption changes pricing strategies and price models. For part three, the authors observe technology's role in digital disruptions. Chapters cover how 3D printing is challenging existing business models and how the automotive industry is innovating with new perspectives. Part four covers higher education, recognizing digital disruption's transformation in graduate management education. Part five centers upon the service industry with a look at virtual teams and the emergence of virtual think tanks. Finally the book

concludes with a look to the future, embracing disruptions.

Taking data from the real world, maps, reports, & other sources, Geographical Information Systems (GIS) synthesize, analyze, & model geographical decision media, providing tools that are revolutionizing urban & regional planning. This valuable introduction to GIS & remote sensing (RS) clearly explains how to take full advantage of this new technology. Thorough enough to offer valuable counsel to those already working with GIS & RS, yet presupposing no knowledge of computing, the book takes readers step by step from the simplest hows & whys all the way to the architecture, implementation, & application of a complete system.

A long-time chief data scientist at Amazon shows how open data can make everyone, not just corporations, richer Every time we Google something, Facebook someone, Uber somewhere, or even just turn on a light, we create data that businesses collect and use to make decisions about us. In many ways this has improved our lives, yet, we as individuals do not benefit from this wealth of data as much as we could. Moreover, whether it is a bank evaluating our credit worthiness, an insurance company determining our risk level, or a potential employer deciding whether we get a job, it is likely that this data will be used against us rather than for us. In Data for the People, Andreas Weigend draws on his years as a consultant for commerce, education, healthcare, travel and finance companies to outline how Big Data can work better for all of us. As of today, how much we benefit from Big Data depends on how closely the interests of big companies align with our own. Too often, outdated standards of control and privacy force us into unfair contracts with data companies, but it doesn't have to be this way. Weigend makes a powerful argument that we need to take control of how our data is used to actually make it work

for us. Only then can we the people get back more from Big Data than we give it. Big Data is here to stay. Now is the time to find out how we can be empowered by it.

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Office Management in all business and human organization activity is simply the act of getting people together to accomplish desired goals. Office management comprises planning organizing, staffing, leading or directing, and controlling and organization (a group of one or more people or entities), deployment and manipulation of human resources, financial resources, technological resources, and natural resources or effort for the purpose of accomplishing a goal. This present modest-work has been prepared to provide students a comprehensive coverage of this subject and certain characterstics specific to office management. Every important topic has been covered in a simple and pragmatic language so that students can understand the subject well.

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