

A Playbook For Research Methods Integrating Conceptual

"Presents guidance for communicating the value of highway system maintenance and preservation. The report includes numerous examples and models that transportation agency staff members can use to present to agency leadership, elected officials, and the public to make the case for allocating budgetary and other resources to preserve and maintain the public's investment in highway infrastructure."--Publisher's description.

Designed for beginning MPA students and practitioners, this highly practical text focuses on the interpretation and use of research findings, not just number-crunching. It covers the entire research process, from initial questions to final report, in clear, jargon-free language, and includes numerous examples and exercises that provide opportunities for concrete applications of the concepts. This multidisciplinary book focuses on best practices in sustainability research in the Asia-Pacific Region. Drawing links between research, practice, education for sustainability and the needs of industry, it addresses the sustainable development goals (SDGs). The book also presents research undertaken by a wide range of universities on matters related to sustainable development, in order to promote research in this area across multiple disciplines. Four key themes are explored: (1) Education for Sustainability. (2) Sustainable Cities. (3) Sustainable Buildings. (4) Sustainable Infrastructure. This unique book documents and disseminates the wealth of know-how on sustainable development research in the Asia-Pacific Region today. It presents lessons learned and comparative case studies from various countries, including India, China, Indonesia, the Philippines, Bangladesh, New Zealand and Australia.

Understanding and Evaluating Research: A Critical Guide aims to sensitize students to the necessity of learning how not to defer to the mysterious authority of the experts, but rather to learn how to be a critical consumer of others' research, and to gain confidence in their ability to be producers of research. Sue McGregor shows students how to be research literate, and how to find, critique and apply other people's scholarship. This textbook is grounded in a solid understanding of the prevailing research methodologies for creating new knowledge (philosophical underpinnings), which in turn dictate problem posing, theory selection, and research methods (tasks for sampling, collecting and analyzing data, and reporting results).

This book addresses sample size and power in the context of research, offering valuable insights for graduate and doctoral students as well as researchers in any discipline where data is generated to investigate research questions. It explains how to enhance the authenticity of research by estimating the sample size and reporting the power of the tests used. Further, it discusses the issue of sample size determination in survey studies as well as in hypothesis testing experiments so that readers can grasp the concept of statistical errors, minimum

detectable difference, effect size, one-tail and two-tail tests and the power of the test. The book also highlights the importance of fixing these boundary conditions in enhancing the authenticity of research findings and improving the chances of research papers being accepted by respected journals. Further, it explores the significance of sample size by showing the power achieved in selected doctoral studies. Procedure has been discussed to fix power in the hypothesis testing experiment. One should usually have power at least 0.8 in the study because having power less than this will have the issue of practical significance of findings. If the power in any study is less than 0.5 then it would be better to test the hypothesis by tossing a coin instead of organizing the experiment. It also discusses determining sample size and power using the freeware G*Power software, based on twenty-one examples using different analyses, like t-test, parametric and non-parametric correlations, multivariate regression, logistic regression, independent and repeated measures ANOVA, mixed design, MANOVA and chi-square.

Why are surveys annoying, badly written, and provide ambiguous results? Because they ignore the 9 Principles of psychology! The Survey Playbook is a how-to guide for those who want to create a successful survey and an entertaining explanation of bad survey practices for those who fill out surveys. If you are responsible for creating surveys for customers, students, members, or employees, or you are simply interested in why surveys are so annoying and poorly-written, read on! The Survey Playbook answers these questions: How do we increase our response rates? Are we asking the "right" questions? Is our survey too long? What are the best incentives? Why are our survey results ambiguous? Why don't our customers provide useful comments? People have survey fatigue - what options do we have? This book is written for: Those who create surveys for customers, students, members, employees, alumni, or prospects Do-it-yourself'ers who use SurveyMonkey or other web-based survey tools Evaluation Committee members responsible for improving their course evaluation forms Tradeshow organizers who gather feedback from exhibitors and attendees College Administrators who interpret and act on faculty evaluation results Customer Retention Specialist or others dedicated to engaging and keeping customers Directors of Training responsible for instructor evaluations Marketing Researchers who have heard conflicting messages about the usefulness of surveys Those using web-based or paper-based surveys for accreditation and evaluation purposes Those who get annoyed when wasting their time filling out poorly constructed surveys WHAT THE EXPERTS SAY: "I teach research methods and applied measurement and have developed survey instruments for many organizations. I am impressed at the quality and accuracy of the advice and instruction given in The Survey Playbook. A similar course at my university would cost you \$900 and take 15 weeks to complete. I enthusiastically recommend this volume and plan to start using this book in my courses." - Jeffrey Nicholas, Ph.D. "There are ridiculously expensive workshops

that are far less informative and useful than this easy-to-read gem." - Stephen Schepman, MBA, Ph.D."

Written for communication students, *Quantitative Research in Communication* provides practical, user-friendly coverage of how to use statistics, how to interpret SPSS printouts, how to write results, and how to assess whether the assumptions of various procedures have been met. Providing a strong conceptual orientation to techniques and procedures that range from the "moderately basic" to "highly advanced," the book provides practical tips and suggestions for quantitative communication scholars of all experience levels. In addition to important foundational information, each chapter that covers a specific statistical procedure includes suggestions for interpreting, explaining, and presenting results; realistic examples of how the procedure can be used to answer substantive questions in communication; sample SPSS printouts; and a detailed summary of a published communication journal article using that procedure. Features

- Engaged Research application boxes stimulate thought and discussion, illustrating how particular research methods can be used to answer very practical, civic-minded questions.
- Realistic examples at the beginning of each chapter show how the chapter's procedure could be used to answer a substantive research question.
- Examples and application activities geared toward the emerging trend of service learning encourage students to do projects oriented toward their community or campus.
- Summaries of journal articles demonstrate how to write statistical results in APA style and illustrate how real researchers use statistical procedures in a wide variety of contexts, such as tsunami warnings, date requests, and anti-drug public service announcements.
- How to Decipher Figures show students how to "read" the statistical shorthand presented in the quantitative results of an article and also, by implication, show them how to write up results.

Quantitative Research in Communication is ideal for courses in Quantitative Methods in Communication, Statistical Methods in Communication, Advanced Research Methods (undergraduate), and Introduction to Research Methods (Graduate) in departments of communication, educational psychology, psychology, and mass communication.

This book examines the life and works of Jane Addams who was awarded the Nobel Peace Prize (1931). Addams led an international women's peace movement and is noted for spearheading a first-of-its-kind international conference of women at The Hague during World War I. She helped to found the Women's International League of Peace and Freedom. She was also a prophetic peace theorist whose ideas were dismissed by her contemporaries. Her critics conflated her activism and ideas with attempts to undermine the war effort. Perhaps more important, her credibility was challenged by sexist views characterizing her as a "silly" old woman. Her omission as a pioneering, feminist, peace theorist is a contemporary problem. This book recovers and reintegrates Addams and her concept of "positive peace," which has relevancy for UN peacekeeping operations and community policing. Addams began her public life

as a leader of the U.S. progressive era (1890 - 1920) social reform movement. She combined theory and action through her settlement work in the, often contentious, immigrant communities of Chicago. These experiences were the springboard for her innovative theories of democracy and peace, which she advanced through extensive public speaking engagements, 11 books and hundreds of articles. While this book focuses on Addams as peace theorist and activist it also shows how her eclectic interests and feminine standpoint led to pioneering efforts in American pragmatism, sociology, public administration and social work. Each field, which traces its origin to this period, is actively recovering Addams' contributions.

This edited book brings together a collection of research-based chapters that address a variety of topics related to the teaching of English in different contexts around the world. The chapters are informed by a critical approach to research, employing a variety of research methods to question and problematize taken-for-granted definitions and practices in areas such as classroom pedagogy, testing, curriculum, language policy, the position of English as a medium of instruction, educational management, teacher education, materials and evaluation. This book addresses a major gap in theoretical and research literature in the area of teaching English, and it will be of interest to trainee and practising teachers, research students and scholars of EFL and TESOL, and researchers in applied linguistics. Salah Troudi is Associate Professor in the Graduate School of Education at the University of Exeter, UK. He directs the doctorate programme in TESOL in Dubai, and is the International Development Coordinator. His teaching and research interests include language teacher education, critical issues in language education, language policy, curriculum development and evaluation, and classroom-based research.

These days, consumers have real power: they can research companies, compare ratings, and find alternatives with a simple tap. Focusing on customer needs isn't a nice-to-have, it's a strategic imperative. The Jobs To Be Done Playbook (JTBD) helps organizations turn market insight into action. This book shows you techniques to make offerings people want, as well as make people want your offering.

This book contains 11 papers from the 8th Workshop on Global Sourcing, held in Val d'Isère, France, during March 23–26, 2014, which were carefully reviewed and selected from 42 submissions. They are based on a vast empirical base brought together by leading researchers in information systems, strategic management, and operations. This volume is intended for students, academics, and practitioners interested in research results and experiences in outsourcing and offshoring of information technology and business processes. Topics discussed in this book combine theoretical and practical insights regarding challenges that industry leaders, policy makers, and professionals face; and they predominantly focus on how sourcing relationships are governed at the national, industry, and firm level. The contributions also examine current and future trends in outsourcing, paying particular attention to cloud services and their impact on the outsourcing sector.

Active blended learning (ABL) is a pedagogical approach that combines sensemaking activities with focused interactions in appropriate learning settings. ABL has become a great learning tool as it is easily accessible online, with digitally rich environments, close peer and tutor interactions, and accommodations per individual learner needs. It encompasses a variety of concepts, methods, and techniques, such as collaborative learning, experiential learning, problem-based learning, team-based learning, and flipped classrooms. ABL is a tool used by educators to develop learner autonomy, engaging students in knowledge construction, reflection, and critique. In the current educational climate, there is a strong case for the

implementation of ABL. *Cases on Active Blended Learning in Higher Education* explores strategies and methods to implement ABL in higher education. It will provide insights into teaching practice by describing the experiences and reflections of academics from around the world. The chapters analyze enablers, barriers to engagement, outcomes, implications, and recommendations to benefit from ABL in different contexts, as well as associated concepts and models. While highlighting topics such as personalized university courses, remote service learning, team-based learning, and universal design, this book is ideal for in-service and preservice teachers, administrators, instructional designers, teacher educators, practitioners, researchers, academicians, and students interested in pedagogical approaches aligned to ABL and how this works in higher education institutions.

Today, most large port hubs include the circular economy transformation challenge, together with smart digitalization and Internet of Things (IoT), in their strategic priorities. However, many ports do not seem to have progressed beyond incremental, small-scale sustainable innovations or the support of rather fragmented sustainability initiatives. The challenges are complex, since ports do not only have to reconsider their own core activities but also their role in the supply chain of shippers, to lift themselves out of the linear lock-in. Opportunities are also created, and port authorities and businesses need to embrace circular learning and turn these projects into sustainable business models. This strategic change or refocus requires new insights into innovative governance and business frameworks, the link between strategy and commercially viable business models, systems innovation, intensified stakeholder collaboration and co-creation, altered traffic segments and hinterland focus, amongst others. These Special Issue articles address current CE transition concerns salient to port strategists and managers, such as first strategic changes towards circular ports, building awareness on the importance of sustainability data and available space, and how port authorities can develop circular business models.

Florian Brauner addresses the risk reduction effects of security measures (SecMe) as well as economic and social effects using terrorist threats in public transportation as use case. SecMe increase the level of security but cause interferences and restrictions for customers (e.g. privacy). This study identifies the interferences and analyzes the acceptance with an empirical survey of customers. A composite indicator for the acceptance of different SecMe is developed and integrated into a risk management framework for multi-criteria decision analysis achieving the right balance of risk reduction, costs, and social acceptance.

Qualitative Research Methods for Community Development teaches the basic skills, tools, and methods of qualitative research with special attention to the needs of community practitioners. This book teaches students entering planning, community development, nonprofit management, social work, and similar applied fields the core skills necessary to conduct systematic research designed to empower communities and promote social change. Focusing on the basic elements of qualitative research, like field observation, interviewing, focus groups, and content analysis, *Qualitative Research Methods for Community Development* provides an overview of core methods and theoretical underpinnings of successful research. The book provides examples from past research used in transformative community projects across multiple disciplines. From housing, community organizing, neighborhood planning, and urban revitalization, this book gives students the skills they need to undertake their own projects, and provides professionals a valuable reference for their future research. The book serves as a primary text for courses in applied qualitative research, and as a reference book for professionals and community-based researchers. In addition to content detailing core methods used in qualitative research, it includes a chapter which provides guidance for the dissemination of qualitative results to a spectrum of audiences applying qualitative methods to action research and community empowerment.

A step-by-step approach to problem-solving techniques using SPSS® in the fields of sports

science and physical education Featuring a clear and accessible approach to the methods, processes, and statistical techniques used in sports science and physical education, *Sports Research with Analytical Solution using SPSS®* emphasizes how to conduct and interpret a range of statistical analysis using SPSS. The book also addresses issues faced by research scholars in these fields by providing analytical solutions to various research problems without reliance on mathematical rigor. Logically arranged to cover both fundamental and advanced concepts, the book presents standard univariate and complex multivariate statistical techniques used in sports research such as multiple regression analysis, discriminant analysis, cluster analysis, and factor analysis. The author focuses on the treatment of various parametric and nonparametric statistical tests, which are shown through the techniques and interpretations of the SPSS outputs that are generated for each analysis. *Sports Research with Analytical Solution using SPSS®* also features: Numerous examples and case studies to provide readers with practical applications of the analytical concepts and techniques Plentiful screen shots throughout to help demonstrate the implementation of SPSS outputs Illustrative studies with simulated realistic data to clarify the analytical techniques covered End-of-chapter short answer questions, multiple choice questions, assignments, and practice exercises to help build a better understanding of the presented concepts A companion website with associated SPSS data files and PowerPoint® presentations for each chapter *Sports Research with Analytical Solution using SPSS®* is an excellent textbook for upper-undergraduate, graduate, and PhD-level courses in research methods, kinesiology, sports science, medicine, nutrition, health education, and physical education. The book is also an ideal reference for researchers and professionals in the fields of sports research, sports science, physical education, and social sciences, as well as anyone interested in learning SPSS.

Today many companies are employing a user-centered design (UCD) process, but for most companies, usability begins and ends with the usability test. Although usability testing is a critical part of an effective user-centered life cycle, it is only one component of the UCD process. This book is focused on the requirements gathering stage, which often receives less attention than usability testing, but is equally as important. Understanding user requirements is critical to the development of a successful product. *Understanding Your Users* is an easy to read, easy to implement, how-to guide on usability in the real world. It focuses on the "user requirements gathering" stage of product development and it provides a variety of techniques, many of which may be new to usability professionals. For each technique, readers will learn how to prepare for and conduct the activity, as well as analyze and present the data—all in a practical and hands-on way. In addition, each method presented provides different information about the user and their requirements (e.g., functional requirements, information architecture, task flows). The techniques can be used together to form a complete picture of the users' requirements or they can be used separately to address specific product questions. These techniques have helped product teams understand the value of user requirements gathering by providing insight into how users work and what they need to be successful at their tasks. Case studies from industry-leading companies demonstrate each method in action. In addition, readers are provided with the foundation to conduct any usability activity (e.g., getting buy-in from management, legal and ethical considerations, setting up your facilities, recruiting, moderating activities) and to

ensure the incorporation of the results into their products. ·Covers all of the significant requirements gathering methods in a readable, practical way ·Presents the foundation readers need to prepare for any requirements gathering activity and ensure that the results are incorporated into their products ·Includes invaluable worksheet and template appendices ·Includes a case study for each method from industry leaders ·Written by experienced authors who teach conference courses on this subject to usability professionals and new product designers alike

This book concerns EU Cohesion Policy and the economic convergence of underdeveloped regions in Italy and Spain from the first programming period to the present: it investigates the political and institutional factors that determine the success or failure of implementing EU Cohesion Policy at national and sub-national level, as well as their impact on economic growth. On the wave of the American tradition of development studies, this book suggests that public policy analysis can be fruitful for understanding economic growth and cohesion, if it were to reconstruct domestic public interventions for development and the institutional characteristics of the subjects responsible for pursuing development goals. To do so, this book derives its theoretical foundations from the traditional debate on the role of state actors in promoting economic development and on the institutional characteristics that the public authorities involved in the process of economic development should display. More precisely, by adopting an Hirschmanian approach to development, it elaborates an original framework to compare different Cohesion Policy implementations and to understand its economic results in different countries, using Italy and Spain as pilot studies. This title includes a number of Open Access chapters. As we realize the ways in which our food systems contribute and respond to climate change, sustainable agriculture becomes increasingly crucial. It is a complicated, multi-dimensional issue, which should be considered from a variety of angles. This compendium includes the perspectives of science, economics, sociology, and policy. The editor and contributors present an international and comprehensive perspective that examines the concept of sustainability as it applies to the food supply chain from farm to fork.

Understanding and Evaluating Research: A Critical Guide shows students how to be critical consumers of research and to appreciate the power of methodology as it shapes the research question, the use of theory in the study, the methods used, and how the outcomes are reported. The book starts with what it means to be a critical and uncritical reader of research, followed by a detailed chapter on methodology, and then proceeds to a discussion of each component of a research article as it is informed by the methodology. The book encourages readers to select an article from their discipline, learning along the way how to assess each component of the article and come to a judgment of its rigor or quality as a scholarly report.

Nowadays it is impossible to imagine a business without technology as most

industries are becoming "smarter" and more tech-driven, ranging from small individual tech initiatives to complete business models with intertwined supply chains and "platform"-based business models. New ways of working, such as agile and DevOps, have been introduced, leading to new risks. These risks come in the form of new challenges for teams working together in a distributed manner, privacy concerns, human autonomy, and cybersecurity concerns. Technology is now integrated into the business discipline and is here to stay leading to the need for a thorough understanding of how to address these risks and all the potential problems that could arise. With the advent of organized crime, such as hacks and denial-of-service attacks, all kinds of malicious actors are infiltrating the digital society in new and unique ways. Systems with poor design, implementation, and configurations are easily taken advantage of. When it comes to integrating business and technology, there needs to be approaches for assuring security against risks that can threaten both businesses and their digital platforms. *Strategic Approaches to Digital Platform Security Assurance* offers comprehensive design science research approaches to extensively examine risks in digital platforms and offer pragmatic solutions to these concerns and challenges. This book addresses significant problems when transforming an organization embracing API-based platform models, the use of DevOps teams, and issues in technological architectures. Each section will examine the status quo for business technologies, the current challenges, and core success factors and approaches that have been used. This book is ideal for security analysts, software engineers, computer engineers, executives, managers, IT consultants, business professionals, researchers, academicians, and students who want to gain insight and deeper knowledge of security in digital platforms and gain insight into the most important success factors and approaches utilized by businesses. *Simplicity is a hard thing. As the legendary Jony Ive, Apple's former Chief Design Officer, once said, the challenge is "to solve incredibly complex problems and make their resolution appear inevitable and incredibly simple". Today, as technology becomes more complex than we can process, how do we hold on to that precious thread of simplicity? How do we design products and systems that are human-centred? How do we put innovation back in our own hands, even as we drive radical digital transformation? The Simplicity Playbook for Innovators shows the way. It introduces five strategic shifts that will transform the way you look at your business - from customer research to product/service development. In each strategic shift, you will find a wealth of practical tools that have been applied and tested, particularly in legacy companies dealing with complex processes and systems. When we focus on simplicity instead of innovation-for-the-sake-of-innovation, customers love the experience. With this illuminating step-by-step guide, you will rediscover how to focus on what really matters for your business, and learn the methods to create experiences that win customers' hearts*

element of relationships between entities, but, above all, it positively influences

the building of an organization's intellectual capital. This capital can be defined in different ways, but its definition always references elements that determine the potential of sustainable organizations, often in human, social, relational, organizational, and innovation dimensions. Trust is increasingly becoming the key determinant of this capital (Kořuch, Lenart-Gansiniec, 2017). Trust also has a number of different definitions. However, the basis of many of these definitions is the building of relationships focused on developing some kind of individual or inter-organizational link. Organizational trust is a complicated concept, and it is the basis of all organized activities performed by people in the organization, largely because trust is needed to develop relationships with integrity and commitment. Thus, it is interesting to study the relationship between trust and the building of the intellectual capital of sustainable organizations. Indeed, intellectual capital plays a special role here. It is a guide and a platform for achieving not only a competitive advantage for the sustainable organization, but also a source of value creation in the short and long term. Thus, this strategic hybrid, composed of a business model, strategy, and business processes, is favorable to the development of intellectual capital (Jab?o?ski 2017). Trust is an element that ties this capital to relationships in business. Moreover, it has an integrated character (R.C. Mayer, J. H. Davis, F. D. Schoorman 1995). Assuming that, nowadays, the network paradigm is becoming increasingly important, it is worth asking how the mechanism of building trust-based intellectual capital in a sustainable organization functions as its key asset in the network environment.

This book constitutes the refereed proceedings of the 15th IFIP WG 8.5 International Conference on Electronic Government, EGOV 2016, held in Guimaraes, Portugal, in September 2016, in conjunction with the 8th International Conference on eParticipation, ePart 2016. The 24 revised full papers presented were carefully reviewed and selected from 87 submissions. The papers are clustered under the following topical sections: foundations; benchmarking and evaluation; information integration and governance; services; evaluation and public values; EGOV success and failure; governance; social media; engagement; processes; policy-making; trust, transparency and accountability; open government and big/open data; smart government/governance/cities.

This volume offers an overview of the methodologies of research in the field of military studies. As an institution relying on individuals and resources provided by society, the military has been studied by scholars from a wide range of disciplines: political science, sociology, history, psychology, anthropology, economics and administrative studies. The methodological approaches in these disciplines vary from computational modelling of conflicts and surveys of military performance, to the qualitative study of military stories from the battlefield and veterans experiences. Rapidly developing technological facilities (more powerful hardware, more sophisticated software, digitalization of documents and pictures) render the methodologies in use more dynamic than ever. The Routledge Handbook of Research Methods in Military Studies offers a comprehensive and dynamic overview of these developments as they emerge in the many approaches to military studies. The chapters in this Handbook are divided over four parts: starting research, qualitative methods, quantitative methods, and finalizing a study, and every chapter starts with the description of a well-published study illustrating the

methodological issues that will be dealt with in that particular chapter. Hence, this Handbook not only provides methodological know-how, but also offers a useful overview of military studies from a variety of research perspectives. This Handbook will be of much interest to students of military studies, security and war studies, civil-military relations, military sociology, political science and research methods in general.

The book contains high-quality research papers presented at Sixth International Conference on Solid Waste Management held at Jadavpur University, Kolkata India during November 23-26, 2016. The Conference, IconSWM 2016, is organized by Centre for Quality Management System, Jadavpur University in association with premier institutes and societies of India. The researchers from more than 30 countries presented their work in Solid Waste Management. The book is divided into two volumes and deliberates on various issues related to innovation and implementation in sustainable waste management, segregation, collection, transportation of waste, treatment technology, policy and strategies, energy recovery, life cycle analysis, climate change, research and business opportunities.

This how-to resource provides leaders with a concrete framework for a strategic improvement plan, helping educators link the "principles" to "processes" of planning. Packed with key takeaways and additional resources, this book provides the concrete tools to design a strong strategy for improvement and enables educational leaders to think constructively about why we plan, what an effective strategic plan should contain, and how to create meaningful dialogue to support plan development, implementation, and monitoring for continuous improvement. The Strategy Playbook for Educational Leaders provides superintendents, central office staff, principals, and teacher leaders with the opportunity to reframe the process of their strategic planning and breathe new life into the activity.

Visual research methods are quickly becoming key topics of interest and are now widely recognised as having the potential to evoke emphatic understanding of the ways in which other people experience their worlds. Visual, Narrative and Creative Research Methods examines the practices and value of these visual approaches as a qualitative tool in the field of social science and related disciplines. This book is concerned with the process of applying visual methods as a tool of inquiry from design, to production, to analysis and dissemination. Drawing on research projects which reflect real world situations, you will be methodically guided through the research process in detail, enabling you to examine and understand the practices and value of visual, narrative and creative approaches as effective qualitative tools. Key topics include: techniques of data production, including collage, mapping, drawing and photographs; the practicalities of application; the positioning of the researcher; interpretation of visual data; images and narratives in public spaces; evaluative analysis of creative approaches. Visual, Narrative and Creative Research Methods will be an invaluable companion for researchers, postgraduate students and other academics with an interest in visual and creative methods and qualitative research.

The missing manual on how to apply Lean Startup to build products that customers love The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks

you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on your Minimum Viable Product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

A Playbook for Research Methods Integrating Conceptual Frameworks and Project Management Routledge Handbook of Research Methods in Military Studies Routledge The volume presents the research experience of young researchers and PhD candidates, dealing with the Italian scientific area 08-C1 (Design and Technology of Architecture), with a discussion about scientific issues and methodologies applied. The aim is to express the methodological and investigation features of the issues faced by the researchers, along with the effectiveness of their researches design, giving the reader an immediate overview of the 08-C1 doctoral experience. Beside young researchers statements as witnesses of this research path, the volume collects professors critical contribution, to enrich the comprehensive picture of the progression and methodologies of the doctoral researches presented. The purpose of this work is to advance understanding of intersectional theory and its application to research in education. The scholars whose work appear in this volume utilize intersectional theory and research methods to work in fields and disciplines such as Education, Sociology, Women's Studies, Africana Studies, Human Development, Higher Education Administration, Leadership Studies, and Justice Studies. The book illustrates how intersectional theory can be used in both quantitative and qualitative education research on college student access and success, faculty satisfaction and professional development, and K-12 educational issues such as high school dropouts and bullying. This book is unique, as no other book ties intersectionality to the research process. Key Features: * Readers will learn the basic tenets of intersectionality and how it can be useful in education research. * Readers will learn how intersectionality can be used to analyze both quantitative (large scale survey) and qualitative (interview, participant observation, and ethnographic) data. * Lastly, readers will learn how intersectionality can be particularly useful in examining the experiences of diverse groups of students attending elementary schools, high schools, colleges and universities, and faculty working at post-secondary institutions. Intersectionality is increasingly being used in research and education. This theory holds great promise in exploring students' experiences in terms of access, success, and outcomes for marginalized groups. In essence, application of the theory promotes critical complex thinking regarding the intersectionality of race, class, and gender and their outcomes.

Requirements elicitation is the extraction of users' requirements. This process has been affected by legacy systems which are outdated computer systems that are no longer applicable to current contexts but are being used instead of available upgraded versions. Re-engineering will play an important role in the decision making process, especially the way the data is collected and presented through a computing platform. The study establishes appropriateness of existing Elicitation Techniques, determine appropriate Attributes for re-engineering legacy systems and design a Frame work used during elicitation process.

"The Public Relations Practitioner's Playbook" is how-to and hands-on. Theory is woven into thousands of proven techniques, tips, tactics, tools and strategies spread over nearly 600 pages. Explanations, examples and anecdotes are in a language that should appeal to

experienced practitioners, college students and organization volunteers who assist with public relations and publicity. "The PR Practitioner's Playbook" - an anatomy of the public relations profession - relies on my experience as a reporter, editor, public relations counselor, and strategic advisor and evaluator. It demonstrates that successful writers practice their craft with poise and eloquence. It is an extension of the author's classroom, which many students call, "Litwin's laboratory for practical knowledge." As former KYW Newsradio colleague Kim Glovas observed, "Larry's voice is the voice of this book." Among those considered mentors - and contributors to this book - are Nick George, former managing editor at ABC Radio News, ABC sportscaster Howard Cosell, KYW Newsradio anchor Bill Bransome, print journalist extraordinaire Everett S. Landers and legendary broadcast journalist Edward R. Murrow. They spent countless hours helping the author hone his skills and encouraging me to be an open, honest, thorough and valid (relevant) communicator. They stressed tangible tools, and such attributes as knowledge, loyalty, judgment, trust, credibility, ethics and integrity. "The Public Relations Practitioner's Playbook" serves as a basic or supplemental text in introduction to public relations and graduate overview courses. It offers a refreshing, down-to-earth approach to which many students are just not accustomed. Strategic advisors refer to it as a "potpourri of proven public relations techniques." The companion CD-Rom contains, among its many tactics, three PowerPoints that summarize the 17 chapters.

The first step-by-step guidebook for successful innovation planning Unlike other books on the subject, 101 Design Methods approaches the practice of creating new products, services, and customer experiences as a science, rather than an art, providing a practical set of collaborative tools and methods for planning and defining successful new offerings. Strategists, managers, designers, and researchers who undertake the challenge of innovation, despite a lack of established procedures and a high risk of failure, will find this an invaluable resource. Novices can learn from it; managers can plan with it; and practitioners of innovation can improve the quality of their work by referring to it.

Key Features --

This book constitutes the refereed proceedings of the 18th International Conference on Product-Focused Software Process Improvement, PROFES 2017, held in Innsbruck, Austria, in November/December 2017. The 17 revised full papers presented together with 10 short papers, 21 workshop papers, 3 posters and tool demonstrations papers, and 4 tutorials were carefully reviewed and selected from 72 submissions. The papers are organized in topical sections on : Agile software Development; Data science and analytics; Software engineering processes and frameworks; Industry relevant qualitative research; User and value centric approaches; Software startups; Serum; Software testing.

Volume XII Includes scientific articles and reports from the 15th International Scientific Conference on the topic of „The science in help of business. Modern problems of the science, business, education and tourism“, July 3rd -5th, 2019, Varna, Bulgaria

This book presents a series of in-depth examinations, by leading experts from banking institutions, academia and civil society, of key aspects of the rapidly evolving practice of IAMs, and of the implications of such practice for environmental and social governance.

In this book, all primary research scope and dimensions are considered, which will help the researcher have a self-evaluation of the work he/she is carrying out. This book focuses on each possible way of research steps – beginning from problem identification to report generation. This book has eight chapters. Chapter I deal with Research Methodology: An Introduction it has included especially the values and ethics in social research through it the students and the researcher would get knowledge about the ethical manners of research. Chapter II deals with Research Methods under it exclusively focus on the utility of socio-legal research and the relevance of empirical research. Chapter III deals with the Identification of Research Problem; it has covered criteria of research problem, evaluation of research

problem, survey of available literature, and bibliography research through point researcher can understand how literature review helpful in accomplishing the research work? Purpose of the literature review, what types of legislative material can refer by the researcher? How is the juristic writing vital in the socio-legal research? Chapter IV deals with the Hypothesis. Chapter V deals with the Preparation of the research design under this chapter. I have tried to discuss devising tools and techniques for collecting data with the help of juristic literature, the use of historical and comparative research materials, observation studies, and questionnaires, jurimetrics, computerized research, etc. Chapter VI deals with the classification and tabulation of data. Chapter VII deals with Report writing. Chapter VIII deals with Legal citation methods; it is the exclusive chapter in this book because there is no need for the researcher to refer another text for Standard Indian legal citation style. It is well-organized book deals with a variety of research methods used in legal and social sciences. A Handbook of "A Socio-legal research & citation methods" is recommended for researchers and useful during Ph. D Course Work.

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