

scientist, to provide a new framework for understanding the world's challenges and the choices societies must make to address them. Central to Dr. Ghosh's roadmap for positive change is a more inclusive form of governance, a collaborative model of long-term investment between public and private capital, and the empowerment of local communities to unleash their innovative and entrepreneurial energy.

The figure of the entrepreneur has become a relevant factor that explains the process of growth and economic development. Rising unemployment rates have generated among institutional and private agents, a significant interest in promoting entrepreneurship as a formula to eradicate this social scourge of unemployment. Active policies that favor business culture and initiative are being promoted in all areas. In the university world, academic research has multiplied the work on entrepreneurship, a term that includes a triple meaning: the figure of the entrepreneur, the business function and the creation of companies. This versatile meaning must be based on a consistent theory about the company and the entrepreneur. This book presents specific cases of companies and entrepreneurs that have had their role throughout the history of Spain. The intention is to show the techniques and learning acquired by those agents, which have allowed a considerable advance in the knowledge of the structure and business development. This book brings together the research carried out by its authors with primary sources and makes it accessible to a wide audience—Spanish and Latin American—and will be of value to researchers, academics, and students with an interest in Spanish entrepreneurship, business, and management history.

Handbook of Behavioral Economics - Foundations and Applications 2Elsevier

In the world of creating new ventures with the single goal of achieving financial profitability, it is well known that nine of ten startups are likely to fail. For new social ventures that have the twin goals of financial profitability and social inclusiveness, the chances of failures are even higher. This book provides insight into the common struggles of social activists and the strategic responses necessary to not only overcome their organizational issues but also address the world's pressing social challenges. The book not only traces the journey of the social activists in growing their social ventures to flesh out real-life issues but also introduces the latest management thinking on social innovation in daily business decision. This book makes a useful contribution in furthering the concepts of social innovation and entrepreneurship and inspiring more change agents to create and implement effective, scalable and sustainable solutions to address social issues and meet the needs of the disadvantaged groups in the society. SPORTS AND ENTERTAINMENT MARKETING, 5E expertly introduces industry skills from market planning to promotions and selling with popular sports and entertainment industry examples as the foundation for learning marketing concepts. Crucial topics like the channels of distribution, global issues, customer service and economic principles make direct connections to real-life businesses, famous athletes, and celebrities. Students work in teams to build out an expansive marketing portfolio as they apply marketing functions to real-world scenarios and strategies from awards show nominations, to analyzing super bowl ads, to planning successful product endorsements. Chapter content, features, and critical-thinking activities lead students to analyze the merits of marketing roles from influencers to third party social media companies as well as emerging strategies in social networking, data collection, fan engagement and promotions. Features throughout the textbook encourage students to

research, solve problems related to exciting industries, and present their findings via group projects and preparation for BPA, DECA, and FBLA competitive events. This edition has been updated to NBEA standards, the Precision Exams Sports and Entertainment Marketing industry certification, and current CTSO performance indicators. MindTap for Sports and Entertainment Marketing, 5th edition is the online learning solution for career and technical education courses that helps teachers engage and transform today's students into critical thinkers. Real-time course analytics and an interactive eBook, MindTap helps teachers organize and engage students. Whether you teach this course in the classroom, or in hybrid and distance learning models. MindTap for this title includes current news articles delivered by RSS feeds, digital portfolio instructions, and data analytics as well as study tools like flashcards & practice quizzes. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Contains analyses that are designed to highlight specified subject areas of the r provide other significant presentations of budget data that place the budget in perspective. This volume includes the following information for the FY 2018 Federal Budget. Fiscal Year 2018 runs from October 1, 2017, through September 30, 2018: economic and accounting analyses; information on Federal receipts and collections; analyses of Federal spending; information on Federal borrowing and debt; baseline or current service estimates; other technical presentations; Click here: <https://bookstore.gpo.gov/catalog/budget-economy/federal-budgets-year/fiscal-year-2018-budget> to find the entire Fiscal Year 2018 U.S. Federal Budget collection

"I thoroughly enjoyed reading this book as it has taken me on a journey through time, across the globe and through multiple disciplines. Indeed, we need to be thinking about these concepts and applying them every day to do our jobs better." Farah Magrabi, Macquarie University, Australia "The reader will find intriguing not only the title but also the content of the book. I'm also pleased that public health, and even more specifically epidemiology has an important place in this ambitious discussion." Elena Andresen, Oregon Health & Science University, USA "This book is very well written and addresses an important topic. It presents many reasons why basic scientists/researchers should establish collaborations and access information outside traditional means and not limit thinking but rather expand such and perhaps develop more innovative and translational research ventures that will advance science and not move it laterally." Gerald Pepe, Eastern Virginia Medical School, USA "This book gathers logically and presents interestingly (with many examples) the qualities and attitudes a researcher must possess in order to become successful. On the long run, the deep and carefully reexamined research will be the one that lasts." Zoltán Néda, Babeş-Bolyai University, Romania "I really liked the five pillars delineating the components of humanism in research. This book has made a major contribution to the research ethics literature." David Fleming, University of Missouri, USA A comprehensive review of the research phase of life sciences from design to discovery with suggestions to improve innovation This vital resource explores the creative processes leading to biomedical innovation, identifies the obstacles and best

practices of innovative laboratories, and supports the production of effective science. Innovative Research in Life Sciences draws on lessons from 400 award-winning scientists and research from leading universities. The book explores the innovative process in life sciences and puts the focus on how great ideas are born and become landmark scientific discoveries. The text provides a unique resource for developing professional competencies and applied skills of life sciences researchers. The book examines what happens before the scientific paper is submitted for publication or the innovation becomes legally protected. This phase is the most neglected but most exciting in the process of scientific creativity and innovation. The author identifies twelve competencies of innovative biomedical researchers that described and analyzed. This important resource: Highlights the research phase from design to discovery that precedes innovation disclosure Offers a step by step explanation of how to improve innovation Offers solutions for improving research and innovation productivity in the life sciences Contains a variety of statistical databases and a vast number of stories about individual discoveries Includes a process of published studies and national statistics of biomedical research and reviews the performance of research labs and academic institutions Written for academics and researchers in biomedicine, pharmaceutical science, life sciences, drug discovery, pharmacology, Innovative Research in Life Sciences offers a guide to the creative processes leading to biomedical innovation and identifies the best practices of innovative scientists and laboratories.

The availability of very large data sets and the increase in computing power to process them has led to a renewed intensity in corporate and governmental use of Artificial Intelligence (AI) technologies. This groundbreaking book, the first devoted entirely to the growing presence of AI in the legal profession, responds to the necessity of building up a discipline that due to its novelty requires the pooling of knowledge and experiences of well-respected experts in the AI field, taking into account the impact of AI on the law and legal practice. Essays by internationally known expert authors introduce the essentials of AI in a straightforward and intelligible style, offering jurists as many practical examples and business cases as possible so that they are able to understand the real application of this technology and its impact on their jobs and lives. Elements of the analysis include the following: crucial terms: natural language processing, machine learning and deep learning; regulations in force in major jurisdictions; ethical and social issues; labour and employment issues, including the impact that robots have on employment; prediction of outcome in the legal field (judicial proceedings, patent granting, etc.); massive analysis of documents and identification of patterns from which to derive conclusions; AI and taxation; issues of competition and intellectual property; liability and responsibility of intelligent systems; AI and cybersecurity; AI and data protection; impact on state tax revenues; use of autonomous killer robots in the military; challenges related to privacy; the need to embrace transparency and sustainability; pressure brought

by clients on prices; minority languages and AI; danger that the existing gap between large and small businesses will further increase; how to avoid algorithmic biases when AI decides; AI application to due diligence; AI and non-disclosure agreements; and the role of chatbots. Interviews with pioneers in the field are included, so readers get insights into the issues that people are dealing with in day-to-day actualities. Whether conceiving AI as a transformative technology of the labour market and training or an economic and business sector in need of legal advice, this introduction to AI will help practitioners in tax law, labour law, competition law and intellectual property law understand what AI is, what it serves, what is the state of the art and the potential of this technology, how they can benefit from its advantages and what are the risks it presents. As the global economy continues to suffer the repercussions of a framework that was previously fundamentally self-regulatory, policymakers will recognize the urgent need to formulate rules to properly manage the future of AI.

Successful businesses recognize that the development of strong customer relationships through quality service (and services) as well as implementing service strategies for competitive advantage are key to their success. In its fourth European edition, *Services Marketing: Integrating Customer Focus across the Firm* provides full coverage of the foundations of services marketing, placing the distinctive Gaps model at the center of this approach. The new edition draws on the most recent research, and using up-to-date and topical examples, the book focuses on the development of customer relationships through service, outlining the core concepts and theories in services marketing today. New and updated material in this new edition includes:

- New content related to human resource strategies, including coverage of the role of robots and chatbots for delivering customer-focused services.
- New coverage on listening to customers through research, big data, netnography and monitoring user-generated content.
- Increased technology, social media and digital coverage throughout the text, including the delivery of services using mobile and digital platforms, as well as through the Internet of Things.
- Brand new examples and case studies added from global and innovative companies including Turkish Airlines, Volvo, EasyJet and McDonalds.

Available with McGraw-Hill's Connect®, the well-established online learning platform, which features our award-winning adaptive reading experience as well as resources to help faculty and institutions improve student outcomes and course delivery efficiency.

Discover Seoul with the most incisive and entertaining guidebook on the market. Whether you plan to check out the changing of the guard at Gyeongbokgung, indulge in mouthwatering seafood at Noryangjin Fish Market or head farther out to discover the DMZ, *The Rough Guide to Seoul* will show you the ideal places to sleep, eat, drink, shop and visit along the way. -Independent, trusted reviews written with Rough Guides' trademark blend of humour, honesty and insight, to help you get the most out of your visit, with options to suit every budget. - Full-colour chapter maps throughout - to find your way between Seoul's astonishing

array of art galleries and bustling food markets without needing to get online. - Stunning images a rich collection of inspiring colour photography. - Things not to miss - Rough Guides' rundown of the best sights and experiences in Seoul. - Detailed coverage - this travel guide has in-depth practical advice for every step of the way. Areas covered include: Insadong, Seochon, Myeongdong, Samcheongdong, Namsangol, Yangsu-ri, Bukchon Hanok Village, The DMZ, Ganghwado, Chungmuro, Itaewon. Attractions include: Bukhansan National Park, Gyeongbokgung, Changdeokgung, Noryangjin Fish Market, Samneung Park, Gwangjang Market, Jjimjilbang, Seoul Museum of History, Deoksugung, Dongdaemun Basics - essential pre-departure practical information including getting there, local transport, media, festivals, culture and more. Background information - a Contexts chapter devoted to history, religion, film and books, as well as a helpful language section and glossary. About Rough Guides : Escape the everyday with Rough Guides. We are a leading travel publisher known for our "tell it like it is" attitude, up-to-date content and great writing. Since 1982, we've published books covering more than 120 destinations around the globe, with an ever-growing series of ebooks, a range of beautiful, inspirational reference titles, and an award-winning website. We pride ourselves on our accurate, honest and informed travel guides.

This publication has been designed to assist member States in integrating transport, health, quality of life and environmental objectives into urban and spatial planning policies. It provides many references to case studies, good practices and examples from cities across the Euro-Asian region (and beyond) covering a wide array of thematic areas, including: the future of sustainable urban mobility; spatial planning in function of sustainable urban mobility and accessibility; public transport planning as a cornerstone of sustainable urban mobility; active mobility and how it promotes health and the environment; and the potential of Intelligent Transport Systems in an urban context. The publication puts forward a methodology for sustainable urban transport planning and introduces a concise set of key messages and recommendations as an input to the Fifth High-level Meeting on Transport, Health and Environment which takes place in Vienna from 26-27 November 2020.

The Political Handbook of the World provides timely, thorough, and accurate political information, with more in-depth coverage of current political controversies than any other reference guide. The updated 2018-2019 edition will continue to be the most authoritative source for finding complete facts and analysis on each country's governmental and political makeup. Compiling in one place more than 200 entries on countries and territories throughout the world, this volume is renowned for its extensive coverage of all major and minor political parties and groups in each political system. It also provides names of key ambassadors and international memberships of each country, plus detailed profiles of more than 30 intergovernmental organizations and UN agencies. This comprehensive update will include coverage of current events, issues, crises,

and controversies from the course of the last two years, including: Elections across Europe Referendum in Ireland Rohingya genocide in Myanmar The Venezuelan dictatorship The renaming of Swaziland to eSwatini Qatar diplomacy changes Historic meeting between the United States and North Korea Establishment of a new governing coalition in Liberia

With a strong focus on problem solving and community-police partnerships, Miller, Hess, and Orthmann's comprehensive text provides a practical, up-to-date guide to effective community policing. After introducing the history and philosophy of the movement that has profoundly shaped modern police operations, the authors emphasize practical strategies and essential skills to help readers apply effective, real-world problem solving within their communities. In light of high-profile deadly force incidents that have strained the relationships between the community and the police, this edition taps into the recommendations in the Final Report of the President's Task Force on 21st Century Policing and its call for a renewed emphasis on community policing to strengthen public trust and build police legitimacy. And the MindTap that accompanies the text helps students master techniques and key concepts while engaging them with career-based decision-making scenarios, visual summaries, and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This book explores the development of nanopesticides and tests of their biological activity against target organisms. It also covers the effects of nanopesticides in the aquatic and terrestrial environments, along with related subjects including fate, behaviour, mechanisms of action and toxicity. Moreover, the book discusses the potential risks of nanopesticides for non-target organisms, as well as regulatory issues and future perspectives.

Sport Marketing, Fourth Edition With Web Study Guide, has been streamlined and updated to keep pace with the latest information and issues in the competitive world of sport marketing. This text maintains its position as the best-selling and original text in the field, continuing to direct students to a better understanding of the theoretical backbone that makes sport marketing such a unique and vibrant subject to study. Using the new full-color format and companion web study guide, students will stay engaged as they explore how fans, players, coaches, the media, and companies interact to drive the sport industry. Heavily updated with more contributions from industry professionals and emphasis on social media platforms that have revolutionized the field in recent years, this edition contains practical material that prepares students for careers in sport marketing. It also includes these updates:

- A web study guide featuring exclusive video interviews with industry professionals and accompanying activities that tie core concepts and strategies from the book into applied situations
- Instructor ancillaries enhanced by gradable chapter quizzes that can be used with learning management systems
- An attractive and engaging full-color interior
- Chapter objectives, opening scenarios, engaging sidebars, and

photos throughout the text that guide students in grasping important concepts •Wrap-Up, Activities, and Your Marketing Plan sections at the end of each chapter that offer opportunities for self-assessment and review The highly respected authors have long been recognized for their ability to define this exciting field, combining academic study and current research with industry experience for an unmatched learning experience for students preparing to enter the working world. The content in this fourth edition of Sport Marketing has been reorganized to make it easier to use in the classroom. Chapters 1 through 3 provide an overview of the field of sport marketing as an area of study and profession. Chapters 4 and 5 teach students how to research and study the behaviors of sport consumers, including an overview of marketing segmentation. Chapters 6 through 13 provide extensive information on the nuts and bolts of the field, including the five Ps of sport marketing and special sections on branding, sales and service, engagement and activation, community relations, and social media. The final chapters explore legal issues, integration, and the future of sport marketing. Instructors may also take advantage of the student web study guide and complete package of ancillaries to enhance learning and presentation of core concepts. All materials, including the web study guide, instructor guide, test package, presentation package plus image bank, and LMS-compatible chapter quizzes, are available online. The world of sport marketing continues to evolve. Sport Marketing, Fourth Edition With Web Study Guide, offers students a complete view of the expansive field of sport, providing an understanding of the foundations of sport marketing and how to enhance the sport experience.

p.p1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 10.0px Arial} The right of copyright owners to make their content available to the public is crucial in an environment driven by access. The Making Available Right provides in-depth analysis of this exclusive right and offers insights on how we can approach the right in a more transparent and principled manner. This thought-provoking book brings together detailed analysis of the law and a broader consideration of copyright's fundamental aims, and will be of interest to judges, practitioners and scholars concerned about how copyright deals with access going forward.

In the race to compete in today's fast-moving markets, large enterprises are busy adopting new technologies for creating new products, processes, and business models. But one obstacle on the road to digital transformation is placing too much emphasis on technology, and not enough on the types of processes technology enables. What if different lines of business could build their own services and applications—and decision-making was distributed rather than centralized? This report explores the concept of a digital business platform as a way of empowering individual business sectors to act on data in real time. Much innovation in a digital enterprise will increasingly happen at the edge, whether it involves business users (from marketers to data scientists) or IoT devices. To facilitate the process, your core IT team can provide these sectors with the digital tools they need to innovate quickly. This report explores: Key cultural and

organizational changes for developing business capabilities through cross-functional product teams A platform for integrating applications, data sources, business partners, clients, mobile apps, social networks, and IoT devices Creating internal API programs for building innovative edge services in low-code or no-code environments Tools including Integration Platform as a Service, Application Platform as a Service, and Integration Software as a Service The challenge of integrating microservices and serverless architectures Event-driven architectures for processing and reacting to events in real time You'll also learn about a complete pervasive integration solution as a core component of a digital business platform to serve every audience in your organization.

The world's most popular sport, soccer, has long been celebrated as “the beautiful game” for its artistry and aesthetic appeal. *Picturing the Beautiful Game: A History of Soccer in Visual Culture and Art* is the first collection to examine the rich visual culture of soccer, including the fine arts, design, and mass media. Covering a range of topics related to the game's imagery, this volume investigates the ways soccer has been promoted, commemorated, and contested in visual terms. Throughout various mediums and formats-including illustrated newspapers, modern posters, and contemporary artworks-soccer has come to represent issues relating to identity, politics, and globalization. As the contributors to this collection suggest, these representations of the game reflect society and soccer's place in our collective imagination. Perspectives from a range of fields including art history, sociology, sport history, and media studies enrich the volume, affording a multifaceted visual history of the beautiful game. The fields of computer vision and image processing are constantly evolving as new research and applications in these areas emerge. Staying abreast of the most up-to-date developments in this field is necessary in order to promote further research and apply these developments in real-world settings. *Computer Vision: Concepts, Methodologies, Tools, and Applications* is an innovative reference source for the latest academic material on development of computers for gaining understanding about videos and digital images. Highlighting a range of topics, such as computational models, machine learning, and image processing, this multi-volume book is ideally designed for academicians, technology professionals, students, and researchers interested in uncovering the latest innovations in the field.

The consequences of twenty-first-century sea level rise on the United States and its nearly 90,000 miles of shoreline will be immense: Miami and New Orleans will disappear; many nuclear and other power plants, hundreds of wastewater plants and toxic waste sites, and oil production facilities will be at risk; port infrastructures will need to be raised; and over ten million Americans fleeing rising seas will become climate refugees. In *Sea Level Rise* Orrin H. Pilkey and Keith C. Pilkey argue that the only feasible response along much of the U.S. shoreline is an immediate and managed retreat. Among many topics, they examine sea level rise's effects on coastal ecosystems, health, and native

Alaskan coastal communities. They also provide guidelines for those living on the coasts or planning on moving to or away from them, as well as the steps local governments should take to prepare for this unstoppable, impending catastrophe. "The Gathering of the Nations" by Anonymous. Published by Good Press. Good Press publishes a wide range of titles that encompasses every genre. From well-known classics & literary fiction and non-fiction to forgotten?or yet undiscovered gems?of world literature, we issue the books that need to be read. Each Good Press edition has been meticulously edited and formatted to boost readability for all e-readers and devices. Our goal is to produce eBooks that are user-friendly and accessible to everyone in a high-quality digital format.

Handbook of Behavioral Economics, Volume 2, Foundations and Applications offers critical perspectives on theoretical work within behavioral economics, delivering a comprehensive, critical, up-to-date, and accessible review of the field that has always been missing. This literature summary of the conceptual foundations underlying behavioral economics is written by, and for, economists, with chapters covering Intertemporal choice, Reference-dependent preferences, Beliefs, Cognition, Social preferences, Behavioral game theory, Welfare, and Neuroeconomics. Helps academic and non-academic economists understand recent rapid changes in theoretical advances within behavioral economics Designed for economists already convinced of the benefits of behavioral economics and mainstream economists who feel threatened by new developments in behavioral economics Written for those who wish to become quickly acquainted with behavioral economics

To feed a world population that will exceed 9 billion by 2050 requires an estimated 60% increase over current primary agricultural productivity. Closing the common and often large gap between actual and attainable crop yield is critical to achieve this goal. To close yield gaps in both small and large scale cropping systems worldwide we need (1) definitions and techniques to measure and model yield at different levels (actual, attainable, potential) and different scales in space (field, farm, region, global) and time (short and long term); (2) identification of the causes of gaps between yield levels; (3) management options to reduce the gaps where feasible and (4) policies to favour adoption of sustainable gap-closing solutions. The aim of this publication is to critically review the methods for yield gap analysis, hence addressing primarily the first of these four requirements, reporting a wide-ranging and well-referenced analysis of literature on current methods to assess productivity of crops and cropping systems.

Interpreters play a crucial, yet often underestimated role in asylum interviews. They mediate between the asylum-seeker and the interviewer, who would not be able to communicate without the help of the interpreter. As it is often not possible for applicants to provide written evidence to substantiate their claims, their oral accounts of what has happened to them are usually the sole basis for an official's decision and ultimately a pivotal point in the applicant's life. Given the significant consequences of such decisions during the asylum procedure, interpreters carry a great deal of responsibility both in terms of their professional behaviour and with regard to the quality of interpretation. This handbook responds to the need for qualified interpreters in asylum procedures by offering a theoretical insight into a variety of topics relevant to interpreters in the asylum context, as well as activities and exercises enabling experiential and interactive learning. It is aimed both at interpreters in asylum

procedures who have no formal training and trained interpreters who wish to specialise in the field. In addition, the handbook is intended for facilitators and trainers to use in face-to-face training courses. The handbook is also relevant to asylum authorities and interviewers, providing them with insights into and guidance in working with interpreters. *Museums and the Ancient Middle East* is the first book to focus on contemporary exhibit practice in museums that present the ancient Middle East. Bringing together the latest thinking from a diverse and international group of leading curators, the book presents the views of those working in one particular community of practice: the art, archaeology, and history of the ancient Middle East. Drawing upon a remarkable group of case studies from many of the world's leading museums, including the British Museum, the Louvre, the Metropolitan Museum of Art, the Ashmolean Museum, and the Vorderasiatisches Museum in Berlin, this volume describes the tangible actions curators have taken to present a previously unseen side of the Middle East region and its history. Highlighting overlaps and distinctions between the practices of national, art, and university museums around the globe, the contributors to the volume are also able to offer a unique insight into the types of challenges and opportunities facing the twenty-first century curator. *Museums and the Ancient Middle East* should be of interest to academics and students engaged in the study of museums and heritage, archaeology, the ancient Near East, Middle Eastern studies, and ancient history. The unique insights provided by curators active in the field ensure that the book should also be of great interest to museum practitioners around the globe.

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