

Foundations Of Business 5th Edition Chapter 1

A Basic Guide to International Business Law aims to give students an understanding as well as practical knowledge of legal problems arising in the area of international business, and to equip them with the skills needed to prevent and tackle these problems. All Chapters employ the same didactic structure. Introductory case studies, examples, annotated case law, glossaries, diagrams, summaries and exercises are all designed to familiarize students quickly with relevant aspects of international (business) law. A Basic Guide to International Business Law deals with the following topics: • Introduction to International Private Law and European Law • Legal aspects of negotiations • International contracts: matters of jurisdiction and the law applicable to these contracts • International contracts of sale • Competition law • Free movement of goods, workers, the freedom of capital and establishment and the freedom to provide services • International payments • Carriage of goods by road and sea • Incoterms • Entry modes (agents, representatives, distributors, licensing, franchising)

This is a complete revision of a classic, seminal, and authoritative text that has been the model for most books on the topic written since 1970. It explores the building of stochastic (statistical) models for time series and their use in important areas of application -forecasting, model specification, estimation, and checking, transfer function modeling of dynamic relationships, modeling the effects of intervention events, and process control.

A thoroughly revised and updated edition of a textbook for graduate students in finance, with new coverage of global financial institutions. This thoroughly revised and updated edition of a widely used textbook for graduate students in finance now provides expanded coverage of global financial institutions, with detailed comparisons of U.S. systems with non-U.S. systems. A focus on the actual practices of financial institutions prepares students for real-world problems. After an introduction to financial markets and market participants, including asset management firms, credit rating agencies, and investment banking firms, the book covers risks and asset pricing, with a new overview of risk; the structure of interest rates and interest rate and credit risks; the fundamentals of primary and secondary markets; government debt markets, with new material on non-U.S. sovereign debt markets; corporate funding markets, with new coverage of small and medium enterprises and entrepreneurial ventures; residential and commercial real estate markets; collective investment vehicles, in a chapter new to this edition; and financial derivatives, including financial futures and options, interest rate derivatives, foreign exchange derivatives, and credit risk transfer vehicles such as credit default swaps. Each chapter begins with learning objectives and ends with bullet point takeaways and questions.

For use as a text in foundations generalist social policy courses, either at the baccalaureate or master's level, this book examines the process of defining need, analyzing social policy, and developing new policy. A clear philosophical base and a common theoretical framework underlie the discussion of each component of the policy process. Four themes are interwoven throughout the book: the importance of thinking critically about social policy, the benefits of using the strengths perspective in policy analysis and development, the critical role social policy plays in all areas of practice, and the absolute responsibility of every social worker to engage in policy practice. Routledgesw.com now contains 6 cases; the Sanchez Case has been revised to include much more policy content. Instructor materials include extra readings, PowerPoints, test questions, annotated links, syllabi, and EPAS guidelines.? The book is also customizable on Routledge Custom Gateway.

Drawing on an impressive roster of experts in the field, Fundamentals of Computer Graphics, Fourth Edition offers an ideal resource for computer course curricula as well as a user-friendly personal or professional reference. Focusing on geometric intuition, the book gives the necessary information for understanding how images get onto the screen by using the complementary approaches of ray tracing and rasterization. It covers topics common to an introductory course, such as sampling theory, texture mapping, spatial data structure, and splines. It also includes a number of contributed chapters from authors known for their expertise and clear way of explaining concepts. Highlights of the Fourth Edition Include: Updated coverage of existing topics Major updates and improvements to several chapters, including texture mapping, graphics hardware, signal processing, and data structures A text now printed entirely in four-color to enhance illustrative figures of concepts The fourth edition of Fundamentals of Computer Graphics continues to provide an outstanding and comprehensive introduction to basic computer graphic technology and theory. It retains an informal and intuitive style while improving precision, consistency, and completeness of material, allowing aspiring and experienced graphics programmers to better understand and apply foundational principles to the development of efficient code in creating film, game, or web designs. Key Features Provides a thorough treatment of basic and advanced topics in current graphics algorithms Explains core principles intuitively, with numerous examples and pseudo-code Gives updated coverage of the graphics pipeline, signal processing, texture mapping, graphics hardware, reflection models, and curves and surfaces Uses color images to give more illustrative power to concepts

The fourth edition of The Practice of Generalist Social Work continues to teach students to apply micro, macro, and mezzo social work skills. This new edition strengthens the connection between the three levels of practice and is fully updated to the 2015 EPAS. This edition also contains more illustrations of theory and more context for deciding which type of intervention is a good fit. Most chapters now open with a case study and continually refer back to the case to provide additional connections between theory and real-life practice. Each chapter also incorporates a link to a Grand Challenge of Social Work from the American Academy of Social Work and Social Welfare, which shows the connection between social work and the most significant societal challenges of today. The Quick Guides within the text offer students guidance for their field experience and practice after graduation. The text also comes with a rich companion website that includes support materials and six unique cases that encourage students to learn by doing. Go to www.routledgesw.com to explore the cases and additional resources.

Assuming no prior knowledge, the second edition of Foundations of Economics introduces students to both microeconomic and macroeconomic principles. This is the ideal text for foundation degrees and non-specialist courses for first year undergraduates.

The revision of this best-selling text for a junior/senior course in Foundation Analysis and Design now includes an IBM computer disk containing 16 compiled programs together with the data sets used to produce the output sheets, as well as new material on sloping ground, pile and pile group analysis, and procedures for an improved analysis of lateral piles. Bearing capacity analysis has been substantially revised for footings with horizontal as well as vertical loads. Footing design for overturning now incorporates the use of the same uniform linear pressure concept used in ascertaining the bearing capacity. Increased emphasis is placed on geotextiles for retaining walls and soil nailing.

Structured around major movements in world history, the lives of leading educators, and the philosophies and ideologies that resulted from their ideas, Historical and Philosophical Foundations of Education: A Biographical Introduction, Fifth Edition provides a clear interdisciplinary exploration of the development of educational ideas. The author takes a global perspective on the history and philosophy of education, capturing the essence of educational evolution through the biographies of 23 theorists, philosophers, and educators. This biographical focus, combined with an introductory presentation of the inherent connections between education's major movements and its primary movers, helps students better understand the social and historical conditions that have informed today's educational arena.

The second edition of Sustainable Business prepares future business leaders to tackle the most crucial social and environmental issues of our time. This engaging textbook provides students with a comprehensive, balanced introduction to integrating sustainable business policies into all core business functions and processes. The text employs a qualitative-based learning process to help students understand how leadership, finance, accounting, risk management, marketing, supply chain management, and operations can be adapted to meet the sustainability goals of the 21st century. Looking at sustainable business from the managerial viewpoint, the fully-updated new edition explains how and why business is evolving due to increased consumer and regulatory pressure for sustainable performance. Business topics are first introduced in the same manner as traditional MBA programs, and then examined through the lens of sustainability. The text incorporates real-life examples of social and environmental leadership to demonstrate the efficacy of good sustainable business decisions, and illustrates the negative ramifications of outdated, purely economic-driven managerial decision-making. Influential concepts based on interdisciplinary research in sustainability are discussed in detail, and practical insights address how to turn policy into practice in the workplace.

Master the essentials of health promotion in community and public health nursing! Foundations for Population Health in Community/Public Health Nursing, 6th Edition provides clear, concise coverage of the nurse's role in preventing disease, promoting health, and providing health education in community settings. Case studies and critical thinking activities make it easier to apply concepts to community nursing practice. New to this edition are Healthy People 2030 guidelines and coverage of the latest issues, trends, and approaches. Written by well-known nursing educators Marcia Stanhope and Jeanette Lancaster, this streamlined text covers the fundamentals of designing effective nursing strategies for vulnerable and special populations. Focus on health promotion throughout the text emphasizes initiatives, strategies, and interventions that promote the health of the community. QSEN boxes illustrate how quality and safety goals, competencies, objectives, knowledge, skills, and attitudes can be applied in nursing practice in the community. Levels of Prevention boxes identify specific nursing interventions at the primary, secondary, and tertiary levels, reinforcing the concept of prevention as it relates to community and public health care. Applying Content to Practice boxes highlight how chapter content is applied to nursing practice in the community. Practice Application scenarios present practice situations with questions and answers to help you apply concepts to community practice. Genomics coverage provides a history of genetics and genomics and how they impact public/community health nursing care. Coverage of ongoing health care reform issues includes the impact of the Patient Protection and Affordable Care Act of 2010 (ACA) on public health nursing. Evidence-Based Practice boxes highlight current research findings, their application to practice, and how community/public health nurses can apply the study results. NEW! COVID-19 pandemic information has been added. NEW! Healthy People 2030 objectives are highlighted throughout the book, addressing the health priorities and emerging health issues expected in the next decade. NEW! Updated content and figures reflect the most current data, issues, trends, and practices. NEW! Expanded Check Your Practice boxes use Clinical Judgment (Next Generation NCLEX®) steps to guide your thinking about practice scenarios.

(Black & White version) Fundamentals of Business was created for Virginia Tech's MGT 1104 Foundations of Business through a collaboration between the Pamplin College of Business and Virginia Tech Libraries. This book is freely available at: <http://hdl.handle.net/10919/70961> It is licensed with a Creative Commons-NonCommercial ShareAlike 3.0 license.

Sport is one of Australia's major industries, as well as one of our most popular pastimes. From council playing fields to Olympic competition, sport is highly organised and structured. Sport Management in Australia provides a comprehensive overview of the organisation of sport in Australia. It outlines trends in participation, the role of government and private organisations, different models of delivering sporting services, and the benefits and drawbacks of increasing commercialisation. Fully revised and updated, this fifth edition includes coverage of a wider range of sporting events, deeper coverage of corporate sport organisations, and new material on both mass participation in sport and elite sport, and also on the contribution sport makes to society. Drawing on examples and comparisons from countries around the world, and with extended case studies, Sport Management in Australia is the indispensable starting point for anyone embarking on a career in sport management.

Foundations of Health Information Management, 4th Edition is an absolute must for any student beginning a career in

HIM. Balancing comprehensive coverage with an engaging, easy-to-understand tone, this text focuses on healthcare delivery systems, electronic health records, and the processing, maintenance, and analysis of health information to present a realistic and practical view of technology and trends in healthcare. It prepares you for the role of a Registered Health Information Technician who not only files and keeps accurate records, but serves as a healthcare analyst who translates data into useful, quality information that can control costs and further research. With new SimChart and SimChart for the Medical Office samples, the new 2014 AHIMA outcome-based competencies, and more exercises, this fourth edition puts you in a position to succeed on the RHIT certification exam. Clear writing style and easy reading level makes reading and studying more time-efficient, and is ideal for two-year associate degree HIM programs and career schools. Chapter learning objectives are tied to the American Health Information Management Association's (AHIMA) HIM domains and subdomains to allow instructors to teach to the credentialing exam - and prepare you for the exam. Separate legal chapter covers HIPAA privacy regulations and emphasizes the importance of HIPAA compliance in today's healthcare system. Statistics chapter gives new students a foundation for learning. Four-color design and illustrations make content more appealing and easier to learn. Exercises at the end of every main section in each chapter encourage you to review and apply key concepts. Career Tip and Professional Profile boxes give you a broader view of the field and show you the many career options you have upon graduation and certification. Chapter summaries and reviews allow for easy review of each chapter's main concepts. Robust appendices, including sample paper records, electronic documentation, and demonstration of Microsoft Excel, equip you with all the extras you need to enter the HIM world. NEW! Content mapped to 2014 AHIMA CEE competencies and domains so you can prepare for the current health information environment and the RHIT exam. NEW! SimChart and SimChart for the Medical Office samples feature screenshots from EHRs to demonstrate electronic medical records in use. NEW! More exercises give you additional opportunities to practice your knowledge of material. NEW! AHIMA competency mapping included in the front of book to provide instructors and students with instant access to the AHIMA domains and competencies needed to prepare for the RHIT exam. NEW! Classroom handouts can be used in the classroom or as homework, and include a variety of exercises.

Business Ethics: An Ethical Decision-Making Approach presents a practical decision-making framework to aid in the identification, understanding, and resolution of complex ethical dilemmas in the workplace. Focuses exclusively on three basic aspects of ethical decision making and behavior—how it actually takes place, how it should take place, and how it can be improved Uses real-life examples of moral temptations and personal ethical dilemmas faced by employees and managers Discusses the biases, psychological tendencies, moral rationalizations, and impact of self-interest as impediments to proper ethical decision making Includes relevant examples of ethical misconduct and scandals appearing in the news media

Increase your awareness and understanding of a holistic view of mental health care with this book for nurses and other health care professionals. Each chapter covers a specific psychological or psychosocial problem as well as the most current interventions and treatments. This edition features full-color illustrations, updated drug information, and a chapter on complementary and alternative therapies, in addition to more case studies to help you apply the content to real life. This solid background in mental health is just what you need to work comfortably with clients who exhibit both effective and maladaptive behaviors. Multidisciplinary care plans for sample clients show how members of the health care team work together. Client-specific case studies highlight particular mental disorders and help you apply chapter content to real-life situations. "Think About boxes throughout the text strengthen your critical-thinking skills. UNIQUE "Drug Alert boxes highlight what you need to know about a wide range of specific psychotherapeutic medications. UNIQUE Standard LPN full-color design and "Content Threads point out key information and special features in each chapter, consistent with the format of other books in the LPN Threads series. Appendixes give you easy access to mental health care standards, DSM-IV TR diagnoses, and assessment tools that are essential for providing quality care. FREE workbook at the end of the book includes crossword puzzles, multiple-choice questions, and other exercises to boost your comprehension of the material. FULL-COLOR illustrations make the text even more visually appealing and user-friendly. Additional case studies help you apply chapter content to more real-life scenarios such as chronic illness and substance abuse with accompanying questions to test your critical-thinking skills. Chapter on complementary and alternative therapies increases your awareness of the benefits and risks of alternative therapies such as ayurveda, herbal supplements, massage, meditation, acupuncture, and telemedicine. Forensic nursing content familiarizes you with the prevention and treatment of violence-based disorders and shows you how to obtain and document evidence for legal purposes. NEW antianxiety and antimanic drug information keeps you up-to-date on the latest psychotropic medications.

Foundations of Psychological Testing: A Practical Approach by Leslie A. Miller and Robert L. Lovler presents a clear introduction to the basics of psychological testing as well as psychometrics and statistics. Aligned with the 2014 Standards for Educational and Psychological Testing, this practical book includes discussion of foundational concepts and issues using real-life examples and situations that students will easily recognize, relate to, and find interesting. A variety of pedagogical tools furthers the conceptual understanding needed for effective use of tests and test scores. The Sixth Edition includes updated references and examples, new In Greater Depth boxes for deeper coverage of complex topics, and a streamlined organization for enhanced readability. INSTRUCTORS: Bundle Foundations of Psychological Testing with the Student Workbook, featuring critical thinking and practical exercises, for only \$5 more! Bundle ISBN: 978-1-5443-6670-8

The book has been primarily designed for the students of C.A. Foundation course for the subject Business Economics. It has been revised and remodelled according to the newly introduced C.A. Foundation course. Written in concise and self-explanatory style, this book contains detailed notes and Multiple Choice Questions-Answers with detailed reasoning on Business Economics.

Developed for test-takers who need a refresher, Foundations of GMAT Verbal provides a user-friendly review of basic verbal concepts crucial for GMAT success. Manhattan GMAT's Foundations of Verbal provides a refresher of the basic verbal concepts tested on the GMAT. Designed to be user-friendly for all students, this book provides easy-to-follow explanations of fundamental concepts and step-by-step application of these concepts to examples. It's an invaluable resource for students who want to cement their understanding of basic

principles such as grammar, logic, and reading, while building core verbal skills for the GMAT. Purchase of this book includes access to the Foundations of Verbal Homework Bank of extra practice questions and detailed explanations not included in the book, as well as to the Foundations of Verbal Bonus Drill Set.

Better Experiences Better Solutions Better Business Better Business 2ce provides Introduction to Business instructors and students with an improved digital user experience that supports new teaching models, including: hybrid courses; active learning; and learning outcome-focused instruction. MyBizLab delivers proven results in helping individual students succeed. It provides engaging experiences that personalize, stimulate, and measure learning for each student. For the Second Canadian edition, MyBizLab includes powerful new learning resources, including a new set of online lesson presentations to help students work through and master key business topics, a completely re-structured Study Plan for student self-study, and a wealth of engaging assessment and teaching aids to help students and instructors explore unique learning pathways.

INTRODUCTION TO BUSINESS, 11E, International Edition is a best-selling introductory text featuring an up-to-date, comprehensive survey of the functional areas of business: management, marketing, accounting, finance, and information technology. This edition closely examines cutting-edge topics like the impact of the economic crisis and political climate on business, green and socially responsible business, and sustainability. INTRODUCTION TO BUSINESS, 11E, International Edition delivers on expanded choice, increased engagement and improved outcomes by offering innovative custom and technology options that meet the needs of your course. Increase student engagement and improve outcomes by incorporating one of our digital products into your course.

Foundations of Algorithms, Fifth Edition offers a well-balanced presentation of algorithm design, complexity analysis of algorithms, and computational complexity. Ideal for any computer science students with a background in college algebra and discrete structures, the text presents mathematical concepts using standard English and simple notation to maximize accessibility and user-friendliness. Concrete examples, appendices reviewing essential mathematical concepts, and a student-focused approach reinforce theoretical explanations and promote learning and retention. C++ and Java pseudocode help students better understand complex algorithms. A chapter on numerical algorithms includes a review of basic number theory, Euclid's Algorithm for finding the greatest common divisor, a review of modular arithmetic, an algorithm for solving modular linear equations, an algorithm for computing modular powers, and the new polynomial-time algorithm for determining whether a number is prime. The revised and updated Fifth Edition features an all-new chapter on genetic algorithms and genetic programming, including approximate solutions to the traveling salesperson problem, an algorithm for an artificial ant that navigates along a trail of food, and an application to financial trading. With fully updated exercises and examples throughout and improved instructor resources including complete solutions, an Instructor's Manual and PowerPoint lecture outlines, Foundations of Algorithms is an essential text for undergraduate and graduate courses in the design and analysis of algorithms. Key features include: The only text of its kind with a chapter on genetic algorithms Use of C++ and Java pseudocode to help students better understand complex algorithms No calculus background required Numerous clear and student-friendly examples throughout the text Fully updated exercises and examples throughout Improved instructor resources, including complete solutions, an Instructor's Manual, and PowerPoint lecture outlines"

Build the solid foundation you need to succeed in today's competitive business world and in your personal life with Pride/Hughes/Kapoor's FOUNDATIONS OF BUSINESS, 6E. Up-to-date coverage highlights important topics such as forms of business ownership, management and organization, human resource management, marketing, e-business, information systems, accounting and finance. You examine how a nation's economy affects both individuals and business, ethics and social responsibility, small business and entrepreneurship, and the global environment. New cutting-edge coverage addresses the impact of social media on business, international business, green and socially responsible business, and sustainability. You learn to become a better employee, more informed consumer and even a successful business owner with FOUNDATIONS OF BUSINESS, 6E. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Foundations of BusinessCengage Learning

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

Manhattan GMAT's Foundations of Math book provides a refresher of the basic math concepts tested on the GMAT. Designed to be user-friendly for all students, this book provides easy-to-follow explanations of fundamental math concepts and step-by-step application of these concepts to example problems. With ten chapters and over 700 practice problems, this book is an invaluable resource to any student who wants to cement their understanding and build their basic math skills for the GMAT. Purchase of this book includes six months online access to the Foundations of Math Homework Banks consisting of over 400 extra practice questions and detailed explanations not included in the book.

Business Foundations: A Changing World carefully blends the right mix of content and applications to give students a firm grounding in business principles. Where other products have you sprinting through the semester to cover everything, Business Foundations: A Changing World allows breathing space to explore topics and incorporate additional activities to complement your teaching. Build from the ground up, Business Foundations: A Changing World is for faculty and students who value a briefer, flexible, and integrated resource that is exciting, happening, focused and applicable! What sets this learning program apart from the competition? An unrivaled, focused mixture of exciting content and resources blended with application examples, activities, and fresh topics that show students what is happening in the world of business today!

A less-expensive grayscale paperback version is available. Search for ISBN 9781680923018. Business Law I Essentials is a brief introductory textbook designed to meet the scope and sequence requirements of courses on Business Law or the Legal Environment of Business. The concepts are presented in a streamlined manner, and cover the key concepts necessary to establish a strong foundation in the subject. The textbook follows a traditional approach to the study of business law. Each chapter contains learning objectives, explanatory narrative and concepts, references for further reading, and end-of-chapter questions. Business Law I Essentials may need to be supplemented with additional content, cases, or related materials, and is offered as a foundational resource that focuses on the baseline concepts, issues, and approaches.

Economics and the Business Environment is directed at students who will be taking up managerial positions in trade and industry or in government. The economic environment of European companies is central to the book giving students a good impression of recent developments within the European economy. The theories described enable students to: calculate how much competition firms within a particular business sector are exposed to analyze the current economic position of a particular country and make exchange rate prognoses gauge the effect of the economic environment on business sales and profits. Complicated analyses and mathematical models have been avoided as much as possible. Instead, diagrams and graphs illustrate the causal relationships between economic factors, making this book an ideal primer for those needing the basics of economics for their business degree.

Written by authors with an extensive track record in teaching business, the Europe, Middle East and Africa Edition of this bestselling volume

features an up-to-date and comprehensive survey of the functional areas of business, including management, human resources, marketing, accounting, finance and investment. Brimming with real examples that address ethics and social responsibility, sustainable practice, small business and entrepreneurship, global issues, and the increasing role of social media, this landmark text provides an engaging and authoritative introduction to business.

Gain a solid understanding of business today and what it takes to become a better employee, more informed consumer, and even a successful business owner with the best-selling FOUNDATIONS OF BUSINESS, 5E. This up-to-date, comprehensive survey of business highlights forms of business ownership, management and organization, human resources management, marketing, social media and e-business, information systems, accounting, and finance. Core topics and special features examine ethics and social responsibility, small business and entrepreneurship, and global issues, while new coverage addresses cutting-edge topics, such as the impact of social media in business, the economic recovery and remaining economic issues, international business, green and socially responsible business, and sustainability. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The all-inclusive guide to exceptional project management The Fast Forward MBA in Project Management is the comprehensive guide to real-world project management methods, tools, and techniques. Practical, easy-to-use, and deeply thorough, this book gives you answers you need now. You'll find the cutting-edge ideas and hard-won wisdom of one of the field's leading experts, delivered in short, lively segments that address common management issues. Brief descriptions of important concepts, tips on real-world applications, and compact case studies illustrate the most sought-after skills and the pitfalls you should watch out for. This new fifth edition features new case studies, new information on engaging stakeholders, change management, new guidance on using Agile techniques, and new content that integrates current events and trends in the project management sphere. Project management is a complex role, with seemingly conflicting demands that must be coordinated into a single, overarching, executable strategy — all within certain time, resource, and budget constraints. This book shows you how to get it all together and get it done, with expert guidance every step of the way. Navigate complex management issues effectively Master key concepts and real-world applications Learn from case studies of today's leading experts Keep your project on track, on time, and on budget From finding the right sponsor to clarifying objectives to setting a realistic schedule and budget projection, all across different departments, executive levels, or technical domains, project management incorporates a wide range of competencies. The Fast Forward MBA in Project Management shows you what you need to know, the best way to do it, and what to watch out for along the way.

The latest book from Cengage Learning on Foundations of Legal Research and Writing, International Edition Inspired by the success of their best-selling introductory programming text, Java Software Solutions, authors Lewis, DePasquale, and Chase now release Java Foundations, Second Edition. This text is a comprehensive resource for instructors who want a two-or three-semester introduction to programming textbook that includes detail on data structures topics. Java Foundations introduces a Software Methodology early on and revisits it throughout to ensure students develop sound program development skills from the beginning. Control structures are covered before writing classes, providing a solid foundation of fundamental concepts and sophisticated topics.

FOUNDATIONS OF LEGAL RESEARCH AND WRITING, Fifth Edition is the ideal resource for paralegals. The book's up-to-the-minute coverage tackles the ever-evolving areas of computer-assisted research and Cyber law, in addition to traditional legal research, analysis, and writing. Extensive research chapters address primary and secondary sources, citing, Lexis/Nexis, the Internet, and more, while writing sections center on drafting client opinion letters, pleadings, contracts, office memos, memoranda of law, and appellate briefs. Every chapter gives you practice writing opportunities, as well as traditional and computer-assisted research assignments to help develop your skills. Detailed case excerpts, samples, tips, and discussions further support the assignments, and illustrate the many perils of inadequate research and poor legal writing. Readers everywhere agree that FOUNDATIONS OF LEGAL RESEARCH AND WRITING, Fifth Edition delivers the concepts you need for success in the most demanding law firms and legal departments today. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Social Media Marketing: A Strategic Approach promises to be the seminal textbook in the field with its distinctive conceptual foundation and practical approach to developing successful social media marketing plans. A proven eight-step social media planning model provides students with a cumulative learning experience, showing them how to construct social media strategies that achieve desired marketing goals. These marketing goals shape the development of tailored social media strategies. Special attention is given to the most effective techniques for identifying targeted marketing on the social web, with emphasis on the creation of personas that represent the critical online market segments for a company. Students discover how to put these well-defined personas to work in selecting the optimal social media platforms for reaching an organization's marketing goals. Students are taught rules of engagement and social media ethics for behaving properly as marketers on the social web. With these guidelines in mind, the most productive marketing tactics for each type of major social media platform are examined in depth. These platform-specific tactics, along with all the preceding material in the book, are brought together in the final chapter to create a comprehensive social media marketing plan, with detailed explanations and illustrations from a real world plan. Extensive consideration is given to monitoring, evaluating, and tuning the implementation of social media marketing initiatives. In addition, students are introduced to the most useful quantitative and qualitative social media measurements, along with various ways to estimate an organization's return on investment in social media marketing activities. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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