



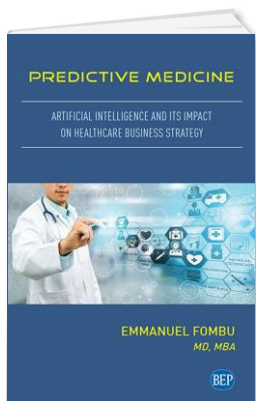
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# Product Descriptions

Business Expert Press was founded on the proposition that executives and business students need reliable, concise information and guidance from experts across the field of business. Professors from around the world typically focus on writing journal articles, lengthy monographs, textbooks and topical articles for magazines. Business Expert Press combines and summarizes these published works to help students improve their understanding of theories and gain more in-depth knowledge of a particular topic.



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## Predictive Medicine: Artificial Intelligence and Its Impact on Healthcare Business Strategy

*Fombu, Emmanuel*

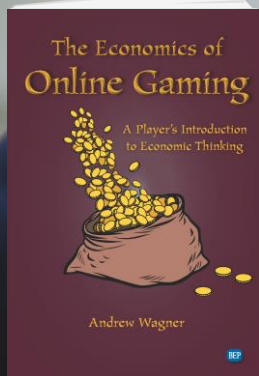
Pages : 228 | Publication Year 2020

Artificial intelligence, machine learning, and other new technologies are ready to revolutionize the healthcare industry. But if we want them to achieve their full potential, we'll need leaders who understand these new tools.

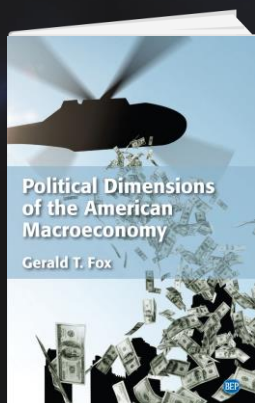
Predictive Medicine makes AI more accessible for healthcare practitioners without shying away from complex topics and controversial subject matter. It's a call-to-action for a new generation of health leaders and a roadmap to a brighter future.



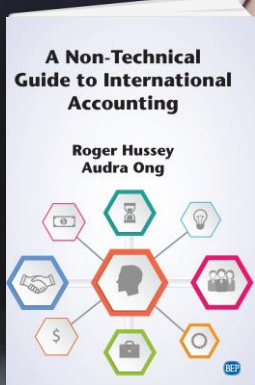
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## The Economics of Online Gaming : A Player's Introduction to Economic Thinking

*Wagner, Andrew*

Pages : 203 | Publication Year 2020

This book is made from the connections that the author saw when he compared his experience inside a video game with what he learned through a formal study of economic theory. Set in the Massively Multiplayer Online Role-Playing Game (MMORPG) of Eternal Lands, it follows the true story of Mr. Mind, a gamer who builds a business inside the game world that he calls RICH. This business grows from a small startup to an unregulated natural monopoly that abuses its market power by intentionally losing money to drive competitors out of business. RICH becomes so influential that it breaks the market process with a unique case of regulatory capture. Through this story, the book demonstrates how economic thinking is absorbed by experimenting inside an online video game.



## Political Dimensions of the American Macroeconomy

*Fox, Gerald T.*

Pages : 209 | Publication Year 2019

Political macroeconomy refers to the interconnection between macroeconomic politics and macroeconomic performance. The expectational Phillips curve may be used to examine the economic aspects of this interrelation. Macroeconomic politics relates to voter behavior, presidential reelection ambition, partisan economic priorities, and special interests. These factors impact the fiscal and monetary policy actions of the president, Congress, and central bank. According to the electoral effect, presidents attempt to boost the economy before an election to increase reelection votes.



## A Non-Technical Guide To International Accounting

*Ong, Audra; Hussey, Roger*

Pages : 197 | Publication Year 2019

Businesses have become more global and more complex. Whether you are a manager, a student, or someone generally interested in corporate activities, you would need information as well as being able to understand it. Companies all over the world are required to generate financial information, if for no other reason than to settle their tax affairs.



## Core Concepts of Project Management

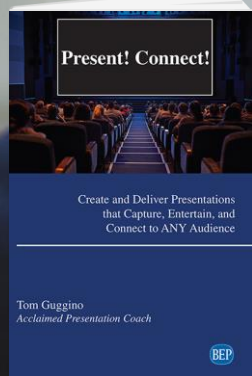
*Olson, David L.*

Pages : 127 | Publication Year 2020

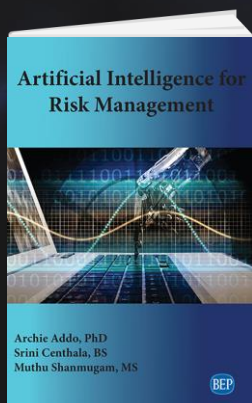
This book addresses project management in the context of general project management. An introductory chapter discusses project features in general. Part I of the book focuses attention on the important human element in project management. Part II discusses two processes involved in the initial project definition stage, as well as covering estimation. Part III involves planning and project risk and implementation.



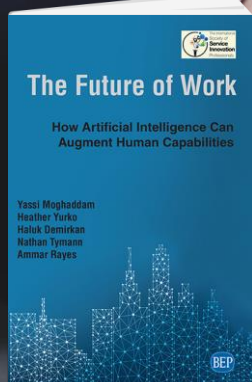




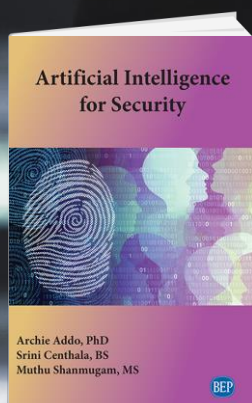
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## Present! Connect!: Create and Deliver Presentations that Capture, Entertain, and Connect to ANY Audience

*Guggino, Tom*

Pages : 100 | Publication Year 2020

Most people have the skills needed to become a successful presenter, but they don't use them. When they learn how to use these skills, they begin to enjoy the successful outcome of a focused, thoughtful, and informative presentation. This is the premise of author Tom Guggino's career as a leading presentation coach.

As a former stand-up comedian, Tom applies the secrets of communicating your passion, commitment, and unique personal style. He has developed The Presentation Process to make professionals, executives, and students become effective presenters who enjoy making a presentation that fulfills its promise.



## Artificial Intelligence for Risk Management

*Centhala, Srinu; Shanmugam, Muthu; Addo, Archie*

Pages : 164 | Publication Year 2020

Artificial Intelligence (AI) for risk management is about using AI to manage risk in the corporate environment. The content of this work focuses on concepts, principles, and practical applications that are relevant to the corporate and technology environments. The authors introduce AI and discuss the different types, capabilities, and purposes—including challenges. With AI also comes risk. This book defines risk, provides examples, and includes information on the risk-management process. Having a solid knowledge base for an AI project is key and this book will help readers define the knowledge base needed for an AI project by developing and identifying objectives of the risk-knowledge base and knowledge acquisition for risk.



## The Future of Work : How Artificial Intelligence Can Augment Human Capabilities

*Yurko, Heather; Rayes, Ammar; Demirkan, Haluk; Tymann, Nathan; Moghaddam, Yassir*

Pages : 130 | Publication Year 2020

Jobs, and nature of work as we know it, are changing rapidly. As companies become more "digital," employees need to be empowered to more innovative. Disruptive changes to work behaviors and models will have a profound impact on the nature of work and in many industries and countries, the most in-demand occupations, specialties, and skills did not exist ten or even five years ago, and the change is set to accelerate. This will have a tremendous impact on workforce of the future acquires and applies new skills, and how companies



## Artificial Intelligence for Security

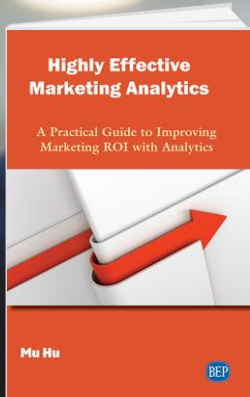
*Centhala, Srinu; Shanmugam, Muthu; Addo, Archie*

Pages : 154 | Publication Year 2020

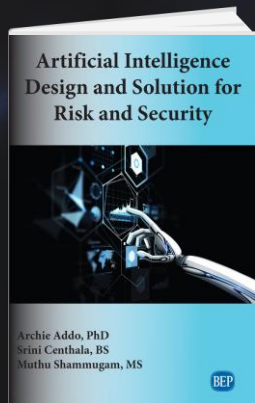
Artificial Intelligence (AI) for security management explores terminologies of security and how AI can be applied to automate security processes. Additionally, the text provides detailed explanations and recommendations for how implement procedures.

Practical examples and real-time use cases are evaluated and suggest appropriate algorithms based on the author's experiences.

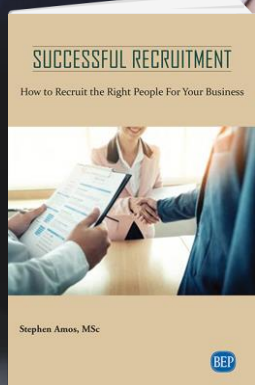




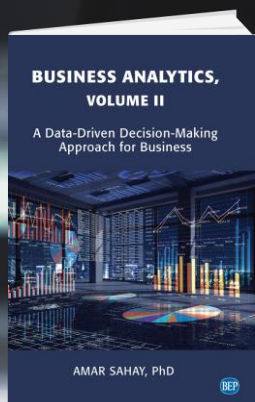
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## Highly Effective Marketing Analytics: A Practical Guide to Improving Marketing ROI with Analytics

*Hu, Mu*

Pages : 244 | Publication Year 2019

Highly Effective Marketing Analytics, a highly practical and pragmatic how-to book, infuses analytics into marketing to help improve marketing performance and raise analytics IQ for companies that have not yet had much success with analytics. The author illustrates, step by step, many innovative, practical, and cost-effective methodologies to solve the most challenging problems facing marketers in today's highly competitive omnichannel environment.



## Artificial Intelligence Design and Solution for Risk and Security

*Centhala, Srini; Shanmugam, Muthu; Addo, Archie*

Pages : 124 | Publication Year 2020

Artificial Intelligence (AI) design and solutions for risk and security targets readers to understand, learn, define problems, and architect AI projects. Starting from current business architectures and business processes to futuristic architectures.

Introduction to data analytics and life cycle includes data discovery, data preparation, data processing steps, model building, and operationalization are explained in detail. The authors examine the AI and ML algorithms in detail, which enables the readers to choose appropriate algorithms during designing solutions. Functional domains and industrial domains are also explained in detail.



## Successful Recruitment: How to Recruit the Right People For Your Business

*Amos, Stephen*

Pages : 186 | Publication Year 2020

Successful Recruitment provides the practical guidance and knowledge needed to recruit the right people, avoiding the many pitfalls that can arise in the recruitment process. It begins by identifying why recruitment is so often unsuccessful, leading to time, money, and energy being wasted in recruiting people who lack the attributes required to succeed in your organization.



## Business Analytics: A Data-Driven Decision-Making Approach for Business, Volume II

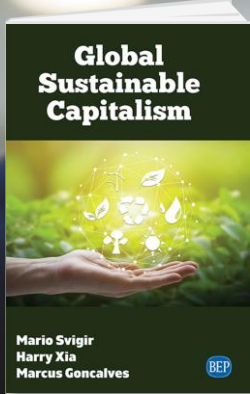
*Sahay, Amar*

Pages : 405 | Publication Year 2019

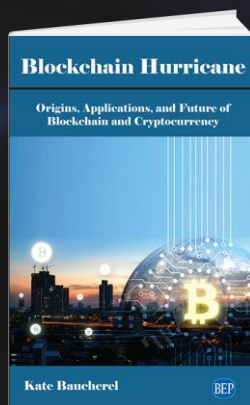
This business analytics (BA) text discusses the models based on fact-based data to measure past business performance to guide an organization in visualizing and predicting future business performance and outcomes. It provides a comprehensive overview of analytics in general with an emphasis on predictive analytics. Given the booming interest in analytics and data science, this book is timely and informative. It brings many terms, tools, and methods of analytics together.



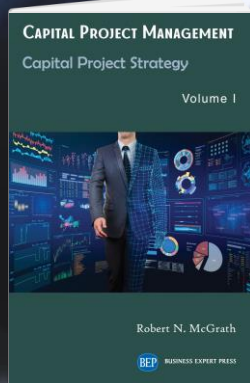




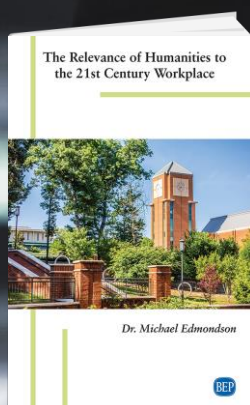
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## Global Sustainable Capitalism

*Svigir, Mario; Xia, Harry; Goncalves, Marcus*

Pages : 180 | Publication Year 2019

Sustainable capitalism is more than a response to the environmental crisis. In this book, the authors propose a new conceptual business model as a contribution to global sustainable capitalism in the making, in an attempt assist in the education of global stakeholders about the importance, the rationale, and the pathway to the introduction of sustainable capitalism principles into global economics and business models.



## Blockchain hurricane : origins, applications, and future of blockchain and cryptocurrency

*Baucherel, Kate*

Pages : 192 | Publication Year 2020

This book gives business decision makers and students a clear overview of the history, current applications, and future potential of distributed ledgers and cryptocurrency.

The hype around blockchain technology is matched only by the innovation it inspires and the skepticism it provokes. This book gives business decision makers and students a clear overview of the history, current applications, and future potential of distributed ledgers and cryptocurrency.



## Capital Project Management: Capital Project Strategy, Volume I

*McGrath, Robert N.*

Pages : 166 | Publication Year 2019

The volumes in this series may be likened to a complete case study of Tesla through the end of 2018. Many popular media articles are excerpted, abridged to illustrate points of theoretical emphasis. This keeps the story alive, meaningful, and urgent.

Strategic management is a corpus of scholarship in the Academy of Management, as is technology and innovation management. Project management is found academically within operations management, and led in practice by the Project Management Institute. The volumes in this series intersect where these fields meet and capital projects are planned, budgeted, and financed.



## The Relevance of Humanities to the 21st Century Workplace

*Edmondson, Michael.*

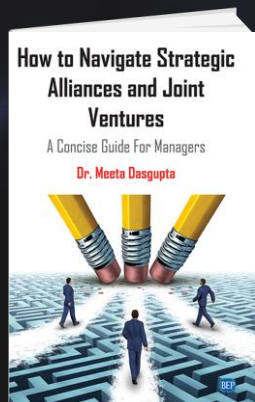
Pages : 127 | Publication Year 2020

The Relevance of the Humanities to the 21st Century Workplace provides a blueprint for higher education faculty, boards, presidents, senior leaders, parents, students, recent graduates, and other stakeholders. Upon examining the state of humanities today, it becomes rather obvious that six disconnects exists. Colleges have done a poor job helping people outside the academy understand the terms liberal arts, humanities, liberal education, and liberal arts colleges (The Explanation Disconnect).

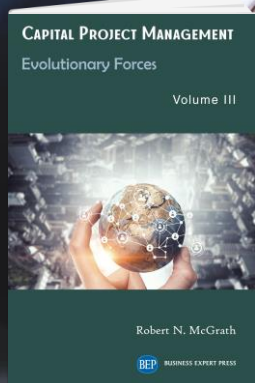




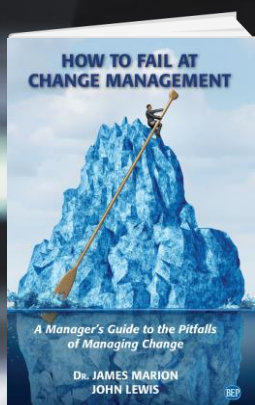
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## Capital Project Management: Capital Project Finance, Volume II

*McGrath, Robert N.*

Pages : 158 | Publication Year 2019

This book is companion to Volumes I and III in the series. Volume I covers managing strategy through capital project portfolios; Volume III is a complete case study.

This volume describes the strategic challenge of adding real economic value, properly and rigorously defined. The author explains how this is accomplished through the capital budgeting process; discusses the importance of free cash flow and finally, capital projects, as financial options, are discussed, as a way to manage risk while enhancing the likelihood of project approval.



## How to Navigate Strategic Alliances and Joint Ventures: A Concise Guide For Managers

*Dasgupta, Meeta*

Pages : 162 | Publication Year 2020

Organizations, large and small, are realizing the importance of collaborations to achieve their business objectives. Organizations to create independent and joint values are entering into strategic alliances with their suppliers, customers, and even their competitors. Every alliance follows a lifecycle and decisions have to be taken by executives at each stage. Anticipated revenues and other sources of financial value remain unrealized if inadequate decisions are taken and alliances fail or under perform.



## Capital Project Management, Volume III: Evolutionary Forces

*McGrath, Robert N.*

Pages : 192 | Publication Year 2019

As an extension of Volumes I and II of this series, this book contains a detailed elaboration of the Tesla story, in a way that also serves to examine the interaction of technology and economic forces that determine the structural profitability of any industry, especially capital-intensive industries. The economics are the "five forces" introduced to the management lexicon by strategic management scholars. Here there is strong emphasis on the interplay among product technology, production and supply chains, and "Wall Street." The author is a retired business professor; his research interest has been the management of technology and innovation.



## How to Fail at Change Management: A Manager's Guide to the Pitfalls of Managing Change

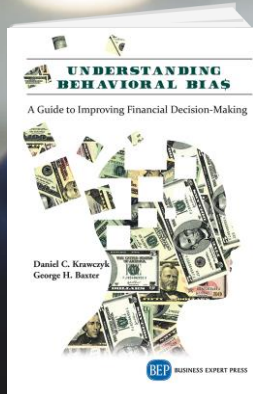
*Lewis, John; Marion, James*

Pages : 151 | Publication Year 2020

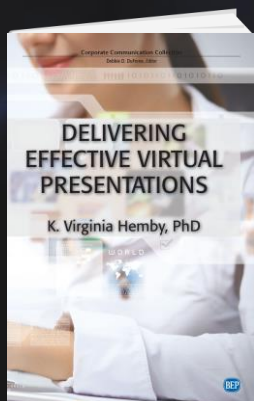
Change management efforts often fail. Business case studies are littered with examples of failed change management efforts. Why this is so is a mystery, given the many change management models in existence, highly paid executives equipped with degrees from top-tier schools, and the millions of dollars spent in pursuit of change.



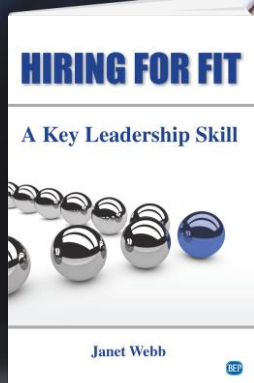




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## Understanding Behavioral BIAS: A Guide to Improving Financial Decision-Making

*Baxter, George H.; Krawczyk, David C.*

Pages : 208 | Publication Year 2019

This book describes the biases most relevant to investing, includes background on how biases develop, and offers practical strategies to help you to improve your performance. The authors offer a guide to categorizing biases based on cutting-edge brain science, which will enable readers to implement best practices that guard against whole sets of biases.

Emphasis is placed on the practical implications of financial decision-making and the authors provide a scientific basis for adjusting investing practices to avoid common cognitive traps.



## Delivering Effective Virtual Presentations

*Hemby, K. Virginia*

Pages : 109 | Publication Year 2019

In an era where technology and the skills required to navigate its use are deemed innate, people can experience some difficulty in transferring face-to-face skills to the virtual environment when they have not received any training or instruction in that regard. In many cases, books designed to assist in the learning process can be lengthy and cumbersome, rather than the clear, concise, complete, and correct format appreciated by readers.



## Hiring for Fit: A Key Leadership Skill

*Webb, Janet*

Pages : 143 | Publication Year 2020

Hiring for Fit goes to the heart of what fit really means and provides expert insight for anyone involved in making hiring decisions.

A key skill for any leader is the ability to hire a great team, and this skill requires a considerable depth of knowledge of the complex subject of fit. Most organizations talk about the need to hire for fit, but many go about hiring in the wrong way because their leaders don't fully understand the concept of fit.



## Quantitative Tools of Project Management

*Olson, David L.*

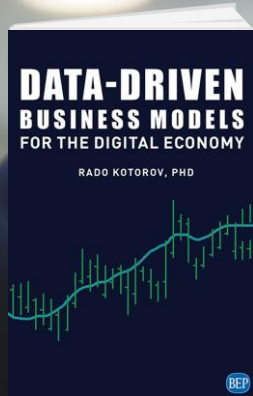
Pages : 157 | Publication Year 2020

This book addresses the use of quantitative tools to support general project management.

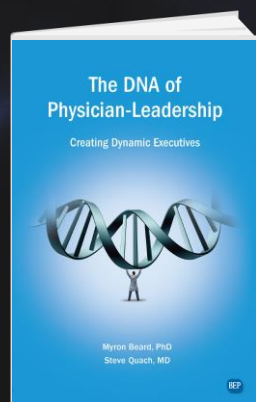
Part I of the book deals with critical path modeling. Part II discusses risk modeling tools to include Program Evaluation and Review Technique (PERT), critical chain modeling, and agile/scrum approaches. Project control through earned value analysis is also covered. Part III is a Microsoft Project orientation. A feature of the book is an effort to tie content to that of the Project Management Body of Knowledge (PMBOK)



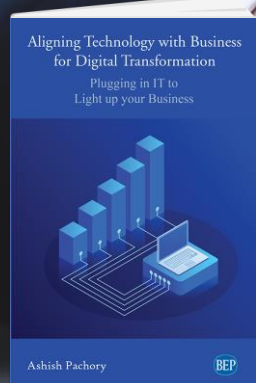




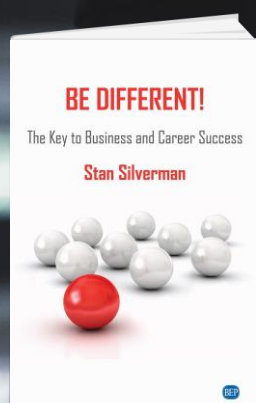
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## Data-Driven Business Models for the Digital Economy: How Great Companies Run on Data

*Kotorov, Rado*

Pages : 152 | Publication Year 2020

Today's most valuable digital companies have no physical assets. Data-driven business models scale not through asset accumulation and product standardization, but through disaggregation of supply and demand to cater to the individual preferences of each consumer. The winners in the new economy master the demand for one and the supply to millions. Analytical craftsmanship at scale is replacing the traditional mass production and changing how markets and competition work.



## The DNA of Physician Leadership: Creating Dynamic Executives

*Quach, Steve; Beard, Myron J.*

Pages : 205 | Publication Year 2019

Increasingly, physicians are transitioning away from being clinicians to becoming health care leaders and administrators. While the reasons for this transition are varied (e.g., attractive opportunities, lifestyle choices, personal growth, burnout), the journey to leadership positions is fraught with new and unexpected challenges. This book comes from real-life examples and experiences. It is complete with case studies, exercises, and a unique Coach's Corner, summarizing each chapter and providing specific suggestions for leadership development.



## Aligning Technology with Business for Digital Transformation : Plugging in IT to Light up your Business

*Pachory, Ashish*

Pages : 204 | Publication Year 2019

This book focuses on developing alignment as the foundation for a successful digital enterprise.

Over the last decade, digital technology has made deep inroads into every walk of life, but perhaps nowhere more than in the world of business. Technology now plays an enhanced role in driving business success, creating an entirely new paradigm in which business and technology are inseparable. Enterprises must ride the digital wave without losing their grip on the business basics to stay afloat. In this environment, business outcome is heavily dependent on the close alignment between business and technology.



## Be Different!: The Key to Business and Career Success

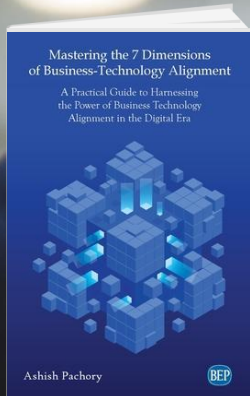
*Silverman, Stan*

Pages : 290 | Publication Year 2019

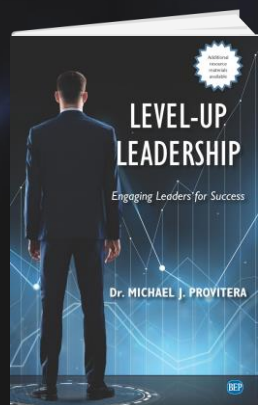
This book teaches how to be different. It is based on personal experience serving in the trenches as a CEO as well as a director on public, private and nonprofit boards.

The fundamental goal of any business is to be different—to be better than those with whom it is competing. Every company should be on a journey to be the preferred provider of products or services to its markets by offering a great customer/ client experience.

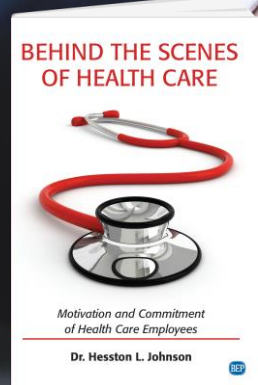




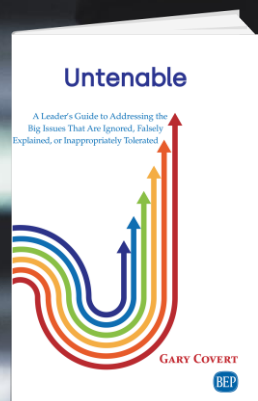
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## Mastering the 7 Dimensions of Business-Technology Alignment: A Practical Guide to Harnessing the Power of Business Technology Alignment in the Digital Era

*Pachory, Ashish*

Pages : 214 | Publication Year 2019

The force-multiplying power of business-technology alignment is acknowledged among the biggest contributors to enterprise success in the digital age. Even so, it is a missed opportunity in most organizations, or at best, restricted to a unidimensional coalition. Successful digital enterprises define alignment between business and technology along multiple dimensions. They invest in this alignment at the level of their culture, strategy, structure, process, intellect (innovation), function, and tactics. A systematic understanding and embracement of these seven dimensions of Business-Technology Alignment is at the core of a successful digital enterprise.



## Level-Up Leadership: Engaging Leaders for Success

*Provitera, Michael J.*

Pages : 209 | Publication Year 2019

Level Up Leadership is the first book with applied leadership development in one comprehensive read. Sharing knowledge gained by the author for over twenty-years, this book will change your way of thinking about leadership in a profound and advantageous way. How? The book is designed to train your mind to think and act as an authentic leader. Your professional demeanor will enhance as you master the six factors covered in this book. There are a plethora of leadership competencies that can be mastered. However, this book focuses on six that every leader must master to be successful. In addition to the seven chapters, four complimentary case studies apply your knowledge and leadership competency.



## BEHIND THE SCENES OF HEALTH CARE: Motivation and Commitment of Health Care Employees

*Johnson, Hesston L.*

Pages : 147 | Publication Year 2020

Behind the Scenes of Health Care presents an extensive review of motivation and commitment among health care workers in support and bedside care roles. The publication includes two research studies: motivation and commitment of support services employees in a health care environment and the correlation between patient experience feedback and nursing motivation and engagement. Additionally, the publication includes two case studies: cultural disruption in a health care system and a service organization review of turnover. Lastly, and most significantly, the publication provides a framework and model, The Tri-Factor Model, to assess and measure workplace dynamics of motivation, commitment, and culture that is also applicable to turnover analyses.



## Untenable: A Leader's Guide to Addressing the Big Issues That Are Ignored, Falsely Explained, or Inappropriately Tolerated

*Covert, Gary*

Pages : 130 | Publication Year 2019

Even the best of us can find ourselves enduring situations that are negative and unsustainable. Too often, we ignore the situation or just make incremental moves. The boiling frog considers installing a ceiling fan. The deck chairs are arranged on the Titanic. High performing people can boost their own performance even further by developing their skills to identify and remove their untenable situations.



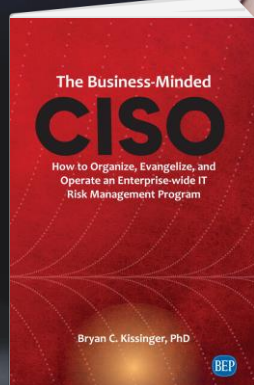




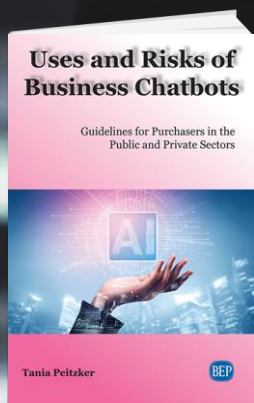
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## Cultural Science: Applications of Artificial Social Intelligence

*Bainbridge, William Sims*

Pages : 203 | Publication Year 2020

During this time in history when the world is undergoing great and uncertain change, it is worth reconsidering the relationships connecting computer science, social science, and the humanities. One popular form of artificial social intelligence, namely recommender systems, can become a far more valuable tool for research on the arts, beginning with movies and computer games, then extending to all the other art forms. Survey research using questionnaires is well established, but social media offer great improvements in both methodology and application. It is time also for a revival of computer simulation as a tool for development of rigorous theories of social interaction, both abstractly and in human experience of virtual worlds.



## Three Key Success Factors for Transforming Your Business: Mindset, Infrastructure, Capability

*Hagemann, Michael*

Pages : 209 | Publication Year 2019

There are many different change management models—some are very complex, others are not very effective. With the MIC (mindset, infrastructure, capabilities) model there is an easy-to-understand and easy-to-use model presented that has proven itself many times over in practice. It is useful in both private and business settings, in both large transformation projects as well as smaller change projects. Every change requires the right mindset, the right infrastructure, and the necessary capabilities. MIC comes from practice and is for practice.



## The Business-Minded Chief Information Security Officer: How to Organize, Evangelize, and Operate an Enterprise-wide IT Risk Management Program

*Kissinger, Bryan C.*

Pages : 144 | Publication Year 2020

This book describes the thought process and specific activities a leader should consider as they interview for the IT risk/information security leader role, what they should do within their first 90 days, and how to organize, evangelize, and operate the program once they are into the job.

Information technology (IT) risk and information security management are top of mind for corporate boards and senior business leaders. Continued intensity of cyber terrorism attacks, regulatory and compliance requirements, and customer privacy concerns are driving the need for a business-minded chief information security officer (CISO) to lead organizational efforts to protect critical infrastructure and sensitive data.



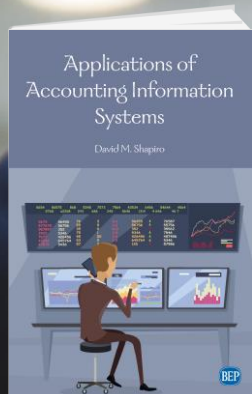
## Uses and Risks of Business Chatbots : Guidelines for Purchasers in the Public and Private Sectors

*Peitzker, Tania*

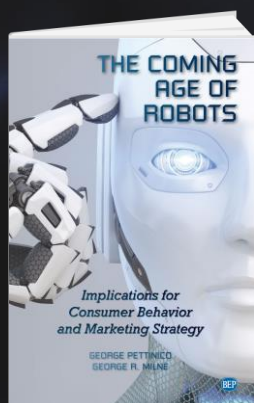
Pages : 172 | Publication Year 2020

This world first summary of the evolution of 2D chatbots in websites, backends of portals and social media apps, and conversationally advanced 3D mixed reality cognitive interfaces, serves several purposes. It dissects some of the best-known case studies to emerge from the past two decades of tech giants launching the best chatbot, or supposedly the smartest, intelligent virtual assistant.

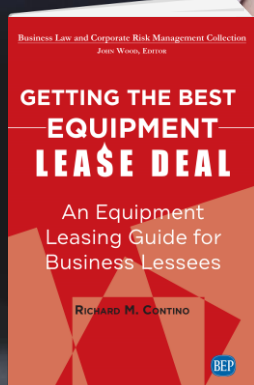




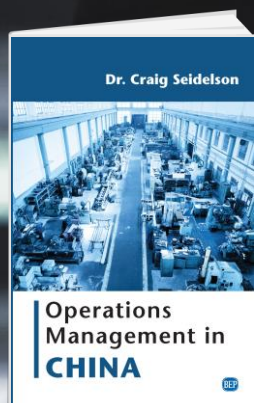
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## Applications of Accounting Information Systems

*Shapiro, David M.*

Pages : 127 | Publication Year 2019

The revolutionary effects of using accounting information systems by displacing manual information systems in the private and public sectors cannot be overstated. The benefits of this substitution of set of processes include increased mathematical accuracy, predefined fields and coding tasks, and de-emphasis of manual clerical labor in favor of labor adept in data processing.



## The Coming Age of Robots: Implications for Consumer Behavior and Marketing Strategy

*Milne, George R.; Pettinico, George*

Pages : 158 | Publication Year 2020

This book provides an in-depth look at how American consumers will react to the significant social, economic and marketplace changes that will be brought about by the robot revolution.

Over the next twenty years, the presence of robots will dramatically increase in our daily lives. Robots will serve as maids, gardeners, companions, waiters, security guards, nurses, teachers, playmates, receptionists, chauffeurs and prostitutes – to name only a few roles they will assume. These robots will be intelligent, autonomous, communicative, emotional, and continually progressing in their abilities.



## Getting the Best Equipment Lease Deal: An Equipment Leasing Guide for Business Lessees

*Contino, Richard M.*

Pages : 218 | Publication Year 2020

This book is a guidebook for any business, small to large, considering acquiring equipment through a leasing alternative. It explains the pros and cons of leasing equipment, as well as how leasing and financing companies operate and the pitfalls to watch out for, provides guidance on how to financially evaluate lease offers and compare them to other financing alternatives. It also discusses the various business, accounting, and tax implications. Included are practical tips, recommendations and strategies for getting the best lease deal, a legal and business explanation of all relevant documents, and strategies to negotiate the relevant documents to get the best terms.



## Operations Management in China

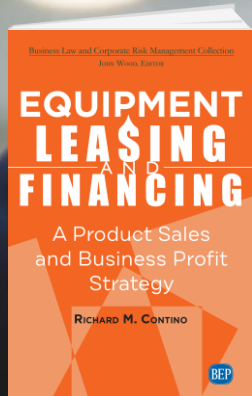
*Seidelson, Craig*

Pages : 172 | Publication Year 2020

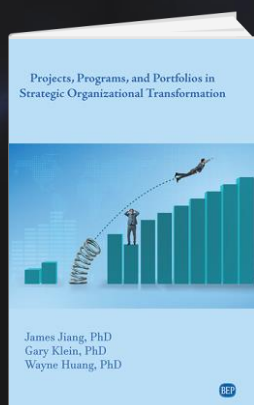
Leading business schools routinely offer undergraduate and postgraduate degrees in operations and supply chain management. Yet 200,000 U.S. jobs in supply chain management go unfilled each year owing to lack of talent. The talent that U.S. companies need, and that this book provides, is understanding how to make and buy products from China.



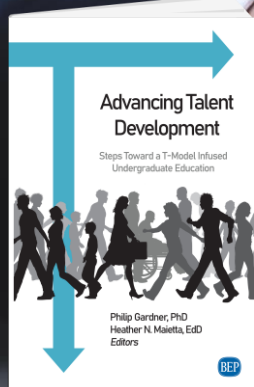




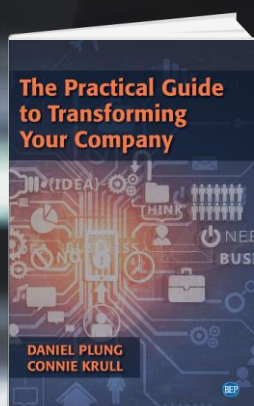
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## Equipment Leasing and Financing: A Product Sales and Business Profit Center Strategy

*Contino, Richard M.*

Pages : 220 | Publication Year 2019

This book explains how companies that sell equipment and other products can increase product sales and add an additional profit center by establishing their own innovative leasing and financing operation. Industry data shows that the need for equipment and other product financing has evolved over the past few decades to where now nine out of ten U.S. companies use leasing or other forms of third party financing to acquire the equipment or other products they need. For market-aggressive companies offering products for sale, having an available in-house customer product leasing and financing program as a product marketing strategy can dramatically increase their ability to close product sales.



## Projects, Programs, and Portfolios in Strategic Organizational Transformation

*Fox, GerKlein, Gary; Huang, Wayne; Jiang, Jamesald T.*

Pages : 148 | Publication Year 2020

Projects are a part of everyday life in an organization. However, the management of projects by an organization during substantial transformation is less certain in both practice and study. An awareness of how to manage increasingly complex projects, and collections of projects, to achieve the benefits of organizational transformation becomes ever more crucial in the implementation of new strategies.

This book illustrates how the traditional practice of project management advances to handle the more complex problems inherent to strategic transformation.



## Advancing Talent Development: Steps Toward a T-Model Infused Undergraduate Education

*Maietta, Heather N.; Gardner, Phillip*

Pages : 240 | Publication Year 2020

Talent development is key to organizations keeping pace with today's rapidly changing workplace. Companies require talent that possesses discipline and systems mastery, combined with an ability to handle cross-functional, multicultural teams, projects, and assignments. Yet, colleges and universities face challenges in preparing students across all the competency dimensions employers demand.

The T-model configures academic and professional development in a way that allows institutions to provide students with a solid foundation, built through rich academic and co-curricular experiences so they can adapt to the evolving workplace.



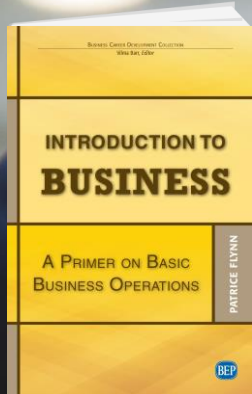
## The Practical Guide to Transforming Your Company

*Krull, Connie; Plung, Daniel*

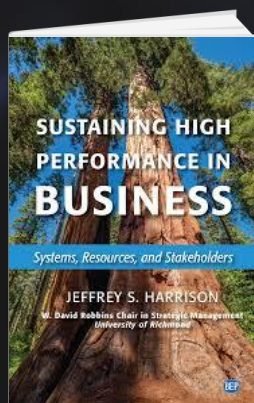
Pages : 191 | Publication Year 2020

The Practical Guide to Transforming Your Company is a concise handbook for conducting business transformations—defining and implementing a redirection in the company's core business or in its strategic positioning. Starting where such programs as LEAN and Six Sigma leave off, the text offers a well-proven methodology for conducting a comprehensive transformation (not a process-by-process efficiency enhancement).

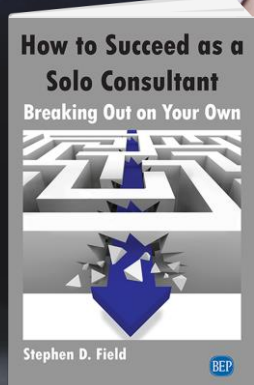




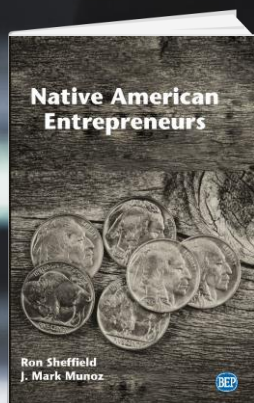
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## Introduction to Business: A Primer On Basic Business Operations

*Flynn, Patrice*

Pages : 161 | Publication Year 2019

Do we need yet another textbook on business fundamentals when every publishing house has stacks of such books ready for sale? No, we do not need another standard textbook. What we need is a new kind of teaching tool that at once accommodates the modern-day classroom and exposes new century students to the contemporary world of global capitalism in which today's businesses operate.

In primer form, Dr. Patrice Flynn clarifies the functional areas of business, a term used to describe what every businessperson needs to understand to be successful, from entrepreneurship to small business development, legal structure, going global, finance, big data, marketing, management, and more.



## Sustaining High Performance in Business: Systems, Resources, and Stakeholders

*Harrison, Jeffrey S.*

Pages : 209 | Publication Year 2019

Many books and articles have been written about how firms can achieve and sustain high performance. They typically focus on a particular aspect of the firm such as its culture, resources, leadership, ability to learn, or management practices. However, often the very firms that are used as examples are no longer high performing even a few years later.

In contrast, this book asserts that it is the efficiency and effectiveness of a firm's entire value creating system that determines its performance over the long term. Systems theory is used as an integrative mechanism to combine the best ideas from economics, the resource-based perspective, and stakeholder theory.



## How to Succeed as a Solo Consultant: Breaking Out on Your Own

*Field, Stephen D.*

Pages : 200 | Publication Year 2020

This book is written for a person who has gained experience and is thinking about striking out on his or her own as a consultant or a service-based entrepreneur. The reader is taken through the steps of deciding on whether they have the tools to start a new business and what they need to do before making the leap. The author focuses on the major steps of a start-up consulting practice, including business formation decisions, verbalizing the business offerings, determining market viability, and much more. Additionally, he dives into less-often discussed topics such as office space, business insurance, business ethics, and the impact on the family unit.



## Native American Entrepreneurs

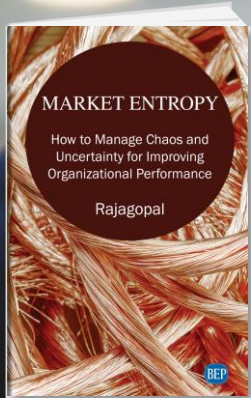
*Munoz, J. Mark; Sheffield, Ron P.*

Pages : 127 | Publication Year 2020

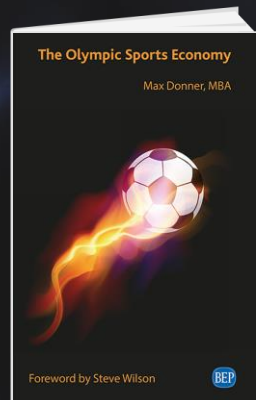
Native American entrepreneurs are important contributors to the American economy and social landscape. Faced with numerous challenges, many Native American entrepreneurs have learned to transcend tough obstacles, leverage resources, and strategically pursue opportunities to achieve business success. This book captures the entrepreneurial stories and mindsets of contemporary Native Americans.



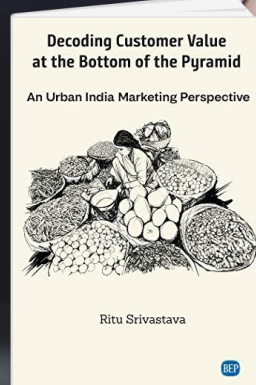




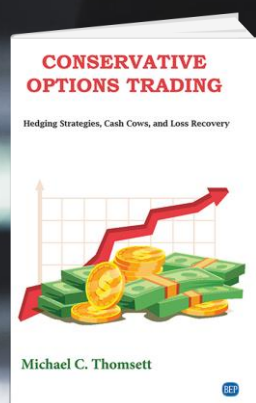
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## Market Entropy: How to Manage Chaos and Uncertainty for Improving Organizational Performance

*Rajagopal*

Pages : 186 | Publication Year 2020

Market entropy is not an unusual phenomenon in a rapidly changing market ecosystem. Consumer preferences, market demand, and business models change with the advancement of innovation, technology, and social clause and lifestyle. Consequently, large markets that attracted huge demand for products and services eventually fragment and narrow down to minimum viable segments (niche market). The longitudinal and latitudinal factors affect market entropy. Today is caused due to chaos in entry and exit of firms, partial laissez-faire conditions in transitional destinations, and rapid growth in innovation and technology affecting consumer behavior.



## The Olympic Sports Economy

*Donner, Max*

Pages : 194 | Publication Year 2020

Every two years, the Olympics win world attention with contests and celebrations. The success story of the world's most watched event, best recognized symbols, and most enduring brand has many valuable lessons for the business world. An entire constellation of talent and teams works behind the scenes to strengthen the Olympics and keep it relevant in a changing world. Veteran sports business journalist and MBA Max Donner gives readers a useful guide to the key success factors that make the Olympics an exceptional institution.



## Decoding Customer Value at the Bottom of the Pyramid : An Urban India Marketing Perspective

*Srivastava, Ritu*

Pages : 180 | Publication Year 2019

Mature businesses across all advanced countries are struggling to find new markets. Indian market has been estimated huge in size, approximately 1.2 trillion in purchasing power parity for the households earning an annual income of less than 4,000. This comes to almost 880 million of Indian population of which 22 percent is urban India and 78 percent rural India.

Referred to as bottom of the pyramid/low income/subsistence markets, while these markets offer immense business opportunities they also pose challenges. The needs of this segment have to be addressed by the corporate world but it might need a new approach with new business frameworks for implementation.



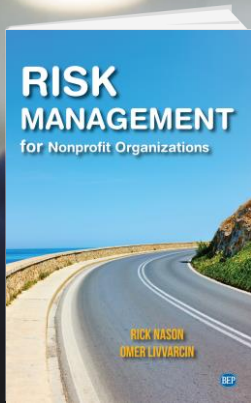
## Conservative Options Trading: Hedging Strategies, Cash Cows, and Loss Recovery

*Thomsett, Michael C.*

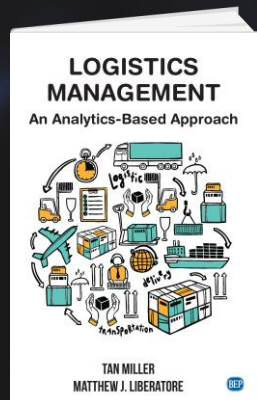
Pages : 200 | Publication Year 2019

Native American entrepreneurs are important contributors to the American economy and social landscape. Faced with numerous challenges, many Native American entrepreneurs have learned to transcend tough obstacles, leverage resources, and strategically pursue opportunities to achieve business success. This book captures the entrepreneurial stories and mindsets of contemporary Native Americans.

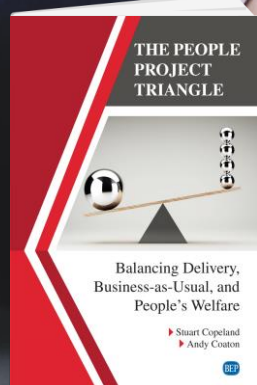




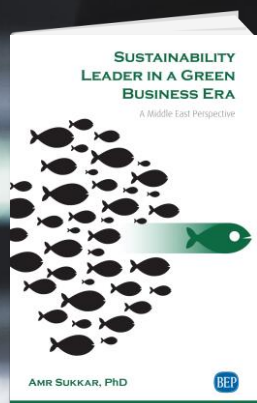
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## Risk Management for Nonprofit Organizations

*Livvarcin, Omer; Nason, Rick*

Pages : 195 | Publication Year 2020

This book positions risk management as a key element in successfully managing a nonprofit organization. Risk management in nonprofits has several unique characteristics that distinguish it from risk management in for-profit organizations. The authors present and explain specifically tailored strategies and tactics for risk management in nonprofits.

Risk Management for Nonprofit Organizations is a straightforward, yet comprehensive guide that can be used to easily communicate effective risk management ideas among the various stakeholders who comprise a nonprofit organization.



## Logistics Management: An Analytics-Based Approach

*Liberatore, Matthew J.; Miller, Tan*

Pages : 185 | Publication Year 2020

Logistics professionals must utilize a broad array of analytic techniques and approaches for decision-making. Effective use of analytics requires an understanding of both fundamental and advanced logistics decision-making techniques and methodologies. Further, logistics professionals must organize and view these analytics-based decision support tools through well-structured planning frameworks.

In this book, we illustrate and explain a wide range of practical logistics strategies and analytic techniques to facilitate decision-making across functions such as manufacturing, warehousing, transportation and inventory management.



## The People Project Triangle: Balancing Delivery, Business-as-Usual, and People's Welfare

*Coaton, Andy; Copeland, Stuart*

Pages : 150 | Publication Year 2020

Driven by rapid external change, the modern corporation is lean and cost conscious. A consequence is an increasingly common project management situation of a medium important, medium complex business change project that cannot justify a full-time team. Consequently, it is resourced by in-house staff working on the project as homework, meaning in addition to their normal responsibilities. The authors term this a composite project.

This book postulates that composite projects are increasingly used to meet the demands of rapid business change. However, they are largely unrecognized as a separate organizational category of project, with particular characteristics, management needs, and risks.



## Sustainability Leader in a Green Business Era: A Middle East Perspective

*Sukkar, Amr*

Pages : 114 | Publication Year 2020

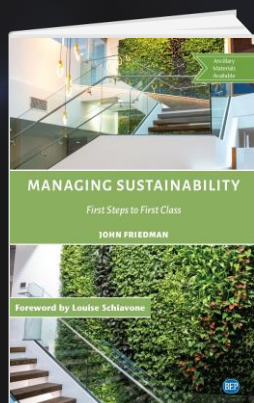
The SME sector in the Middle East has always been one of the main drivers of the economy, but this sector rarely showed an interest in PPP ("People, Planet, and Profits"), the environment, and sustainability. From interviews with SME leaders the author suggests a widespread lack of conviction of the importance of the environment, and insistence that short-term profitability is the main focus.



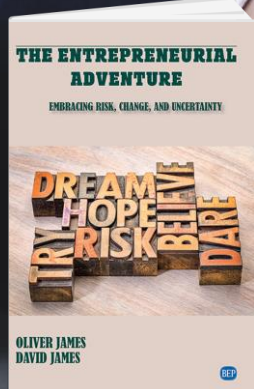




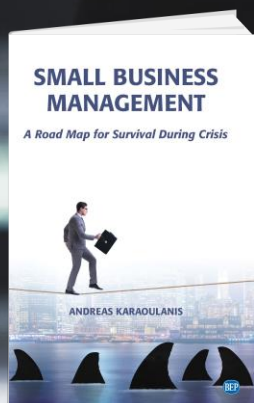
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## From Starting Small to Winning Big: The Definitive Digital Marketing Guide for Startup Entrepreneurs

*Mishra, Shishir*

Pages : 158 | Publication Year 2020

Digital marketing guide for start-up entrepreneurs is a practical, step-by-step guide that will help budding entrepreneurs in setting up and executing their digital marketing strategy from scratch to achieve the goals they have set for their start-ups. Topics covered in this book include search engine optimization, content marketing, social media marketing, search engine marketing, and online reputation management are essential for entrepreneurs to learn and master for the success of their start-up.



## Managing Sustainability: First Steps to First Class

*Friedman, John*

Pages : 137 | Publication Year 2020

Managing Sustainability: First Steps to First Class provides a compelling case, real-world examples, and the tools to follow a proven strategy for aligning sustainability efforts with existing organizational priorities. This strategy has taken companies from initial conception to the top of the sustainability rankings. Using examples from leading companies, readers will understand how to build programs that drive results and enhance reputation.



## The Entrepreneurial Adventure: Embracing Risk, Change, and Uncertainty

*James, Oliver; James, David*

Pages : 174 | Publication Year 2019

The Entrepreneurial Adventure is perfect for anyone with an interest in business or with aspirations to start their own business. The author outlines key principles of the entrepreneurial adventure and the business world, bringing it to life using case studies.

This book contains useful and practical information about business and entrepreneurship gives a robust understanding of the theory and real-world implications of running a successful business. It describes and explains the whole process from understanding the implications and risks, the start-up stage through to future expansion.



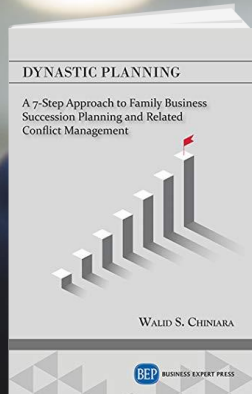
## Small Business Management: A Road Map for Survival During Crisis

*Karaoulanis, Andreas*

Pages : 133 | Publication Year 2020

This book gives us a holistic description of all paragon involved in small business operations during crisis years and suggests the necessary steps that need to be taken to help them overcome their problems. The author clearly demonstrates the crisis implications to small businesses by using personal research and real-life examples in addition to a big bibliography from renowned academics.

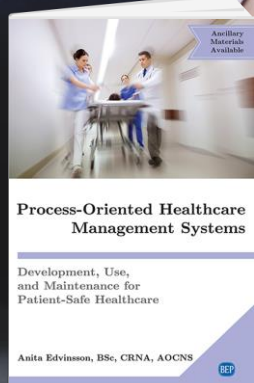




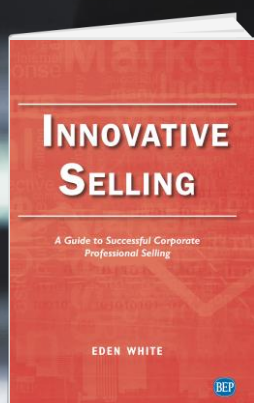
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## Dynastic Planning: A 7-Step Approach to Family Business Succession Planning and Related Conflict Management

*Chiniara, Walid S.*

Pages : 264 | Publication Year 2020

This book is designed to be a guide to demystify the journey leading to preserving family legacy. It is based on the fact that a family business is a partnership among its members, and that the most successful family business succession plan is the one devised by the family itself. In this book, the author shares his unique experience working with hundreds of business families and next-generation family business entrepreneurs from across the world. His 7-Step Methodology offers an innovative and a systemic approach to family business succession planning and related con?



## A Profile of the Furniture Manufacturing Industry, Second Edition

*Walcott, Susan M.*

Pages : 107 | Publication Year 2020

The furniture industry serves as an indicator for the changing state of American manufacturing. A brief history of U.S. furniture manufacturing creates the context for continuing geographic shifts among Asian locations, foreign ownership impacts and global market considerations, as well as the demands of three significant domestic market demographics. The furniture industry is separated into its various parts from wood to metal, home to institutional markets. Government actions including tariffs, health, and environmental regulations are also considered. The furniture industry is separated into its various parts from wood to metal, home to institutional markets. Government actions including tariffs, health, and environmental regulations are also considered.



## Process-Oriented Healthcare Management Systems: Development, Use, and Maintenance for Patient-Safe Healthcare

*Edvinsson, Anita*

Pages : 150 | Publication Year 2020

Public opinion polls suggests that most Americans trusts their medical team. When people go to the physician or are admitted to the hospital, few of them worries about being harmed by the doctor, or someone else from the medical team, making a mistake. Unfortunately, mistakes do happen, and a lot of the adverse events are both preventable and serious. The most common types of preventable harm includes hospital-acquired infections, surgical error, wrong site surgery, medication errors, in-hospital injury, misdiagnosis, and deep vein thrombosis.



## Innovative Selling: A Guide to Successful Corporate Professional Selling

*White, Eden*

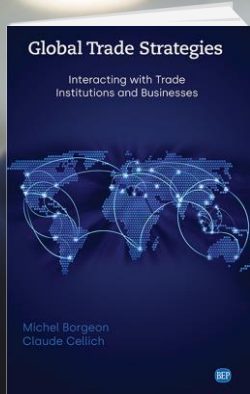
Pages : 233 | Publication Year 2020

Innovative Selling is a unique book for corporate sales professionals and their sales leaders about how to prepare, manage, cope, and succeed at corporate global sales.

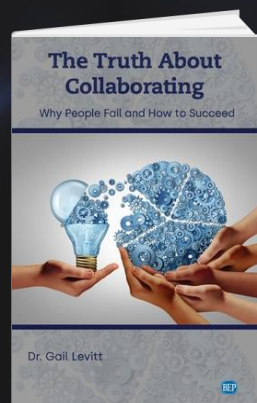
Recent research has discovered concerning underlying discontent with professional sales people who represent global sales organizations. This book assists the sales professionals with navigating the dilemmas and pitfalls that confront today's corporate sellers so they emerge at the other end mentally healthy, skilled, and sane.



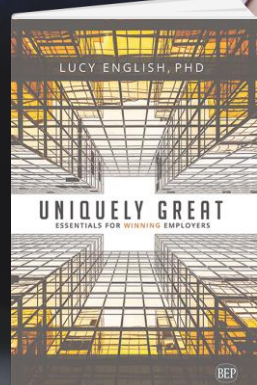




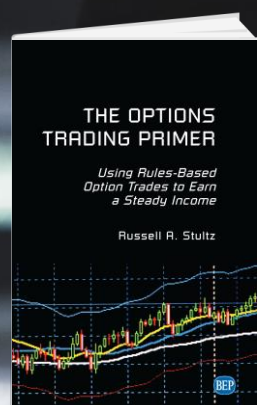
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## Global Trade Strategies: Interacting with Trade Institutions and Businesses

*Borgeon, Michel; Cellich, Claude*

Pages : 164 | Publication Year 2020

Developing global business strategies in today's competitive and disruptive environment calls for greater interaction between the business sector and government.

Among the instruments available today are various market analytic tools. These tools coupled with new business models not only provide a competitive edge but also becomes a necessity to survive in the global ever changing trade environment.

This book concerns everyone dealing with market selection, market strategies, and trade policy. The reader will be able to develop global strategies based on trade information and trade flows analysis.



## The Truth About Collaborating: Why People Fail and How to Succeed

*Levitt, Gail*

Pages : 168 | Publication Year 2020

This book takes a unique approach to collaboration by exploring the truth about collaboration failures and successes, based on exploring both the obstacles to and the solutions for collaborating successfully. It offers valuable strategies, best practices, techniques, tools, checklists, and templates for applying collaboration most efficiently, especially to achieve the following: build relationships and partnerships, solve business problems, make decisions, leverage conflicts, increase innovation, and stimulate transformation and change.



## Uniquely Great: Essentials for Winning Employers

*English, Lucy*

Pages : 124 | Publication Year 2019

Every organization is unique. In order to make yours the best it can be, you need to understand the concepts presented in this book and know what questions to ask as you explore the potential in front of you. There are oceans of information available about how to build a great organization. Trends in how to create culture, attract talent, and boost productivity seem to shift as quickly as seasons of the year.

This text provides a succinct overview of concepts related to organizational success and offers a clear-eyed assessment of what is useful and what not. It guides you in questions to ask yourself, your leadership team, and employees of your organization so that you can make wise and informed decisions about how to proceed on the path to a uniquely great organization.



## The Options Trading Primer: Using Rules-Based Option Trades to Earn a Steady Income

*Stultz, Russell A.*

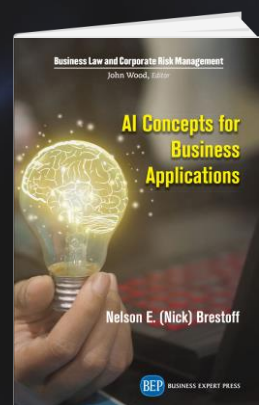
Pages : 265 | Publication Year 2019

Buying and selling options is the fastest growing investment strategy when compared with other trading venues such as buying and selling stocks, futures, and foreign exchange currencies. Millions of investors who understand the financial leverage offered by options are earning impressive, steady incomes by buying and selling call and put options.

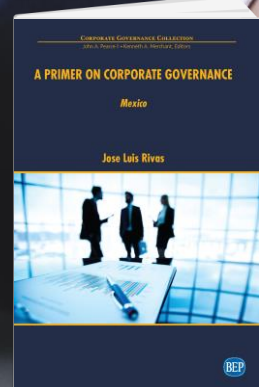




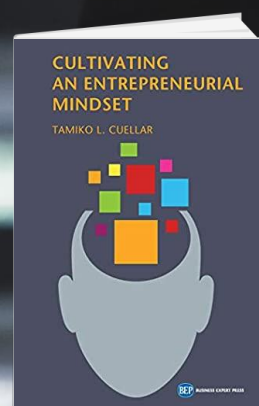
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## Executing Global Projects: A Practical Guide to Applying the PMBOK Framework in the Global Environment

*Richardson, Tracey; Marion, James*

Pages : 172 | Publication Year 2019

Global projects are far more complex than projects that are carried out locally. This is because of factors such as culture, language, the legal and regulatory environment, differences in worldviews and finally, the logistics involved with distance and managing virtual teams.

This book offers tools, techniques and guidelines to inform global project managers how to manage such global complexity and to assess global project management capability prior to initiating global project engagements.



## AI Concepts for Business Applications

*Brestoff, Nelson (Nick) E.*

Pages : 154 | Publication Year 2019

The business world has been hearing about Artificial Intelligence (AI) and blockchain. AI was the superstar topic of conversations at the World Economic Forum in Davos, Switzerland this past January 2019.

Here, Nick Brestoff, a former attorney who now holds eight (8) patents for business applications that use AI and the breakthrough form of AI—"deep learning," provides his readers with a "no math" explanation of deep learning that's followed by numerous applications in a wide variety of contexts.



## A Primer On Corporate Governance: Mexico

*Rivas, Jose Luis*

Pages : 131 | Publication Year 2019

Mexico is a land inhabited by several indigenous civilizations and was conquered by Spain in 1521. The country is mostly a racial mix between the Spanish and native cultures. It is a traditionalist society where family, religion, and culture play a key role. The role of the marketplace is constrained by the government and local interest groups such as unions, political parties, commerce chambers, and private firms. The market for corporate control is scarce. Corporate governance codes are voluntary. Corporate ownership is concentrated with few institutional investors. Shareholder activism is uncommon. Corporate boards are single tier in nature. CEO duality is common practice. Boards are made mostly of insiders and shareholder representatives. Independent board members hold minority stakes.



## Cultivating an Entrepreneurial Mindset, First Edition

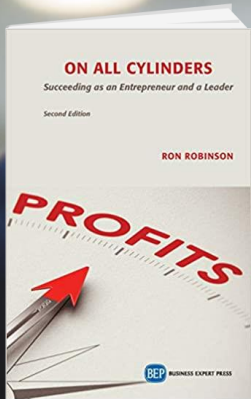
*Cuellar, Tamiko L.*

Pages : 123 | Publication Year 2019

This book is based on the 12 critical areas of focus for preparing the mind to think like an entrepreneur. Executives, leaders, aspiring entrepreneurs, emerging business owners, and students will be challenged to compare and contrast how their mindsets measure up in each of the 12 areas discussed in the book. Throughout the book are mindset exercises, assessments, and questions to ponder to allow the reader to interact with the content and apply the concepts immediately.



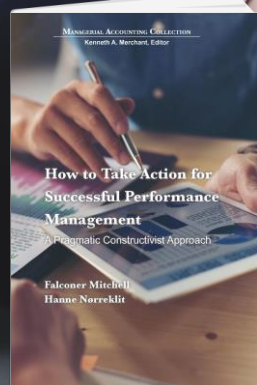




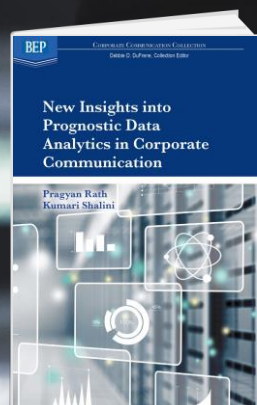
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## On All Cylinders: Succeeding as an Entrepreneur and a Leader, Second Edition

*Robinson, Ron*

Pages : 159 | Publication Year 2019

This book will help any leadership team use their talents to nimbly respond to shifting demands and create a better future for their business and their communities by transitioning from traditional management structures to a system of leadership behaviors.

The attacks of 9/11 and The Great Recession created a new economy: the new normal. The result has been greater demands for management to unleash the power within diverse workforces and rapidly respond to market and technology changes. Business owners and management express frustration with their ability to accomplish goals with their personnel who seem apathetic about their businesses.



## Valuation of Indian Life Insurance Companies

*Rajesh, Prasanna*

Pages : 141 | Publication Year 2019

This book bridges the gap between the accounting and the actuarial sides of Indian life insurance companies, by exploring the relationships between the embedded value calculated by actuaries and the revenue account and balance sheet prepared by the accountants. The author provides publicly available sources of information to place a value on the shares of Indian life insurance companies from an outsider's point of view.



## How to Take Action for Successful Performance Management: A Pragmatic Constructivist Approach

*Nørreklit, Hanne; Mitchell, Falconer*

Pages : 123 | Publication Year 2019

This book is intended for practitioners, students, and researchers who are interested in designing, using, assessing, and researching performance management systems. Managerial personnel involved in such activity will hold many beliefs about how their organization functions. This text uses the philosophy of pragmatic constructivism to show how managerial beliefs that underlie action can be made explicit and so facilitate their assessment and improvement. This involves recognizing and integrating the four dimensions (facts, possibilities, values, and communication) that represent how managers relate to the reality in which they operate.



## New Insights into Prognostic Data Analytics in Corporate Communication

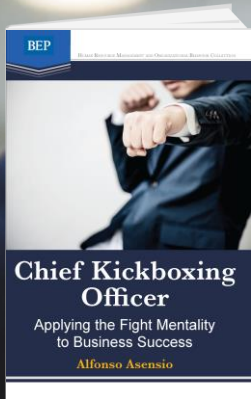
*Shalini, Kumari; Rath, Pragnan*

Pages : 185 | Publication Year 2019

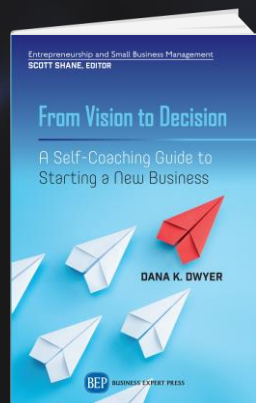
This book advances diagnosis-prognosis models that mark antecedent frames in various commercial forms of communication—annual reports, investigative fiction—Poirot series, Sci-Fi, and advertisements.

The authors thereby develop a study of narrative markets by proposing the narrative of things as the next innovative mega trend in business analytics.

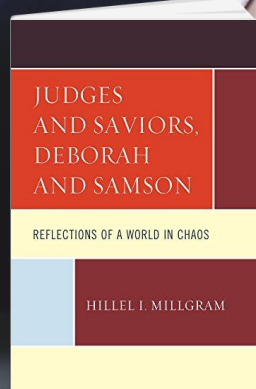




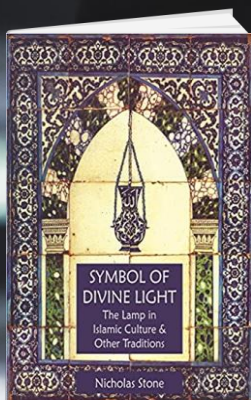
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## Chief Kickboxing Officer: Applying the Fight Mentality to Business Success

*Asensio, Alfonso*

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Chief Kickboxing Officer shows how the fighting and business mindsets cross over in this process of discovery and, in particular, what lessons can be learned from a highly refined and scientific type of fighting system: the martial arts.

Business and fighting are two sides of the same coin. Every businessperson engages everyday in small acts of negotiation and conflict understanding what characterizes our conduct, and what are its strengths and weakness, will help us develop more effective relationships.



## From Vision to Decision: A Self-Coaching Guide to Starting a New Business

*Dwyer, Dana K.*

Pages : 224 | Publication Year 2019

Do you feel that you are called to be an entrepreneur but hesitate because you are just beginning and do not know what to do?

This book will help you find your way through the small business startup maze in order to build a small business that will support your dreams for a life full of meaning, joy, and profit. The self-coaching exercises in this book are designed to move you from a frustrated dreamer to becoming an action-oriented entrepreneur and business leader.



## Judges and saviors, Deborah and Samson : reflections of a world in chaos

*Millgram, Hillel I.*

Pages : 628 | Publication Year 2018

This is a book about a book: it is an in-depth yet reader friendly analysis of the Book of Judges, one of the most dramatic books of the Bible. Against the commonly-held view that this remarkable work is no more than a collection of hero tales stemming from Israel's earliest days in its land—its "Heroic Age," so to speak—this study makes the case that the Book of Judges is a unified composition with a single focused message: that it is the values held by a people and not its politics that determine its fate.



## Symbol of divine light : the lamp in Islamic culture and other traditions

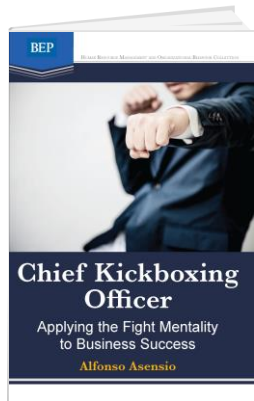
*Stone, Nicholas*

Pages : 196 | Publication Year 2018

Symbol of Divine Light: The Lamp in Islamic Culture and Other Traditions surveys the history of the mosque lamp, describing the numerous variants made in different historical periods. The book contains more than 200 stunning color and b/w illustrations.







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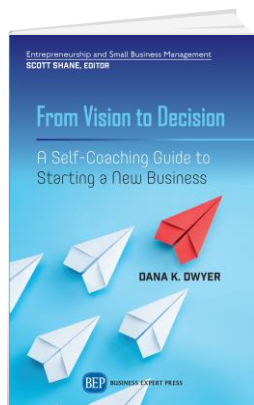
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Pages : 136 | Publication Year 2019

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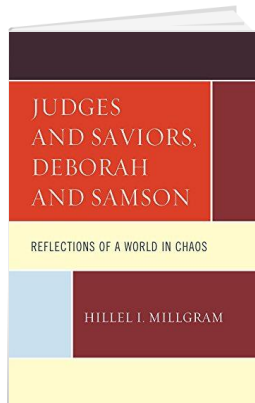


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*Millgram, Hillel I.*

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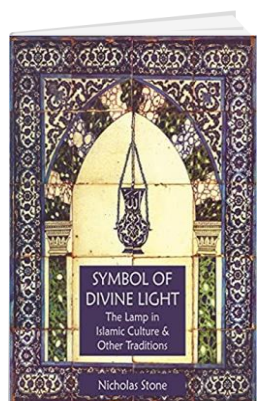
Humanities and Social Science



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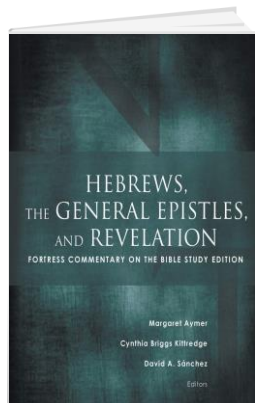
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*Aymer, Margaret; Sánchez, David A.; Kittredge, Cynthia Briggs*

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Each chapter (Hebrews through Revelation) includes an introduction and commentary based on three lenses: ancient context, the interpretative tradition, and contemporary questions and challenges.



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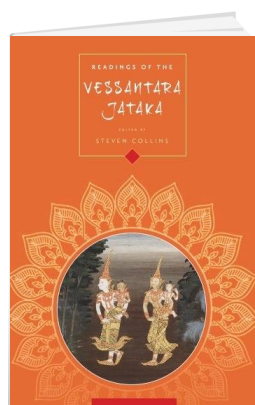
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# Product Descriptions

Columbia University Press (CUP) was founded in 1893 and is the fourth-oldest university press in the United States. Throughout its history, one of the strengths of the Press has been the diversity of the Press's list. The Press has also distinguished itself with its strong list in social work, publishing texts that have been widely adopted in courses and are used by professionals in the field. Through its European Perspectives series and the publication of the Wellek Library Lectures, the Press has published a range of innovative and leading scholars.



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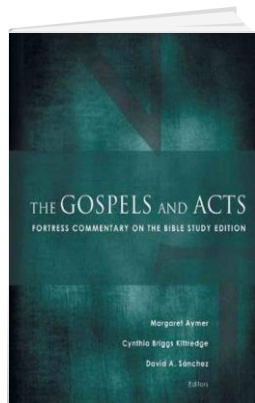
## Readings of the Vessantara Jātaka

*Collins, Steven*

Pages : 227 | Publication Year 2016

The Vessantara Jataka tells the story of Prince Vessantara, who attained the Perfection of Generosity by giving away his fortune, his children, and his wife. Vessantara was the penultimate rebirth as a human of the future Gotama Buddha, and his extreme charity has been represented and reinterpreted in texts, sermons, rituals, and art throughout South and Southeast Asia and beyond. This anthology features well-respected anthropologists, textual scholars in religious and Buddhist studies, and art historians, who engage in sophisticated readings of the text and its ethics of giving, understanding of attachment and nonattachment, depiction of the trickster, and unique performative qualities.





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## The gospels and acts

*Aymer, Margaret; Sánchez, David A.; Kittredge, Cynthia Briggs*

Pages : 388 | Publication Year 2016

This commentary on the Gospels and Acts, excerpted from the Fortress Commentary on the Bible: The New Testament, engages readers in the work of biblical interpretation. Contributors from a diversity of perspectives connect historical-critical analysis with sensitivity to current theological, cultural, and interpretive issues.

Each chapter (Matthew through Acts) includes an introduction and commentary based on three lenses: ancient context, the interpretive tradition, and contemporary questions and challenges.



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## Pancasila and the challenge of political Islam : past and present

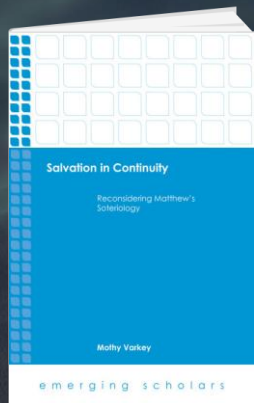
*Suryadinata, Leo*

Pages : 30 | Publication Year 2018

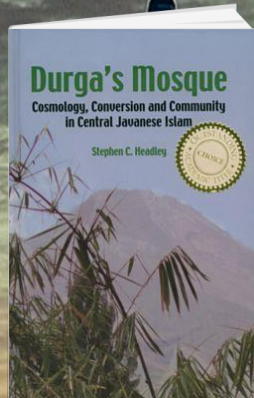
Islam has become an important symbol in post-Suharto Indonesia, and political figures or parties feel they cannot afford to be seen to be against the religion or be considered unfriendly to it. Islamism emerges to challenge Pancasila (or cultural pluralism) again. Islamists already challenged Pancasila soon after Indonesian independence. But during that initial era under Sukarno, this challenge was already under control.



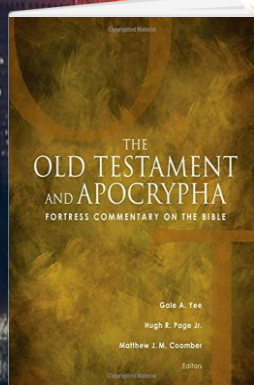




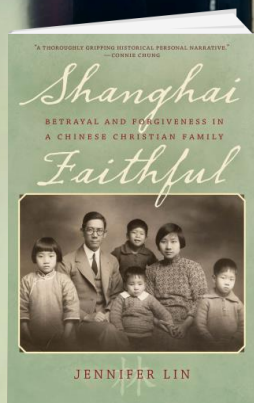
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## Salvation in continuity : reconsidering Matthew's soteriology

*Varkey, Mothy*

Pages : 303 | Publication Year 2017

It is clear that according to Matthew's Gospel, Jesus came to "save his people from their sins" (1:21), to "give his life as a ransom for many" (20:28), to have his blood "poured out for many for the forgiveness of sins" (26:28). But if salvation as promised in 1:21 is achieved only through Jesus' death, asks Mothy Varkey, are the twenty-five preceding chapters merely preamble? Varkey argues, to the contrary, that the key theme of salvation in the Gospel is presented by Matthew as being in continuity with God's saving acts in the history of the Jewish people.



## Durga's mosque : cosmology, conversion and community in central Javanese Islam

*Headley, Stephen Cavana*

Pages : 618 | Publication Year 2004

"For two decades now, Stephen C. Headley has been one of the most original and systematic ethnographers of Javanese religion and cultural history.



## The Apocrypha

*Page, Hugh R.; Coomber, Matthew J. M.; Yee, Gale A.*

Pages : 268 | Publication Year 2016

This concise commentary on the Apocrypha, excerpted from the Fortress Commentary on the Bible: The Old Testament and Apocrypha, engages readers in the work of biblical interpretation. Contributors from a rich diversity of perspectives connect historical-critical analysis with sensitivity to current theological, cultural, and interpretive issues. Each chapter (Tobit through 4 Maccabees) includes an introduction and commentary based on three lenses: ancient context, the interpretative tradition, and contemporary questions and challenges. The Apocrypha introduces fresh perspectives and draws students, preachers, and interested readers into the challenging work of interpretation.



## Shanghai faithful : betrayal and forgiveness in a Chinese Christian family

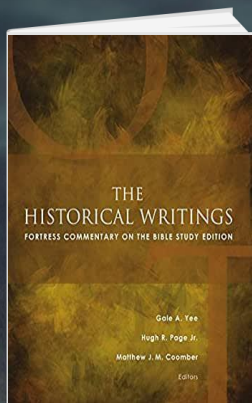
*Lin, Jennifer*

Pages : 332 | Publication Year 2017

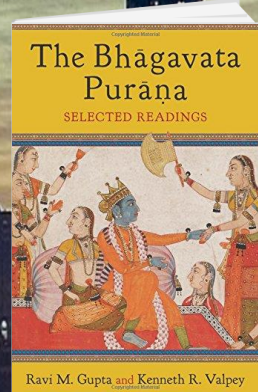
Within the next decade, China could be home to more Christians than any country in the world. Through the 150-year saga of a single family, this book vividly dramatizes the remarkable religious evolution of the world's most populous nation. Shanghai Faithful is both a touching family memoir and a chronicle of the astonishing spread of Christianity in China. Five generations of the Lin family—buffeted by history's crosscurrents and personal strife—bring to life an epoch that is still unfolding.



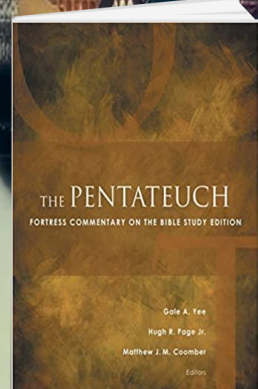




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## The historical writings

*Page, Hugh R.; Coomber, Matthew J. M.; Yee, Gale A.*

Pages : 308 | Publication Year 2016

This commentary on the Historical Writings, excerpted from the Fortress Commentary on the Bible: The Old Testament and Apocrypha, engages readers in the work of biblical interpretation. Contributors from a rich diversity of perspectives connect historical-critical analysis with sensitivity to current theological, cultural, and interpretive issues.

Each chapter (Joshua through Esther) includes an introduction and commentary based on three lenses: ancient context, the interpretative tradition, and contemporary questions and challenges.

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## The Bhāgavata Purāṇa : selected readings

*Gupta, Ravi M.; Valpey, Kenneth Russell*

Pages : 326 | Publication Year 2016

Formalized by the tenth century, the expansive Bhagavata Purana resists easy categorization. While the narrative holds together as a coherent literary work, its language and expression compete with the best of Sanskrit poetry. The text's theological message focuses on devotion to Krishna or Vishnu, and its philosophical outlook is grounded in the classical traditions of Vedanta and Samkhya. No other Purana has inspired so much commentary, imitation, and derivation. The work has grown in vibrancy through centuries of performance, interpretation, worship, and debate and has guided the actions and meditations of elite intellectuals and everyday worshippers alike.

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## The pentateuch

*Page, Hugh R.; Coomber, Matthew J. M.; Yee, Gale A.*

Pages : 300 | Publication Year 2016

This commentary on the Pentateuch, excerpted from the Fortress Commentary on the Bible: The Old Testament and Apocrypha, engages readers in the work of biblical interpretation. Contributors from a rich diversity of perspectives connect historical-critical analysis with sensitivity to current theological, cultural, and interpretive issues.

Each chapter (Genesis through Deuteronomy) includes an introduction and commentary based on three lenses: ancient context, the interpretative tradition, and contemporary questions and challenges.

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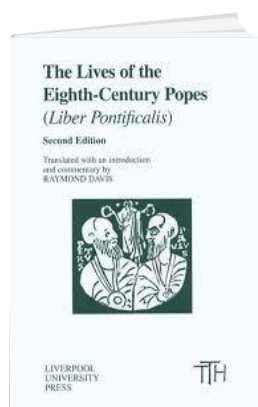


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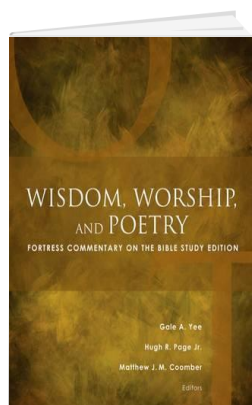
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### The lives of the eighth-century popes (liber pontificalis): the ancient biographies of nine popes from AD 715 to AD 817

*Davis, Raymond*

Pages : 300 | Publication Year 2016

In *The Lives of the Eighth-Century Popes* the Raymond Davis continues from the year AD 715, where his *Book of the Pontiffs* (revised edition, Liverpool, 2000) stopped, and deals with the next nine biographies from the *Liber Pontificalis* of the Roman Church down to AD 817. This was the period which saw much of Italy shake off what was left of Byzantine control, the development of the temporal sovereignty of the papacy, the collapse of the Lombard kingdom and the involvement of the Franks in Italian affairs - the coronation of Charlemagne as Emperor by Pope Leo III being the best known incident.



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### Wisdom, worship, and poetry

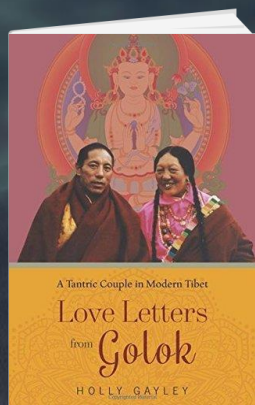
*Page, Hugh R.; Coomber, Matthew J. M.; Yee, Gale A.*

Pages : 244 | Publication Year 2016

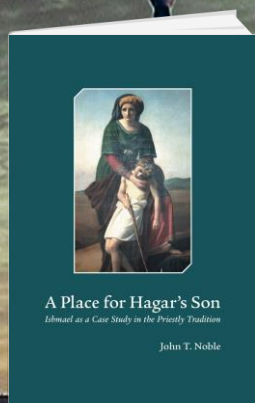
This commentary on wisdom, worship, and poetry, excerpted from the *Fortress Commentary on the Bible: The Old Testament and Apocrypha*, engages readers in the work of biblical interpretation. Contributors connect historical-critical analysis with sensitivity to current theological, cultural, and interpretive issues.

Each chapter (Job through Song of Songs) includes an introduction and commentary based on three lenses: ancient context, the interpretative tradition, and contemporary questions and challenges.

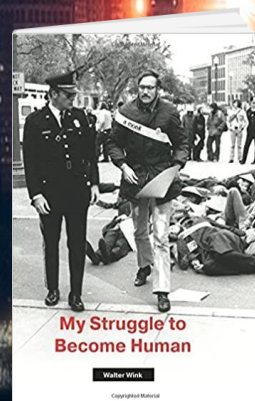




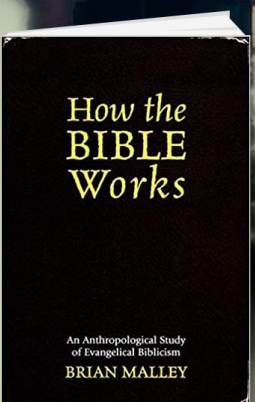
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## Love letters from Golok : a tantric couple in modern Tibet

Gayley, Holly

Pages : 415 | Publication Year 2016

Love Letters from Golok chronicles the courtship between two Buddhist tantric masters, Tāre Lhamo (1938–2002) and Namtrul Rinpoche (1944–2011), and their passion for reinvigorating Buddhism in eastern Tibet during the post-Mao era. In fifty-six letters exchanged from 1978 to 1980, Tāre Lhamo and Namtrul Rinpoche envisioned a shared destiny to "heal the damage" done to Buddhism during the years leading up to and including the Cultural Revolution. Holly Gayley retrieves the personal and prophetic dimensions of their courtship and its consummation in a twenty-year religious career that informs issues of gender and agency in Buddhism, cultural preservation among Tibetan communities, and alternative histories for minorities in China.



## A place for Hagar's son : Ishmael as a case study in the priestly tradition

Noble, John T.

Pages : 191 | Publication Year 2016

The profound ambivalence of the biblical portrayals of Hagar and Ishmael—dispossessed, yet protected; abandoned, yet given promises that rival those of the covenant with Abraham—belies easy characterizations of the Pentateuch's writers. In particular, John T. Noble argues, conventional characterizations of the Priestly writers' view of covenant have failed to take into account the significance of these two "non-chosen" figures.



## My struggle to become human

Wink, Walter

Pages : 226 | Publication Year 2017

In this magnificent autobiography, Walter Wink, one of the most influential Christian intellectuals of our time, offers insight and perspective on his life and work—always through the lens of Jesus. From his brilliant and provocative theological writings, to his heartfelt pastoral work, to his passionate advocacy for social justice and nonviolence, Wink shows us that the key to becoming more human is a vivid encounter with Jesus.



## How the Bible works: an anthropological study of evangelical biblicalism

Malley, Brian

Pages : 184 | Publication Year 2004

What do evangelicals believe when they 'believe in the Bible?' Despite hundreds of English versions that differ in their texts, evangelicals continue to believe that there is a stable text—"the Bible"—which is the authoritative word of God and an essential guide to their everyday lives. To understand this phenomenon of evangelical Biblicalism, anthropologist and biblical scholar Brian Malley looks not to the words of the Bible but to the Bible-believing communities. For as Malley demonstrates, it is less the meaning of the words of the Bible itself than how 'the Bible' provides a proper ground for beliefs that matters to evangelicals.



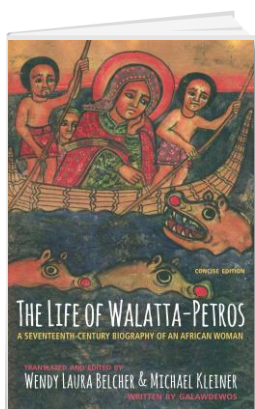


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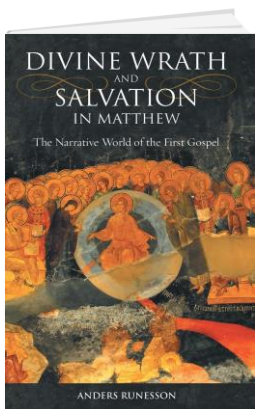
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## The life of Walatta Petros : a seventeenth-century biography of an African woman

*Kleiner, Michael; Belcher, Wendy Laura*

Pages : 415 | Publication Year 2016

This concise edition of the biography of Walatta-Petros (1672) tells the story of an Ethiopian saint who lived from 1592 to 1642 and led a successful nonviolent movement to preserve African Christian beliefs in the face of European protocolonialism. This is the oldest-known book-length biography of an African woman written by Africans before the nineteenth century, and one of the earliest stories of African resistance to European influence. Written by her disciples after her death, *The Life of Walatta-Petros* praises her as a friend of women, a devoted reader, a skilled preacher, and a radical leader, providing a rare picture of the experiences and thoughts of Africans—especially women—before the modern era.



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## Divine wrath and salvation in Matthew : the narrative world of the first Gospel

*Runesson, Anders*

Pages : 547 | Publication Year 2016

Judgment and the wrath of God are prominent themes in Matthew's Gospel. Because judgment is announced not only on the hypocritical but also on those who reject God's messengers—and because this rejection is implicitly connected with the destruction of Jerusalem—the Gospel has often been read in terms of God's rejection of Israel, with catastrophic results. Anders Runesson sets out to show, through careful study of Matthew's composition and comparison with contemporary Jewish literature, that the theme of divine judgment plays very different and distinct roles regarding diverse groups of Jews (including Jesus' disciples) and non-Jews in this Gospel.

