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The Journal of School Leadership is broadening the conversation about schools and leadership and is currently accepting manuscripts. We welcome manuscripts based on cutting-edge research from a wide variety of theoretical perspectives and methodological orientations. The editorial team is particularly interested in working with international authors, authors from traditionally marginalized populations, and in work that is relevant to practitioners around the world. Growing numbers of educators and professors look to the six bimonthly issues to: deal with problems directly related to contemporary school leadership practice teach courses on school leadership and policy use as a quality reference in writing articles about school leadership and improvement.

This book provides the essentials to write a successful business plan. The represented methods and best practices have been approved over many years in practice with many management consulting engagements. The book is beautifully structured, it has a pragmatic emphasis and an autodidactic approach. The reader gets acquainted with the skills and competencies as well as tools, required for the planning and development of the business plan project.

This issue of the journal and its sister (14.03) bring together sixteen contributions from scholars from a variety of perspectives around the topic of Women & Collections.

This focus issue of the journal draws attention to “Collections in a Digital Age.” The essays are, like digital public history itself, multi-faceted showing a variety of possibilities, opportunities, challenges, and best-practices at a range of institutions or dealing with an assortment of historical materials. The contributions are drawn from working group activity at the April 2015 annual meeting of the National Council on Public History.

Four articles cover collections care; historical research methods; historical markers, signage, and public programming online; and digital repository. Books reviews cover museums and innovation, collections and collecting practices, special collections, constructions of knowledge, and digital rights management and digital repositories.

Essentials of Marketing Research takes an applied approach to the fundamentals of marketing research by providing examples from the business world of marketing research and showing students how to apply marketing research results. This text focuses on understanding and interpreting marketing research studies. Focusing on the 'how-to' and 'so what' of marketing research helps students understand the value of marketing research and how they can put marketing research into practice. There is a strong emphasis on how to use marketing research to make better management decisions. The unique feature set integrates data analysis, interpretation, application, and decision-making throughout the entire text. The text opens with a discussion of the role of marketing research, along with a breakdown of the marketing research process. The text then moves into a section discussing types of marketing research, including secondary resources, qualitative research, observation research, and survey research. Newer methods (e.g. using blogs or Twitter feeds as secondary resources and using online focus groups) are discussed as extensions of traditional methods such. The third section discusses sampling procedures, measurement methods, marketing scales, and questionnaires. Finally, a section on analyzing and reporting marketing research focuses on the fundamental data analysis skills that students will use in their marketing careers. Features of this text include: - Chapter Openers describe the results of a research study that apply to the topics being presented in that chapter. These are taken from a variety of industries, with a greater emphasis on social media and the Internet. - A Global Concerns section appears in each chapter, helping prepare students to conduct market research on an international scale.This text emphasizes the presentation of research results and uses graphs, tables, and figures extensively. - A Statistics Review section emphasizes the practical interpretation and application of statistical principles being reviewed in each chapter. - Dealing with Data sections in each chapter provide students with opportunities to practice interpreting data and applying results to marketing decisions. Multiple SPSS data sets and step-by-step instructions are available on the companion site to use with this feature. - Each Chapter Summary is tied to the chapter-opening Learning Objectives. - A Continuing Case Study follows a group of students through the research process. It shows potential trade-offs, difficulties and flaws that often occur during the implementation of research project. Accompanying case questions can be used for class discussion, in-class group work, or individual assignments. - End-of-Chapter Critical Thinking Exercises are applied in nature and emphasize key chapter concepts. These can be used as assignments to test students' understanding of marketing research results and how results can be applied to decision-making. - End-of-chapter Your Research Project provides more challenging opportunities for students to apply chapter knowledge on an in-depth basis, and thus olearn by doing.

This book tackles the challenges of how to make sense of qualitative data. It offers students and researchers a hands-on guide to the practicalities of coding, comparing data, and using computer-assisted qualitative data analysis. Lastly, Gibbs shows you how to bring it all together, so you can see the steps of qualitative analysis, understand the central place of coding, ensure analytic quality and write effectively to present your results.

Measuring productivity is often considered a difficult task for industries in the services sectors. This book offers a solution in the form of the 8M approach -- Management, Manpower, Method, Money, Market, Make, Material and Message. This 8M framework is used to analyze the many facets of productivity and make pertinent solutions and suggestions to lift productivity in enterprises, especially those in the retail and food services sectors. This book consists of 10 chapters. Each chapter is an in-depth study of a specific measure, be it a technological system, a manpower strategy or a marketing program to improve the performance and productivity of small and medium enterprises (SMEs) in the retail and food services sectors in Singapore. Technology-driven solutions are the highlight of this book. Every study presented involves field work in terms of surveys, interviews or focus group discussions with stakeholders. The findings of the studies lead to policy recommendations and suggestions for improving the productivity performance of SMEs in the retail and food services sectors. Contents: About the AuthorAcknowledgementsForewordPrefaceIntroductionThe Use of Lean Management Principle and Practices for Productivity Improvement in the Retail and Food Services Sectors of SingaporeUse of Self-service Technology in Supermarkets: Case Study of a Supermarket and Consumer ResponsesSeeking Productivity Improvement with Self Service Technology (SST) in the F&B Sector: Case Study of Six Restaurants and a Consumer SurveyIntegrating the Supply Chain with RFID: A Study on Boosting Productivity in the Retail and F&B SectorsThe Role of Shared Services in Improving Productivity in the Food Services Sector3D Printing as a Means of Improving ProductivityM-commerce as a Strategy to Increase Productivity in Singapore Effectiveness of Cash Management Technologies and Cashless Payments in Retail and Food Services SectorsAdopting Job Redesign Principles to Transform Business Operations and Raise Productivity in the Retail and Food Services SectorsEffectiveness of Loyalty Cards in Improving Business Performance and Productivity: An Appraisal in the Retail and F&B Industry of SingaporeConcluding RemarksReferences Readership: Policy makers in public sectors; bosses and executives of small and medium enterprises (SMEs), general readers interested in productivity in Singapore. Keywords: Productivity;Technology;Manpower;Marketing;RFID; Job Redesign;3D Printing;SingaporeReview: Key Features: Use of the 8 M framework in diagnosing, analysis and provision of solution to productivity problemsIn-depth studies supported by surveys and/ or case studies in each of the chapterEach chapter is self-contained, easy to read and jargon-free. Where possible, experience in other countries are included to provide comparison and appreciation of situation in Singapore

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