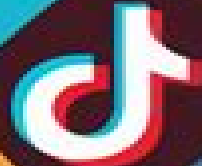


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Ideas That Sell: The Art Of Creative Marketing Kulbhushan Chandel, . D. S. Kaushik, Ideas That Sell The Art of Creative Marketing is a practical and inspiring guide for marketers entrepreneurs and creatives who want to master the skill of turning ideas into impactful campaigns Blending storytelling psychology and branding strategies the book explores how to craft messages that resonate build emotional connections with audiences and stand out in a crowded marketplace Packed with real world examples and actionable insights it reveals how creativity when aligned with clear strategy can become the most powerful marketing tool for any business How powerful concepts shape memorable campaigns Blends creativity with strategy to help brands connect with target audiences Covers consumer psychology emotional appeal and brand storytelling Offers real world case studies and lessons from successful marketing campaigns Provides practical tools and frameworks for brainstorming pitching and executing ideas Ideal for marketers creatives entrepreneurs and students in branding or advertising Emphasizes the role of authenticity and originality in building lasting brand value

Navigating the Technological Tide: The Evolution and Challenges of Business Model Innovation Bahaaeddin Alareeni,Allam Hamdan,2024-07-27 In an era defined by technological breakthroughs such as AI blockchain and IoT this book offers a fresh and practical approach to Business Model Innovation BMI It delves into how technological advancements drive new business models and enhance operational efficiency providing actionable insights and real world examples for business leaders strategists operations managers entrepreneurs and students in business and technology disciplines Encouraging diverse research methods including theoretical empirical and multimethod studies it welcomes manuscripts with clear managerial or policy implications Aimed at students scholars researchers professionals executives government agencies and policymakers this book equips readers with tools to succeed in today s dynamic business environment and supports multidisciplinary research to advance innovation management practices

Emerging issues related to the corona virus pandemic (COVID 19) Seven editora, The Routledge Concise History of Science Fiction Mark Bould,Sherryl Vint,2011-02-23 The Routledge Concise History of Science Fiction provides students with an accessible overview of the genre that explores how it emerged through competing multifarious versions and the struggle to

define its limits Discussing the place of key works and looking forward to the future of the genre this book is the ideal starting point for students and all those seeking a better understanding of science fiction **Information and Influence**

Propagation in Social Networks Wei Chen, Carlos Castillo, Laks V.S. Lakshmanan, 2013-10-01 Research on social networks has exploded over the last decade To a large extent this has been fueled by the spectacular growth of social media and online social networking sites which continue growing at a very fast pace as well as by the increasing availability of very large social network datasets for purposes of research A rich body of this research has been devoted to the analysis of the propagation of information influence innovations infections practices and customs through networks Can we build models to explain the way these propagations occur How can we validate our models against any available real datasets consisting of a social network and propagation traces that occurred in the past These are just some questions studied by researchers in this area Information propagation models find applications in viral marketing outbreak detection finding key blog posts to read in order to catch important stories finding leaders or trendsetters information feed ranking etc A number of algorithmic problems arising in these applications have been abstracted and studied extensively by researchers under the garb of influence maximization This book starts with a detailed description of well established diffusion models including the independent cascade model and the linear threshold model that have been successful at explaining propagation phenomena We describe their properties as well as numerous extensions to them introducing aspects such as competition budget and time criticality among many others We delve deep into the key problem of influence maximization which selects key individuals to activate in order to influence a large fraction of a network Influence maximization in classic diffusion models including both the independent cascade and the linear threshold models is computationally intractable more precisely P hard and we describe several approximation algorithms and scalable heuristics that have been proposed in the literature Finally we also deal with key issues that need to be tackled in order to turn this research into practice such as learning the strength with which individuals in a network influence each other as well as the practical aspects of this research including the availability of datasets and software tools for facilitating research We conclude with a discussion of various research problems that remain open both from a technical perspective and from the viewpoint of transferring the results of research into industry strength applications **The God Virus** Darrel W. Ray, 2009 For those hungering for more after reading the books written by Richard Dawkins or Christopher Hitchens The God Virus is a logical and thought provoking follow up Hemant Mehta **Brand Turnaround: How Brands Gone Bad Returned to Glory and the 7 Game Changers that Made the Difference** Karen Post, 2012 How did Toyota Tylenol and Goldman Sachs bounce back from the brink of destruction This book reveals the answers and provides valuable lessons for anyone tasked with reviving a brand **Business and the Ethical Implications of Technology** Kirsten Martin, Katie Shilton, Jeffery Smith, 2022-11-09 This book focuses on how firms should engage ethical choices in developing and deploying digital technologies Digital technologies are devices that rely on rapidly

accelerating digital sensing storage and transmission capabilities to intervene in human processes While the ethics of technology is analyzed across disciplines from science and technology studies STS engineering computer science critical management studies and law less attention is paid to the role that firms and managers play in the design development and dissemination of technology across communities and within their firm This book covers the topic from three angles First it illuminates diverse facets of the intersection of technology and business ethics Second it uses themes to explore what business ethics offers to the study of technology and third what technology studies offers to the field of business ethics Each field brings expertise that together improves our understanding of the ethical implications of technology Chapter A Micro ethnographic Study of Big Data Based Innovation in the Financial Services Sector Governance Ethics and Organisational Practices chapter The Challenges of Algorithm Based HR Decision Making for Personal Integrity and chapter Female CEOs and Core Earnings Quality New Evidence on the Ethics Versus Risk Aversion Puzzle are available open access under a Creative Commons Attribution 4 0 International license via link springer.com [The Lancet](#) ,1936 **Concepts and Challenges in Life Science** ,1991 **The Principles and Practice of Rhinology** Joseph Lawrence Goldman,Stanley Marvin Blaugrund,Joel M. A. Shugar,1987 [Genetic Engineering of Crop Plants](#) Grantley W. Lycett,Donald Grierson,1990 **Voice & Data** ,2007 [Chemical and Engineering News](#) ,1946 **Science** Richard Moyer,2000 For grades 1 6 **Out** ,1999 **Western Druggist** ,1896 **Return of the Swastika?** Edward Frederick Langley Russell Baron Russell of Liverpool,1969 *The Chautauquan* ,1894

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