Module 1 Personal Entrepreneurial Competencies Pecs

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Why Startups Fail - David Feinleib 2012-03-28
For the want-to-be entrepreneur thinking about taking the leap, the boot-strapped entrepreneur trying to energize a business three or four years in, and the venture-backed entrepreneur trying to scale, Why Startups Fail shows you the key mistakes new ventures make—and how to avoid them. Nearly everyone has an idea for a product they could build or a company they could start. But eight out of 10 new businesses fail within the first three years. Even only one in ten venture-backed startups succeeds, and venture capitalists turn down some 99% of the business plans they see. The odds appear to be stacked against you! But entrepreneurs often make the same avoidable mistakes over and over. Why Startups Fail can help you beat the odds and avoid the pitfalls and traps that lead to early startup death. It's easy to point to successes like Apple, Google, and Facebook. But the biggest lessons can come from failure. What decisions were made, and why? What would the founders have done differently? How did one company become a billion-dollar success while another—with a better product and in the same market—fail? Drawing on personal experience as well as the wisdom of the Silicon Valley startup community, serial entrepreneur, venture capitalist, and blogger Dave Feinleib analyzes companies that have come and gone. In short, powerful chapters, he reveals the keys to successful entrepreneurship: Excellent product/market fit, passion, superb execution, the ability to pivot, stellar team, good funding, and wise spending. In Why Startups Fail, you'll learn from the mistakes Feinleib has seen made over and over and find out how to position your startup for success. Why Startups Fail: Shows venture-backed startups and boot-strappers alike how to succeed where others fail. Is equally valuable for companies still on the drawing board as well as young firms taking their first steps. Takes you through the key decisions and pitfalls that caused startups to fail and what you can learn from their failures. Covers the critical elements of entrepreneurial success.

Social and Sustainability Marketing - Jishnu Bhattacharyya 2021-09-26
"... an important intervention in the conversation around social and ecological sustainability that draws on both micromarketing and macromarketing scholarship to help 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 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 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 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 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 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 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 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 marketing practices and focusing on consumer buying behavior. As a result, marketing managers can treat their customers according to their desired value. This book particularly explores the possibilities and advantages created by social marketing and sustainability 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.

The Right-brain Business Plan - Jennifer Lee 2011
Turn Passionate Ideas into Profitable Enterprises Do you dream of making a living doing what you love but find the process of creating a viable business plan like trying to fit a square peg into a round hole? Jennifer Lee knows what it's like to make the entrepreneurial leap ? and how to do it successfully. The key is using, rather than stifling, imagination and intuition. Lee's illustrated, colorful worksheets and step-by-step instructions are playful yet practical, transforming drudgery into joy. They'll enable you to define your vision and nail down plans for funding, marketing, networking, and long-term strategy. Discover how to: * Develop a financial plan with fun and flair * Select your circle of support to get the work done * Clarify your business values and goals * Paint a picture of your business landscape * Understand your competition and what makes you stand out from the crowd * Identify your perfect customers and create a marketing plan to reach them * Map out concrete action steps to bring your Right-Brain Business Plan to life

Entrepreneurship Determinants - 2012
Anyone interested in measuring entrepreneurship - producers of such statistics or academics and policy makers who use them - will find this book useful, as will anyone concerned about the deteriorating availability of finance for entrepreneurs in these difficult times. There is much talk about entrepreneurial climates and performance; this book provides a sensible, comprehensive framework for measurement. Its concrete indicators for culture and capability are an especially valuable contribution.

Multinational Corporations and Local Firms in Emerging Economies - Eric Rugraff 2011
In order for foreign direct investment to have deep and lasting positive effects on host countries, it is essential that multinational corporations have close direct and indirect interaction with local firms. A valuable addition to the emerging literature on multinational-local firm interfaces, this book provides a number of case studies from emerging economies that examine such mutually beneficial business relationships and the policy measures necessary to support them.

Sew Step by Step - Alison Smith 2011-01-17
Need to learn how to shorten a hemline? Eager to make some cushion covers or a simple tunic dress? Sew Step by Step will come to your rescue. A compact version of DK's The Sewing Book, here all the essential

basic techniques and tools are clearly explained so you can start sewing with confidence. With no projects, just all the information and guidance you need to get going, this book is sure to whet your creative appetite and leave you equipped and inspired to make beautiful, personal pieces. Packed with easy-to-follow techniques, from sewing on a button to personalizing a garment, Sew Step by Step brings these traditional, practical, and artistic crafts up to date with advice on contemporary styles and new materials, introducing these immensely satisfying skills to a whole new generation. So what are you waiting for? With the help of this book you can learn a skill that expresses your individuality and flair, will save you money, and will create objects you can cherish for years.

Singapore - Kenneth Paul Tan 2018-09-30
Contemporary Singapore is simultaneously a small postcolonial multicultural nation state and a cosmopolitan global city. To manage fundamental contradictions, the state takes the lead in authoring the national narrative. This is partly an internal process of nation building, but it is also achieved through more commercially motivated and outward facing efforts at nation and city branding. Both sets of processes contribute to Singapore's capacity to influence foreign affairs, if only for national self-preservation. For a small state with resource limitations, this is mainly through the exercise of smart power, or the ability to strategically combine soft and hard power resources.

The African National Congress and the Regeneration of Political Power - Susan Booysen 2011-11-11
The African National Congress is light years beyond the liberation movement of old. It remains a juggernaut, but its control and dominance are no longer watertight. The ANC lives the contradictions of weaknesses, cracks and factions while retaining its colossal status. As a party-movement it draws on its liberation credentials, and extracts immense power from its deep anchorage in South Africa's people. It is immersed in electoral politics that marks the state of its overwhelming power cyclically. As government the ANC is the object of protest, but not protest designed to bring the ruling party to its knees. The ANC is in command of the state, yet fails to definitively counter the deficits that make South Africa's democracy seem so diluted. Its incredulous and thus far trusting supporters condemn but only rarely punish deployees who do not 'pass through the eye of the needle'. The ANC and the Regeneration of Political Power unpacks these contradictions. It focuses on four faces of the ANC's political power – the organisation, the people, political parties and elections, and policy and government – and explores how the ANC has acted since 1994 to continuously regenerate its power. By 2011-12 the power configurations around the ANC were converging to a conjuncture holding vexing uncertainties. This book presents insights into how South African politics – in many ways synonymous with the politics of the ANC – is likely to unfold in years and possibly decades to come.

Shaping Flexibility in Vocational Education and Training - W.J. Nijhof 2007-05-08
In this volume, the authors treat flexibility as a system characteristic of Vocational Education and Training (VET), in analyzing key conditions for flexibility: -economic context of VET and the organizational and institutional design of VET; -educational tools and resources for the flexibility of delivery and pathways at national level; -VET professionals as promoters of flexibility, mobility, and transferability.

Engaging Citizens in Policy Making - Tiina Randma-Liiv 2022-02-10
Exploring academic and policy thinking on e-participation, this book opens up the organizational and institutional 'black box' and provides new insights into how public administrations in 15 European states have facilitated its implementation. Using multiple case studies, the book offers a systematic analysis of how e-participation initiatives are actually organized and administered within the government, as well as how the political context and collaborative partnerships both within the government and with non-governmental actors affect the adoption and institutionalization of e-participation platforms. Contributors provide new empirical evidence on some of the most pressing questions related to the organization and management of e-participation, aiming to provide better understanding of citizen participation platforms.
Providing comparative knowledge on the institutional, administrative and organizational aspects of e-participation, this book will be an ideal read for public policy researchers and government practitioners interested in innovation and technology in public administration.

Business Ethics 2009 Update: Ethical Decision Making and Cases - O. C. Ferrell 2009-04-27
Delve into the core of ethics today in your course with the latest practical, applied coverage found in Ferrell/Fraedrich/Ferrell's BUSINESS ETHICS 2009 UPDATE. Whether you use this book as a supplement or primary text in your undergraduate or graduate course, the accessible, up-to-date approach provides unmatched insights into the complex environment in which contemporary managers make ethical decisions. The book's solid managerial framework and new updates highlight the latest developments in ethics and how they relate to overall ethics concepts, processes, and best practices used throughout successful business ethics programs. Your students see how ethics can play a critical role in key strategic business decisions. Captivating new cases and engaging examples reflect today's most recent business developments and crises. Rather than focusing on intellectual reasoning alone or a philosophical discussion of ideas, the book's proven learning features help students prepare and practice confronting the types of actual ethical dilemmas they will face in today's business world. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Information Literacy in the Workplace - Serap Kurbanoğlu 2018-01-25
This book constitutes the refereed post-conference proceedings of the 5th European Conference on Information Literacy, ECIL 2017, held in Saint Malo, France, in September 2017. The 84 revised papers included in this volume were carefully reviewed and selected from 358 submissions. The papers cover a wide range of topics in the field of information literacy and focus on information literacy in the workplace. They are organized in the following topical sections: workplace information literacy, employibility and career readiness; data literacy and research data management; media literacy; copyright literacy; transliteracy, reading literacy, digital literacy, financial literacy, search engine literacy, civic literacy; science literacy; health information literacy; information behavior; information literacy in higher education; information literacy in K-12; information literacy instruction; information literacy and libraries; and theoretical framework.

GET Ahead for Women in Enterprise - Susanne Bauer 2004
Aims to assist ILO partner organizations in promoting enterprise development among women in poverty who want to start or are already engaged in small-scale business. Contains training modules and exercises on entrepreneurship, the business environment, including marketing, production, services, finance, and support. Explains essential business and financial terms. Appends a Marketing Mix Board Game for the exploration of ideas and to increase participants? knowledge.

The SAGE Encyclopedia of Classroom Management - W. George Scarlett 2015-02-24
A teacher's ability to manage the classroom strongly influences the quality of teaching and learning that can be accomplished. Among the most pressing concerns for inexperienced teachers is classroom management, a concern of equal importance to the general public in light of behavior problems and breakdowns in discipline that grab newspaper headlines. But classroom management is not just about problems and what to do when things go wrong and chaos erupts. It's about how to run a classroom so as to elicit the best from even the most courteous group of students. An array of skills is needed to produce such a learning environment. The SAGE Encyclopedia of Classroom Management raises issues and introduces evidence-based, real-world strategies for creating and maintaining well-managed classrooms where learning thrives. Students studying to become teachers will need to develop their own classroom management strategies consistent with their own philosophies of teaching and learning. It is hoped that this work will help open their eyes to the range of issues and the array of skills they might integrate into their unique teaching styles. Key Features: 325 signed entries organized in A-to-Z fashion across two volumes Reader's Guide grouping related entries thematically References/Further Readings and Cross-References sections Chronology in the back matter Resource Guide in the appendix This encyclopedia is an excellent scholarly source for students who are pursuing a degree or position in the field of education. The SAGE Encyclopedia of Classroom Management is an ideal source for all academic and public libraries.

Entrepreneurship and the Industry Life Cycle - Serena Cubico 2018-06-27
Adopting evolutionary and behavioral approaches, this volume presents the latest research advances in knowledge competencies and human capital, as well as the changing structural dynamics, highlighting their links with entrepreneurial activities. It provides a set of international, benchmark case studies on initiatives (at the national, regional or individual level) geared towards entrepreneurship development. Focusing on diverse environments, systems and life cycle stages: young, established and transition industries and

markets; as well as regions, it offers a valuable guide for scholars and practitioners interested in the interaction of entrepreneurship, knowledge competencies, human resources management and innovation.

Youth Employment Programs in Ghana - Christabel Dadzie 2020-09-04
Unemployment and underemployment are global development challenges. The situation in Ghana is no different. In 2016, it was projected that, given the country's growing youth population, 300,000 new jobs would need to be created each year to absorb the increasing numbers of unemployed young people. Yet the employment structure of the Ghanaian economy has not changed much from several decades ago. Most jobs are low skill, requiring limited cognitive or technology know-how, reflected in low earnings and work of lower quality. An additional challenge for Ghana is the need to create access to an adequate number of high-quality, productive jobs. This report seeks to increase knowledge about Ghana's job landscape and youth employment programs to assist policy makers and key stakeholders in identifying ways to improve the effectiveness of these programs and strengthen coordination among major stakeholders. Focused, strategic, short- to medium-term and long-term responses are required to address current unemployment and underemployment challenges. Effective coordination and synergies among youth employment programs are needed to avoid duplication of effort while the country's economic structure transforms. Effective private sector participation in skills development and employment programs is recommended. The report posits interventions in five priority areas that are not new but could potentially make an impact through scaling up: (1) agriculture and agribusiness, (2) apprenticeship (skills training), (3) entrepreneurship, (4) high-yielding areas (renewable energy†"solar, construction, tourism, sports, and green jobs), and (5) preemployment support services. Finally, with the fast-changing nature of work due to technology and artificial intelligence, Ghana needs to develop an education and training system that is versatile and helps young people to adapt and thrive in the twenty-first century world of work.

Developing Minds - Arthur L. Costa 2001-01-01
A substantial update of the popular resource for the thinking skills movement offers new approaches to create schools and classrooms that truly challenge students to use their intelligence.

The Sales Bible - Jeffrey Gitomer 2003

Introduction to Information Technology - R. Kelly Rainer 2002-08-01
Introduction to Information Technology second edition is based on the fundamental premise that the major role of information technology (IT) is to support employees, regardless of their functional area (e.g. sales, marketing, accounting, HR) or level in the organization. The unique theme of "What's in IT for me/ IT's About Business" provides relevance for majors and non-majors. The text takes a hands-on approach with the popular Virtual Company, has strong coverage of e-commerce, an excellent variety and volume of examples, a strong website with real world applications and cases, and a presentation that makes the material accessible through an attractive design. The text shows IT through a global perspective and emphasizes the importance of making connections among individuals, groups and organizations. The text is ideal for undergraduate business majors with no prerequisite computer courses, and the new edition builds upon the advantages of the previous edition by further tying the text together with the online material.

Universities as Living Labs for Sustainable Development - Walter Leal Filho 2019-04-30
This book fills an important gap in the literature, and presents contributions from scientists and researchers working in the field of sustainable development who have engaged in dynamic approaches to implementing sustainability in higher education. It is widely known that universities are key players in terms of the implementation and further development of sustainability, with some having the potential of acting as "living labs" in this rapidly growing field. Yet there are virtually no publications that explore the living labs concept as it relates to sustainability, and in an integrated manner. The aims of this book, which is an outcome of the "4th World Symposium on Sustainable Development at Universities" (WSSD-U-2018), held in Malaysia in 2018, are as follows: i. to document the experiences of universities from all around the world in curriculum innovation, research, activities and practical projects as they relate to sustainable development at the university level; ii. to disseminate information, ideas and experiences acquired in the execution of projects, including successful initiatives and good practice; iii. to introduce and discuss methodological approaches and projects that seek to integrate the topic of sustainable development in the curricula of universities; and iv. to promote the scalability of existing and future models from universities as living labs for sustainable development. The papers are innovative, cross-cutting and many reflect practice-based experiences, some of which may be replicable elsewhere. Also, this book, prepared by the Inter-University Sustainable Development Research Programme (IUSDRP) and the World Sustainable Development Research and Transfer Centre (WSD-RTC), reinforces the role played by universities as living labs for sustainable development.

e-Learning, e-Education, and Online Training - Shuai Liu 2020-12-11
This 2-volume set constitutes the proceedings of the 6th International Conference on e-Learning, e-Education, and Online Training, eLEOT 2020, held in Changsha, China, in June 2020. The conference was held virtually due to the COVID-19 pandemic. The 68 full papers presented were carefully reviewed and selected from 141 submissions. They focus on most recent and innovative trends and new technologies in for educational modernization, such as artificial intelligence and big data. The theme of eLEOT 2020 was "Education with New Generation Information Technology".

ParaPro Assessment Preparation (2019-2020) - 2019

The Draft Civil Code of the People's Republic of China - Huixing Liang 2010
This book is an English translation of the Draft Chinese Civil Code prepared by the Legislative Group of the Chinese Academy of Social Sciences headed by Prof. Liang Huixing, which is officially mandated by the Legislative Committee of the National People s Congress of the People s Republic of China."

The Entrepreneurial Mind - Jeffry A. Timmons 1989
THE ENTREPRENEURIAL MIND, Jeffry A. Timmons, Harvard Business School "A well-written & practical book designed to aid persons contemplating an entrepreneurial venture. Timmons, a specialist in entrepreneurship, has done an excellent job covering the field. Starting with a broad overview of what entrepreneurship is, he concludes with an assessment aimed at summing up the strengths & weaknesses of a new enterprise in advance. In between, he provides sound advice on necessary managerial skills; how to form, build, & reward a new venture team; planning & goal-setting; & the pros & cons of family businesses. Particular attention is also given to the need for ethical standards. Recommended." -- Library Journal. "A close look at the psychology of the entrepreneur & how that type of personality reacts with people & the world at large. Timmons does a good job of exploding myths & misconceptions, offering a wealth of insight into success, failure, & the hard work it takes to succeed in starting up a business or taking over the reins of an established or family-owned enterprise. The pitfalls of entrepreneurial life are analyzed, but more importantly, the positive attributes of the entrepreneur are emphasized. Numerous real-life case studies supplement the coverage." -- Booklist.

Technology, Innovation and Creativity in Digital Society - Daria Bylieva 2021-10-25
This book requires an interdisciplinary understanding of creativity, ideal for the formation of a digital public culture. Educating students, young professionals and future engineers is to develop their capacity for creativity. Can creativity be learned? With this question, the relations of technology and art appear in a new light. Especially the notion of "progress" takes on a new meaning and must be distinguished from innovation. The discussion of particular educational approaches, the exploration of digital technologies and the presentation of best practice examples conclude the book. University teachers show how the teaching of creativity reinforces the teaching of other subjects, especially foreign languages.

Entrepreneurship in Farming - David Kahan 2013
The purpose of this guide is to provide a better understanding of the concept and practice of entrepreneurship. This guide has been prepared for people who want to start a farm business for the first time and for farmers that want to make changes to their farming systems by introducing high value enterprises directed to the market. This guide can also help extension workers be better able to help farmers develop the skills and spirit of an entrepreneur. Is it part of a series of booklets on farm business management designated to help extension workers support farmers.

The Entrepreneurs - Richard Bruce 1976

The Power of Passive Income - Nightingale-Conant 2019-02-19

CREATE A LONG-TERM, NO-FUSS, WEALTH-BUILDING PLAN THAT WILL GET YOU OUT OF AN OFFICE CUBICLE FOR GOOD Entrepreneur Media has teamed up with Nightingale-Conant, the world leader in self-development, to show you how to escape the 9-to-5 rat race, harness the power of passive income, and earn a steady stream of cash while living your best life. Whether you want to escape your corporate life and start a side hustle, spend more time with your family while your real es-tate investment rakes in the cash, or build a financial nest egg for the future with a passive investment stream, The Power of Passive Income will get you started on your journey. You will learn how to: Assess your personal skills, resources, and lifestyle Identify passive income and time-for-money models Get out of your debt hole and into your nest egg Manage your income and expectations for success Generate a six-figure income with the right strategy for your goals Redefine wealth based on what matters to you Free yourself from the need to work for someone else—and make yourself rich instead. Maximize your income, minimize your stress level, and get the absolute most from every moment with The Power of Passive Income.

Prediction of Employment Status Choice Intentions - Lars Kolvereid 1996

40 Alternatives to College - James Altucher 2012-09-16
Don't want to go to college? Don't want crushing student loan debt? Afraid you won't be able to get a job otherwise? 40 Alternatives to College will save you money, geet you greater experience than college would have, give you adventures along the way that you will remember forever, and grant you the satisfaction of having chosen the life you want to lead.

Critical, Transdisciplinary and Embodied Approaches in STEM Education - Pratim Sengupta 2019-12-16
Over the past decade, integrated STEM education research has emerged as an international concern, creating around it an imperative for technological and disciplinary innovation and a global resurgence of interest in teaching and learning to code at the K-16 levels. At the same time, issues of democratization, equity, power and access, including recent decolonizing efforts in public education, are also beginning to be acknowledged as legitimate issues in STEM education. Taking a reflexive approach to the intersection of these concerns, this book presents a collection of papers making new theoretical advances addressing two broad themes: Transdisciplinary Approaches in STEM Education and Bodies, Hegemony and Decolonization in STEM Education. Within each theme, praxis is of central concern including analyses of teaching and learning that re-imagines disciplinary boundaries and domains, the relationship between Art and STEM, and the design of learning technologies, spaces and environments. In addition to graduate research seminars at the Masters and PhD levels in Learning Sciences, Science Education, Educational Technology and STEM education, this book could also serve as a textbook for graduate and pre-service teacher education courses.

Understanding Education for the Visually Impaired - Ronél Ferreira 2020-12-31
The contribution that this book makes to scholarship is regarded as ground-breaking, as it is based on recent research conducted with teachers on the ground-level, as well as on research and experiences of practitioners, gained over many years. In this volume, Understanding education for the visually impaired, the focus falls on understanding visual impairment within the South African context, more specifically on what the education of these learners entails. In addition to the contribution to existing literature in the fields of inclusive education and visual impairment, the publication has practical application value for teachers and practitioners who work with and support such learners.

Do More Faster - Brad Feld 2010-10-01
Practical advice from some of today's top early stage investors and entrepreneurs TechStars is a mentorship-driven startup accelerator with operations in three U.S. cities. Once a year in each city, it funds about ten Internet startups with a small amount of capital and surrounds them with around fifty top Internet entrepreneurs and investors. Historically, about seventy-five percent of the companies that go through TechStars raise a meaningful amount of angel or venture capital. Do More Faster: TechStars Lessons to Accelerate Your Startup is a collection of advice that comes from individuals who have passed through, or are part of, this proven program. Each vignette is an exploration of information often heard during the TechStars program and provides practical insights into early stage entrepreneurship. Contains seven sections, each focusing on a major theme within the TechStars program, including idea and vision, fundraising, legal and structure, and work/life balance Created by two highly regarded experts in the world of early stage investing Essays in each section come from the experienced author team as well as TechStar mentors, entrepreneurs, and founders of companies While you'll ultimately have to make your own decisions about what's right for your business, Do More Faster: TechStars Lessons to Accelerate Your Startup can get your entrepreneurial endeavor headed in the right direction.

Real Leaders Don't Follow - Steve Tobak 2015-10-19
Leaders Lead. Followers Follow. You Can't Do Both. Acknowledging the great irony that most of today's inspiring entrepreneurs are following the crowd instead of doing what innovative leaders like Richard Branson, Mark Zuckerberg, and Elon Musk did to become successful, Silicon Valley management consultant Steve Tobak delivers some truth: Nobody ever made it big by doing what everyone else is doing. Drawing upon decades of personal experience with hundreds of accomplished entrepreneurs, CEOs, and venture capitalists, Tobak provides a unique perspective on today's technology revolution, exposes popular myths that masquerade as common wisdom and shows you what it takes to become a successful entrepreneur and an exceptional business leaders in today's highly competitive world.

Entrepreneurial You - Dorie Clark 2017-10-03
What does it take to create the career you want? It's no secret that the world of work has changed, and we're shifting toward an ever more entrepreneurial, self-reliant, work-from-wherever-you-are economy. That can be a liberating force, and many professionals dream of becoming independent, whether by starting their own businesses, becoming consultants or freelancers, or developing a sideline. But there's a major obstacle professionals face when they contemplate taking the leap: how to actually make money doing what they love. You may have incredible talent and novel ideas, but figuring out how to get started, building your reputation in a new realm, developing multiple revenue streams, and bringing in a steady flow of new clients can be a daunting prospect. Dorie Clark, a successful entrepreneur and author, has done it all. And in Entrepreneurial You she provides a blueprint for professional independence, with insights and advice on building your brand, monetizing your expertise, and extending your reach and impact online. In short, engaging chapters she outlines the necessary elements and concrete tactics for entrepreneurial success. She shares the stories of entrepreneurs of all kinds--from consultants and coaches to podcasters, bloggers, and online marketers--who have generated six- and seven-figure incomes. This book will be your hands-on guide to building a portfolio of revenue streams, both traditional and online, so that you can liberate yourself financially and shape your own career destiny.

Digital Transformation and Public Services (Open Access) - Anthony Larsson 2019-10-08
Through a series of studies, the overarching aim of this book is to investigate if and how the digitalization/digital transformation process affects various welfare services provided by the public sector, and the ensuing implications thereof. Ultimately, this book seeks to understand if it is conceivable for digital advancement to result in the creation of private/non-governmental alternatives to welfare services, possibly in a manner that transcends national boundaries. This study also investigates the possible ramifications of technological development for the public sector and the Western welfare society at large. This book takes its point of departure from the 2016 Organization for Economic Co-operation and Development (OECD) report that targets specific public service areas in which government needs to adopt new strategies not to fall behind. Specifically, this report emphasizes the focus on digitalization of health care/social care, education, and protection services, including the use of assistive technologies referred to as "digital welfare." Hence, this book explores the factors potentially leading to whether state actors could be overrun by other non-governmental actors, disrupting the current status quo of welfare services. The book seeks to provide an innovative, enriching, and controversial take on society at large and how various aspects of the public sector can be, and are, affected by the ongoing digitalization process in a way that is not covered by extant literature on the market. This book takes its point of departure in Sweden given the fact that Sweden is one of the most digitalized countries in Europe, according to the Digital Economy and Society Index (DESI), making it a pertinent research case. However, as digitalization transcends national borders, large parts of the subject matter take on an international angle. This includes cases from several other countries around Europe as well as the United States.

Digital Entrepreneurship - Mariusz Soltanifar 2020-11-13
This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. "Digitalization mirrors the Industrial Revolution's impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work." Gina O'Connor, Professor of Innovation Management at Babson College, USA "This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique "must-read" book because it goes beyond theory and provides practical examples." Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures." Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany

PC Repair Bench Book - Ron Gilster 2003-03-21
Your one-stop guide to Understanding and repairing motherboards, processors, chipsets, BIOS, and system resources Updating and optimizing memory and aging systems Diagnosing common PC problems and performing routine maintenance Installing and configuring system upgrades Working safely with the electrical components of a PC Troubleshooting peripherals, storage systems and devices, sight and sound systems, and more Here's everything you need to know to fix or maintain a PC–and nothing you don't If you're a PC technician, time is money. Bestselling author Ron Gilster trimmed every scrap of fat from this indispensable reference guide, packing it with clear, concise information that helps you do your job. Organized by hardware or component groups–motherboards, storage devices, printers, communications and networking, operating system software, and so on–it's liberally illustrated for faster comprehension. This is the one book you can't afford not to have on your repair bench.

Entrepreneurs Are Made Not Born - Lloyd Shefsky 2011-06-17
Top praise for this unique inside look at the winning secrets of successful entrepreneurship: A great reference guide that I wish had been available when I started my business back in 1951!--Lillian Vernon, Founder and Chief Executive Officer Lillian Vernon Corporation. What a boost to the entrepreneurial spirit! After reading Entrepreneurs Are made Not Born, those who have hesitated will be inspired to make their dream a reality.--Jay Pritzker, Hyatt Hotels. Excellent book--a must read.--Peter J. Shea, CEO, Entrepreneur Magazine. Shefsky really understands entrepreneurs--Must reading for anyone who wants to be an entrepreneur, and especially for those who finance, work with, or study entrepreneurs.--Don Jacobs, Dean, Kellogg School of Management, Northwestern University.

Bible: Good News Bible - 2005
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