

## Petronas Swot Analysis

This book presents software engineering methods in the context of the intelligent systems. It discusses real-world problems and exploratory research describing novel approaches and applications of software engineering, software design and algorithms. The book constitutes the refereed proceedings of the Software Engineering Methods in Intelligent Algorithms Section of the 8th Computer Science On-line Conference 2019 (CSOC 2019), held on-line in April 2019.

Discover the essentials in today's marketing and examine the latest trends with the significant visuals and stimulating, timely discussions found in Pride/Ferrell's popular FOUNDATIONS OF MARKETING, 7E. You'll find meaningful coverage of current marketing strategies and concepts, including social media, sustainability, globalization, customer relationship management, supply chain management, and digital marketing. This edition introduces emerging topics, such as social and environmental responsibility, entrepreneurship, and new trends in marketing, as the authors depict the changing nature of business and prepare readers for success in a competitive world. Captivating photos, screenshots, advertisements, and examples from actual life illustrate current issues, while the book's proven learning features help you develop the decision-making and marketing skills you need for professional success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

To be able to compete successfully both at national and international levels, production systems and equipment must perform at levels not even thinkable a decade ago. Requirements for increased product quality, reduced throughput time and enhanced operating effectiveness within a rapidly changing customer demand environment continue to demand a high maintenance performance. In some cases, maintenance is required to increase operational effectiveness and revenues and customer satisfaction while reducing capital, operating and support costs. This may be the largest challenge facing production enterprises these days. For this, maintenance strategy is required to be aligned with the production logistics and also to keep updated with the current best practices. Maintenance has become a multidisciplinary activity and one may come across situations in which maintenance is the responsibility of people whose training is not engineering. This handbook aims to assist at different levels of understanding whether the manager is an engineer, a production manager, an experienced maintenance practitioner or a beginner. Topics selected to be included in this handbook cover a wide range of issues in the area of maintenance management and engineering to cater for all those interested in maintenance whether practitioners or researchers. This handbook is divided into 6 parts and contains 26 chapters covering a wide range of topics related to maintenance management and engineering.

Foreign direct investment (FDI) in Africa by developing Asian economies is growing and has the potential to reach much higher levels. The present report notes that Africa-bound FDI is still a small percentage of the rapidly climbing foreign investments being made by Asian transnational corporations. The rapid economic growth in Asia can be expected to lead to increased Asian investments in Africa, in both natural resources and manufacturing. In particular, the rapid industrial upgrading taking place in Asia provides ample opportunities for Africa to attract efficiency-seeking and export-oriented FDI from Asian economies. Publishing Agency: United Nations.

Ownership and Control of Oil examines government decisions about how much control to exert over the petroleum industry, focusing on the role of National Oil Companies in the production of crude oil since the nationalizations in the 1970s. What are the motives for which some producing states opt for less and NOT more control of their oil production sector? When can International Oil Companies enter the upstream industry of producing states and under what conditions? The diversity of policy choices across producers provides the stage for this investigation: different theoretical explanations are confronted, with the empirical evidence, with the aim of finally proposing an interdisciplinary framework of analysis to explain who controls oil production around the world. This book is intended for both specialists and general readers who have an interest in the issue of government control of the petroleum industry. Due to its multidisciplinary approach, the book is aimed at a large academic public composed of scholars of Political Science, International Political Economy, Comparative Politics, and Middle East Area Studies. Moreover, this book should be relevant to international consultants, industry professionals and decision-makers in countries assessing their experience with existing control structures as well as the many countries in the process of joining the 'petroleum club' of oil producing nations.

This book covers the same material and more when compared with other international business texts, yet it is priced for the student's pocketbook. A new international business text for a new and ever changing global environment. With a unique chapter covering International E-Commerce, Cullen is written in a unique way. Issues link the chapters. The logic is that to choose and implement strategies in international business, you need to understand the global, institutional, and cultural environment. In turn, you need to align functional strategies to support the more general multinational strategies. From the student's point of view, the approach is designed to answer the questions of "why do I really need to know all of this stuff?" Log on to International Business' companion website for student and instructor resources, featuring Lecture Notes, Lecture Slides, a TestBank, Practice Quizzes, Flash Cards, and useful links: [www.cullenib.com](http://www.cullenib.com).

This book discusses the homestay programme in Malaysia in the context of tourism product. It begins by looking into the evolution of tourism in Malaysia, focusing on its growth and development. Tourism product is an important component of any tourism destination, thus the book later looks into the product concept as well as the development of tourism products in Malaysia. Malaysia has many natural, cultural and man-made tourist products and attractions that can potentially pull tourists to its shore. Different perspectives and conceptual frameworks are used in looking at the homestay programme specifically in the area of product benefits, tourist experience, resident perceptions, and product quality. The elements of the programme are identified and the outcomes explored. Finally, issues surrounding the programme are discussed and recommendations on future management of the programme are offered. The book is hoped to answer enquiries about the unique homestay programme in Malaysia, if not completely, at least partially.

Shutdown management is project management of a special kind: managing the repair, replacement or maintenance of critical systems. Manufacturing and process plants, computer systems, airliners, and many other systems must be regularly closed down or taken out of service for planned maintenance operations. This book provides a complete shutdown project planning guide along with a new, detailed model of excellence and step-by-step project guide. In a critical field, this book shows the maintenance manager or

project leader how to get the job done correctly. \* Covers all aspects of major maintenance project planning, minimizing downtime and improving maintenance schedules \* Covers projects ranging from weekend overhauls through to complete plant rebuilds \* With detailed checklists and a new step-by-step project guide

Be it profit or cost-centered, performance management is a critical business system and is the lifeblood of any organization. It translates strategy and direction into individual accountability. This book provides readers with a step-by-step process to build a performance management system that works! It shows organizations how to make performance management employee-centric, link strategy to performance management, use PM to support and develop culture change, set KPIs, track and measure competencies, and use a rating system that differentiates performance and links to rewards. *How to Build a Performance Management System That Works* covers many best practices and examples that create direction, synergy, and accountability for future organizational and individual success.

*Managing Major Sports Events: Theory and Practice* is a complete introduction to the principles and practical skills that underpin the running and hosting of major sports events, from initial bid to post-event legacy and sustainability. Now in a fully revised and updated new edition, the book draws on the latest research from across multiple disciplines, explores real-world situations, and emphasises practical problem-solving skills. It covers every key area in the event management process, including: • Bidding, leadership, and planning; • Marketing and human resource management; • Venues and ceremonies; • Communications and technology (including social media); • Functional area considerations (including sport, protocol, and event services); • Security and risk management; • Games-time considerations; • Event wrap-up and evaluation; • Legacy and sustainability. This revised edition includes expanded coverage of cutting-edge topics such as digital media, culture, human resources, the volunteer workforce, readiness, security, and managing Games-time. Each chapter combines theory, practical decision-making exercises, and case studies of major sports events from around the world, helping students and practitioners alike to understand and prepare for the reality of executing major events on an international scale. Also new to this edition is an "Outlook, Trends, and Innovations" section in each chapter, plus "tips" from leading events professionals. *Managing Major Sports Events: Theory and Practice* is an essential textbook for any course on sports event management or international sports management, and an invaluable resource for all sport management researchers, practitioners and policymakers. Online resources include PowerPoint slides, multiple choice questions, essay questions, stories, and decision-making exercises.

The third edition of *Market-Led Strategic Change* builds on the massive success of the previous two editions, popular with lecturers and students alike, presenting an innovative approach to solving an old problem: making marketing happen! In his witty and direct style, Nigel Piercy has radically updated this seminal text, popular with managers, students, and lecturers alike, to take into account the most recent developments in the field. With a central focus on customer value and creative strategic thinking, he fully evaluates the impact of electronic business on marketing and sales strategy, and stresses the goal of totally integrated marketing to deliver superior customer value. "Reality Checks" throughout the text challenge the reader to be realistic and pragmatic. The book confronts the critical issues now faced in strategic marketing: • escalating customer demands driving the imperative for superior value • totally integrated marketing to deliver customer value • the profound impact of electronic business on customer relationships • managing processes like planning and budgeting to achieve effective implementation At once pragmatic, cutting-edge and thought-provoking, *Market-Led Strategic Change* is essential reading for all managers, students and lecturers seeking a definitive guide to the demands and challenges of strategic marketing in the 21st century.

*Improving Performance and Enhancing Competitiveness: In Search of Innovative Solutions* Penerbit USM Motorsport Going Global The Challenges Facing the World's Motorsport Industry Springer

This volume constitutes the refereed proceedings of the 13th Asian Conference on Intelligent Information and Database Systems, ACIIDS 2021, held in Phuket, Thailand, in April 2021. The total of 35 full papers accepted for publication in these proceedings were carefully reviewed and selected from 291 submissions. The papers are organized in the following topical sections: data mining and machine learning methods; advanced data mining techniques and applications; intelligent and contextual systems; natural language processing; network systems and applications; computational imaging and vision; decision support and control systems; data modelling and processing for Industry 4.0.

Aiming to bridge the gap between theory and application, this work focuses on strategic management.

The 21st century is characterized as an era of natural resource depletion, and humanity is faced with several threats due to the lack of food, energy, and water. Climate change and sea-level rise are at unprecedented levels, being phenomena that make predicting the future of ocean resources more complicated. Oceans contain a limitless amount of water with small (but finite) temperature differences from their surfaces to their floors. To advance the utilization of ocean resources, this book readdresses the past achievements, present developments, and future progress of ocean thermal energy, from basic sciences to sociology and cultural aspects.

Love is the surprising emotion that company builders cannot afford to ignore. Genuine, heartfelt devotion and loyalty from customers — yes, love — is what propels a select few companies ahead. Think about the products and companies that you really care about and how they make you feel. You do not merely like those products, you adore them. Consider your own emotions and a key insight is revealed: Love is central to business. Nobody talks about it, but it is obvious in hindsight. *Lovability: How to Build a Business That People Love and Be Happy Doing It* shares what Silicon Valley-based author and Aha! CEO Brian de Haaff knows from a career of founding successful technology companies and creating award-winning products. He reveals the secret to the phenomenal growth of Aha! and the engine that powers lasting customer devotion — a set of principles that he pioneered and named The Responsive Method. *Lovability* provides valuable lessons and actionable steps for product and company builders everywhere, including: • Why you should rethink everything you know about building a business • What a product really is • The magic of finding what your customers truly desire • How to turn business strategy and product roadmaps into customer love • Why you should chase company value, not

valuation • Surveys to measure your company's lovability Brian de Haaff has spent the last 20 years focused on business strategy, product management, and bringing disruptive technologies to market. And in preparation for writing this book, he interviewed well-known startup founders, product managers, executives, and CEOs at hundreds of name brand and agile organizations. Their experiences, along with headline-grabbing case studies (both inspiring successes and cautionary tales), will help readers discover how to build something that matters. Much has been written about how entrepreneurs build innovative products and successful businesses, but the author's message is original and refreshing. He convincingly explains that there is a better path forward — a people-first way grounded in love. In a business world that has increasingly emphasized hype over substance and get-big-at-any-cost thinking over profitable and sustainable growth, it's time for a new recipe for company success. ?Insightful, thought-provoking, and sometimes controversial, Lovability is the book that you turn to when you know there has to be a better way.

Internationalization and Managing Networks in the Asia Pacific consists of theories and analysis in sections that are related to network management, the power of business networking and the significance and role that business networking plays in propelling organizations towards international business, especially in Asia. Moreover, it includes stakeholder theory and applications of relevant theories to assist in identifying key stakeholders in the ASEAN Economic Community (AEC). The first section contains various fascinating headings, such as analysis of stakeholders' needs, negotiation techniques with stakeholders, relationship management with stakeholders and the role of network management in expanding international business within Asia. The second section emphasizes internationalization theories and empirical evidence with case studies of Asian multinational companies that have succeeded in expanding abroad, such as Singaporean, Taiwanese, Thai, Malaysian and Indonesian companies. These help provide guidelines of analysis for the adaptations these companies made to internationalize successfully, market penetration strategies used for the AEC and international expansion of Asian companies across countries in Asia and other continents. In addition, an included debate provides information on the applications of business networking and internationalization theories, best practices and development policy recommendations, along with a discussion of the role of the public sector in supporting overseas expansion of the private sector. Consists of two interesting and important topics about network management and internationalization Focuses on the role of Asian companies, including international activities Includes case studies and empirical evidence from works by researchers and experts on network management and international business expansion Provides policy advice to the public sectors within Asia on formulating and implementing policies Offers insight into the role of the public sector in supporting international business activities of the private sector

Explores workplace learning as a means of enhancing both work performance and the quality of working life. Identifies characteristics of high performance work organizations, considers the implementation of high performance work practices and investigates how far these practices are embedded in different countries. Examines ways in which public policy can be used to encourage organizations to make more effective use of the skills of their employees.

The globally escalating population necessitates production of more goods and services to fulfil the expanding demands of human beings which resulted in urbanization and industrialization. Uncontrolled industrialization caused two major problems – energy crisis and accelerated environmental pollution throughout the world. Presently, there are technologies which have been proposed or shown to tackle both the problems. Researchers continue to seek more cost effective and environmentally beneficial pathways for problem solving. Plant kingdom comprises of species which have the potential to resolve the couple problem of pollution and energy. Plants are considered as a potential feedstock for development of renewable energy through biofuels. Another important aspect of plants is their capacity to sequester carbon dioxide and absorb, degrade, and stabilize environmental pollutants such as heavy metals, poly-aromatic hydrocarbons, poly-aromatic biphenyls, radioactive materials, and other chemicals. Thus, plants may be used to provide renewable energy generation and pollution mitigation. An approach that could amalgamate the two aspects can be achieved through phytoremediation (using plants to clean up polluted soil and water), and subsequent generation of energy from the phyto-remediator plants. This would be a major advance in achieving sustainability that focuses on optimizing 'people' (social issues), 'planet' (environmental issues), and 'profit' (financial issues). The "Phytoremediation-Cellulosic Biofuels" (PCB) process will be socially beneficial through reducing pollution impacts on people, ecologically beneficial through pollution abatement, and economically viable through providing revenue that supplies an energy source that is renewable and also provides less dependence on importing foreign energy (energy-independence). The utilization of green plants for pollution remediation and energy production will also tackle some other important global concerns like global climate change, ocean acidification, and land degradation through carbon sequestration, reduced emissions of other greenhouse gases, restoration of degraded lands and waters, and more. This book addresses the overall potential of major plants that have the potential to fulfil the dual purposes of phytoremediation and energy generation. The non-edible bioenergy plants that are explored for this dual objective include *Jatropha curcas*, *Ricinus communis*, *Leucaena leucocephala*, *Milletia pinnata*, *Canabis sativa*, *Azadirachta indica*, and *Acacia nilotica*. The book addresses all possible aspects of phyto-remediation and energy generation in a holistic way. The contributors are one of most authoritative experts in the field and have covered and compiled the best content most comprehensively. The book is going to be extremely useful for researchers in the area, research students, academicians and also for policy makers for an inclusive understanding and assessment of potential in plant kingdom to solve the dual problem of energy and pollution.

Advances in Safety, Reliability and Risk Management contains the papers presented at the 20th European Safety and Reliability (ESREL 2011) annual conference in Troyes, France, in September 2011. The books covers a wide range of topics, including: Accident and Incident Investigation; Bayesian methods; Crisis and Emergency Management; Decision Making This book is ideal for teaching subjects related to marketing, management, entrepreneurship, and business ethics. It can be used as the tool to teach students/trainers in advanced undergraduate and MBA/MSc classes. It is widely acknowledged that, only theoretical discussion does not provide the comprehensive understanding about the business decisions that are taken by the managers and/or other parties involved. And thus, use of cases are common in business studies which not only provides students understanding about the practical aspects of the concepts that are being taught in text-books, but also it introduces students with several aspects of the real-life dilemma, complexities and challenges while working in a business environment. This book contains teaching notes of the book titled A Handbook of Malaysian Cases: Contemporary Issues in Marketing & Management in which eleven local cases were presented. The



teaching notes serve as a guide for instructors who intend to utilize these cases in their classes. Each teaching note includes a brief synopsis of the case, learning objectives, the case's target audience, information about the case leading strategies, relevant concepts/subjects, suggested assignment questions, and their corresponding suggested answers. In this way, the instructors will have greater understanding about the use and applicability of the said eleven cases. It is hoped that university lecturers, practitioners, and students who are undertaking courses in business studies will benefit from this book.

This book constitutes the refereed proceedings of the Third International Conference on Advances in Visual Informatics, IVIC 2013, held in Selangor, Malaysia, in November 2013. The four keynotes and 69 papers presented were carefully reviewed and selected from various submissions. The papers focus on four tracks: computer visions and engineering; computer graphics and simulation; virtual and augmented reality; and visualization and social computing.

This open access book focuses on the issue of sustainability standards from the perspective of both global governance frameworks and emerging economies. It stems from the recognition that the accelerated pace of economic globalization has generated production and consumption patterns that are generating sustainability concerns. Sustainability standards (and regulations) are increasingly being used in a bid to make global consumption and production more sustainable. Given the dense inter-connectedness of economic affairs globally, the use of sustainability standards has become a concern of global governance, who face the challenge of achieving a balance between the use of standards for genuine sustainability objectives, and not allowing them to turn into instruments of protectionism or coercion. The emerging economies, given their increasing engagement with the global economy, are most impacted by the use of sustainability standards. The emphasis of 'emerging economies in this book is retained both by using case studies from these economies and by collating perceptions and assessments of those located in these economies. The case studies included span sectors such as palm oil, forestry, food quality, vehicular emissions and water standards, and address the problems unique to the emerging economies, including capacity building for compliance with standards, adapting international standards in domestic contexts and addressing the exclusion of small and medium enterprises etc. Complex interfaces and dynamics of a global nature are not limited to the thematic of this book but also extend to the process through which it was written. This book brings together insights from developed as well as emerging economies (Germany, India, Mexico, Brazil, Indonesia, Pakistan, Mexico and China). It also brings together scholars and practitioners to jointly ponder upon the conceptual aspects of the global frameworks for sustainability standards. This book is a very useful resource for researchers and practitioners alike, and provides valuable insights for policy makers as well.

'Thank you for your order, Mr Mainframe Customer. The cost is £5 million and the lead-time for manufacture will be two years. In the meantime you will have to build a special computer centre to our specification. For our part, our project team will help you recruit and train potential programmers and we shall advise on how you might use the system.' How different from today when the customer will want to see a specific application running before he puts a hand in his/her pocket. Chris Yardley lived the changes as a computer salesman and tells his story of a career living and working in five countries. Warts and all. The ecstasies, the heartbreaks and idiocies of major corporations. His career was not a planned one. In a growing industry, opportunities presented themselves and Chris believes he grasped every one presented. Having written his story, he has had every chapter verified by at least one person who features in that narrative. His respondents have universally endorsed the facts with comments such as 'Wow, I'd forgotten most of that'. 'You have a fantastic memory.' 'I never knew before the full facts of what happened.' 'How have you remembered all the circumstances?' 'It really is a people business.' This is the only book that has followed a computer sales career over almost 50 years.

Liquefied natural gas (LNG) is a commercially attractive phase of the commodity that facilitates the efficient handling and transportation of natural gas around the world. The LNG industry, using technologies proven over decades of development, continues to expand its markets, diversify its supply chains and increase its share of the global natural gas trade. The Handbook of Liquefied Natural Gas is a timely book as the industry is currently developing new large sources of supply and the technologies have evolved in recent years to enable offshore infrastructure to develop and handle resources in more remote and harsher environments. It is the only book of its kind, covering the many aspects of the LNG supply chain from liquefaction to regasification by addressing the LNG industries' fundamentals and markets, as well as detailed engineering and design principles. A unique, well-documented, and forward-thinking work, this reference book provides an ideal platform for scientists, engineers, and other professionals involved in the LNG industry to gain a better understanding of the key basic and advanced topics relevant to LNG projects in operation and/or in planning and development. Highlights the developments in the natural gas liquefaction industries and the challenges in meeting environmental regulations Provides guidelines in utilizing the full potential of LNG assets Offers advices on LNG plant design and operation based on proven practices and design experience Emphasizes technology selection and innovation with focus on a "fit-for-purpose design Updates code and regulation, safety, and security requirements for LNG applications

This is a basic text in International Marketing, a major knowledge area for students of management studies. This book attempts to make learning of the nuances of the subject easy and enjoyable for students. International trade, economic free trade zones, embargoes on exports, and tariff and non-tariff barriers that the companies face overseas form a major part of the book. In addition, the role of international organizations under the guidance of the United Nations has been given its due importance.

Updated and better than ever, Design of Gas-Handling Systems and Facilities, 3rd Edition includes greatly expanded chapters on gas-liquid separation, gas sweetening, gas liquefaction, and gas dehydration —information necessary and critical to production and process engineers and designers. Natural gas is at the forefront of today's energy needs, and this book walks you through the equipment and processes used in gas-handling operations, including conditioning and processing, to help you effectively design and manage your gas production facility. Taking a logical approach from theory into practical application, Design of Gas-Handling Systems and Facilities, 3rd Edition contains many supporting equations as well as detailed tables and charts to facilitate process design. Based on real-world case studies and experience, this must-have training guide is a reference that no natural gas practitioner and engineer should be without. Packed with charts, tables, and diagrams Features the prerequisite ASME and API codes Updated chapters on gas-liquid separation, gas sweetening, gas liquefaction and gas dehydration

This book proposes a new, pragmatic way of approaching economic development which features policy learning based on a comparison of international best policy practices. While the important role of government in promoting private sector development is being recognized, policy discussion often remains general without details as to what exactly to do and how to avoid

common pitfalls. This book fills the gap by showing concrete policy contents, procedures, and organizations adopted in high-performing East Asian economies. Natural resources and foreign aid and investment can take a country to a certain income level, but growth stalls when given advantages are exhausted. Economies will be caught in middle income traps if growth impetus is not internally generated. Meanwhile, countries that have soared to high income introduced mindset, policies, and institutions that encouraged, or even forced, accumulation of human capital – skills, technology, and knowledge. How this can be done systematically is the main topic of policy learning. However, government should not randomly adopt what Singapore or Taiwan did in the past. A continued march to prosperity is possible only when policy makers acquire capability to formulate policy suitable for local context after studying a number of international experiences. Developing countries wanting to adopt effective industrial strategies but not knowing where to start will benefit greatly by the ideas and hands-on examples presented by the author. Students of development economics will find a new methodological perspective which can supplement the ongoing industrial policy debate. The book also gives an excellent account of national pride and pragmatism exhibited by officials in East Asia who produced remarkable economic growth, as well as serious effort by an African country to emulate this miracle.

Seperti halnya SWOT Analysis sangat diperlukan oleh perusahaan untuk mengidentifikasi faktor-faktor peluang dan ancaman serta kekuatan dan kelemahan perusahaan tersebut, Personal SWOT Analysis merupakan metode yang penting bagi kita sebagai individu untuk mengevaluasi diri sendiri, untuk mengetahui kekuatan dan kelemahan kita. Dengan cara itu kita dapat merencanakan kehidupan yang lebih baik dan bermanfaat. Tidak hanya mengajari kita cara menggali kekuatan diri dan mengevaluasi kepribadian, buku ini juga memandu kita melakukan manajemen diri berdasarkan Personal Balanced Scorecard. Tentu saja semua itu tidak ada artinya jika tidak Anda laksanakan. Terapkan pengetahuan yang Anda peroleh dari buku ini dan tetapkan niat untuk menjadi yang terbaik di bidang Anda. Insya Allah, yang Anda cita-citakan akan terwujud.

Through country case studies as well as econometric analysis, this book attempts to identify the factors that have helped developing countries succeed in exporting services. It examines strategies that have been successful as well as those that have not delivered expected results..

This book provides the definitive economic study of the global motorsport industry. Drawing on a decade of research, and interviews with top industry executives and international commentators, the global grid of motorsport is analyzed and the world's national motorsport industries benchmarked. Motorsport Going Global concludes on scenarios for the global industry as it enters a new era of market growth and global opportunity.

The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges – including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis.

This book discusses a leader's ultimate accountability for results. Focusing on accountability magnifies personal performance, improves an organization's results, and accelerates career progression. Topics include: developing an accountability mindset that consistently examines results; earning a reputation for strong leadership at every level through "followership"; acting as both a leader and a follower at the same time throughout one's career; developing all of the must-have tools for the leadership toolbox; and increasing impact, developing more bench strength, and building a high performance team by learning to serve, build, and inspire others. The book is of value to experienced leaders with broad responsibilities, early leaders who want to get ahead faster, or aspiring future leaders who want to expand their influence. --

Drawing on the experience of several cities from different parts of the world, this text provides a global perspective on the urbanization phenomenon and tall building development, and examines their underlying logic, design drivers, contextual relationships and pitfalls.

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