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If you're seeking solutions to advanced and even esoteric problems, Advanced Analytical Models goes beyond theoretical discussions of modeling by facilitating a thorough understanding of concepts and their real-world applications—including the use of embedded functions and algorithms. This reliable resource will equip you with all the tools you need to quantitatively assess risk in a range of areas, whether you are a risk manager, business decision-maker, or investor.

The third volume of the Sustainable Urban Development Series outlines the BEQUEST toolkit that helps link protocol with the assessment methods currently available for evaluating the sustainability of urban development. It details the decision support mechanisms developed for users of the system to guide them in selecting the appropriate assessment methods for a variety of evaluations. This book provides case studies drawn from locations across Europe, and also provides best practice examples demonstrating those protocols that planners, property developers and design and construction professionals have followed, and how they have selected the assessment methods they need to best evaluate the sustainability of cities, districts, neighbourhoods and buildings.

For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

Pricing is an essential aspect of the marketing mix for brands and products. Further, pricing research in marketing is interdisciplinary, utilizing economic and psychological concepts with special emphasis on measurement and estimation. This unique Handbook provides current knowledge of pricing in a single, authoritative volume and brings together new cutting-edge research by established marketing scholars on a range of topics in the area. The environment in which pricing decisions and transactions are implemented has changed dramatically, mainly due to the advent of the Internet and the practices of advance selling and yield management. Over the years, marketing scholars have incorporated developments in game theory and microeconomics, behavioral decision theory, psychological and social dimensions and newer market mechanisms of auctions in their contributions to pricing research. These chapters, specifically written for this Handbook, cover these various developments and concepts as applied to tackling pricing problems. Academics and doctoral students in marketing and applied economics, as well as pricing-focused business practitioners and consultants, will appreciate the state-of-the-art research herein.

Principles of Marketing, helps students understand how to create value, build customer relationships and master key marketing challenges. The 8th Edition has been thoroughly revised to reflect the major trends impacting contemporary marketing. Packed with examples illustrating how companies use new digital technologies to maximize customer engagement and shape brand conversations, experiences, and communities.

In a modern world with rapidly growing international trade, countries compete less based on the availability of natural resources, geographical advantages, and lower labor costs and more on factors related to firms' ability to enter and compete in new markets. One such factor is the ability to demonstrate the quality and safety of goods and services expected by consumers and confirm compliance with international standards. To assure such compliance, a sound quality infrastructure (QI) ecosystem is essential. Jointly developed by the World Bank Group and the National Metrology Institute of Germany, this guide is designed to help development partners and governments analyze a country's quality infrastructure ecosystems and provide recommendations to design and implement reforms and enhance the capacity of their QI institutions.

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How can you establish a customer-centric culture in an organization? This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service providers and customers. You'll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization. Great customer experience needs a common language across disciplines to break down silos within an organization. This book provides a consistent model for accomplishing this and offers hands-on descriptions of every single step, tool, and method used. You'll be able to focus on your customers and iteratively improve their experience. Move from theory to practice and build sustainable business success.

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