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OLD-SCHOOL top-down organizational behavior won't cut it anymore. Direct chain-of-command hierarchies are obsolete, fast giving way to networked,

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team-oriented organizations. To be successful, the ability to influence others—especially others over whom you have no direct control—is a must. You have to build alliances and persuade people, not boss them around. The ability to influence people isn't something you're born with, it's a skill anyone can acquire.

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In his new book, *The Influence Edge*, experienced organizational consultant Alan Vengel teaches the influence skills needed to enlist the cooperation of others, inside and outside the organization, to achieve your professional goals. Drawing on case studies and illustrative anecdotes from his consulting practice, Vengel

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introduces a powerful system of influence initiatives and strategic thinking that anyone can apply to almost any work situation. The Influence Edge details specific influence tactics that can lead to workplace success. It provides a nuts and bolts guide for planning for a real influence situation, and shows exactly

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how to map out a strategy. And The Influence Edge goes deeper into the influence realm to show how to build better long-term rapport, even with really difficult people. An interactive self-study guide, The Influence Edge offers immediate hands-on applications. Its heavily tested, practical insights are

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embodied in a variety of exercises that help readers evaluate their progress, reflect deeply on what they've read, and build a personal strategy for increasing their influence edge. Vengel equips readers to influence without authority, sell ideas, and build relationships. The Influence Edge is designed to be used

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again and again. It provides a complete toolkit for turning the often disorderly and seemingly impossible task of getting someone else to help you achieve your goal into an entirely viable process of analysis, preparation, and action.

What is the difference between an academic and professional qualification?

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Who should get a professional qualification? Did you know that some professions can not be legally practised with a degree alone? Why get a UK qualification? Is it expensive to gain a British qualification? What is a chartered institute or society, and is it better than a non-chartered body? What is the

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difference between a professional body and a trade union? These are all questions answered in this book which is designed to help individuals choose a career path and the right professional organisation. In today's world it isn't enough to have a qualification, you need to be able to meet with peers and use the

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valuable networks that are already in place to foster your profession. Your Professional Qualification provides a comprehensive survey of the qualifications available in the UK along with guidance on where they lead, entry requirements, where to apply and where to study. Derived from the vast and

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authoritative British Qualifications database, this important publication provides the first easily accessible guide to qualifications and how to get them in the UK. Built around a comprehensive directory of professional qualifying bodies each professional area is described in depth and its qualifications

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identified and explained. The book is supported by a simple website, which ensures purchasers of the book are kept up-to-speed with new developments. The field of professional, academic and vocational qualifications is ever-changing. The new edition of this practical guide provides thorough

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information on all developments in these areas in the UK. Fully indexed, it includes details on all university awards and over 200 career fields, their professional and accrediting bodies, levels of membership and qualifications. British Qualifications is a unique resource for human resource managers

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and university admissions officers to verify the qualifications of potential employees and students.

Originally published in 1984. Public relations is a key element necessary for success in all business activities.

Although some businessmen see public relations as a separable business

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function, this book argues convincingly that public relations should really be an integral management function, practised by all managers, all the time. Public Relations for Management Success defines public relations and examines particular techniques, including media relations and areas of concern such as

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government/parliamentary liaison and issues such as conservation and pollution. It discusses how public relations activities should be planned, staffed, financed and assessed, putting forward principles illustrated by worldwide case studies and examples.

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This text is based on practical
experience of the marketing scene.
It reviews the subject from the point

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of view that it is not concerned solely with promotion but with marketing as a whole, and the operations of marketing personnel at all levels. The book is the culmination of many years of study and practice of the subject, with

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quotations from, or references to, papers, books, articles and lectures by the author throughout the text. It also looks forward to the great changes which have or will occur, ranging from satellites to the European Single Market. This

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volume embraces the total span of marketing communications throughout the marketing strategy, and is written for all those involved in marketing, advertising, public relations, and sales promotion. The new syllabus for Marketing

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Communications published by the Chartered Institute of Marketing is covered in this book, and the text is tailored to the needs of lecturers and students of the Chartered Institute of Marketing Diploma, as well as students of the CAM and

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LCCI Marketing Paper.

concentration, convergence and globalization of the media have affected the journalism education landscapes in Europe both at an institutional as well as at an individual level." --Book Jacket.

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Directory of vocational training and tutorial centers in Rangoon, Burma. This book is suitable for those preparing for the examinations of ICB, AAT, IAB, OCR, AQA and all other courses in computerised accounting. Learning computerised

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book-keeping skills is very different from manual accounting. It can seem more like learning computer studies than book-keeping, and it is often difficult to connect it with what may have been previously learned in manual book-keeping. In this

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book Dr Marshall resolves this problem with the same skill and insight that made his book on manual book-keeping, *Mastering Book-keeping*, so useful to readers over the years. Deliberately constructing a clear and continuous

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bridge between the methods so that the student never loses sight of the double entry concept, he presents the material in a way that makes computerised book-keeping clear and easy to understand.

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Ran Kun + Mantale Ran Kun
Pa ñ ñ Re Lam Ñ ñ vhan

The Influence Edge

UZ Days

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Marketing communications is a

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subject which has become popular in both marketing and public relations circles, but sometimes with different parameters. There are those who prefer to confine marketing communications to promotional

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activities, which is mostly an academic point of view, and there are those who see the subject in broader terms, embracing every form of communication used in marketing, which is how the

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subject is practised in the business world. While the author has long experience as a teacher and examiner, he also continues to be a professional practitioner. Consequently, the book aims to serve those concerned with both

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the academic and the professional in interpretations of marketing communications. It is of course hoped that those who adopt the academic approach to the subject will eventually acknowledge that

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***there is more to marketing
communications than
advertising, sales promotion,
selling, marketing research and
public relations. It is also
necessary to realise that public
relations embraces much more***

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than the 'publicity' in the 4Ps promotion box. Without wishing to be contentious, this broad approach is proposed so that communications of all kinds throughout the marketing strategy can have maximum

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effect. Very little has been published on this subject, and the book is therefore a pioneer attempt to establish the practical parameters of modern marketing communications. There are so many broad and narrow

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interpretations of marketing communications, but it is hoped that this book will be useful to teachers, students and practitioners of the subject. A comprehensive annually-updated guide to higher

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education offering practical advice on courses and places to study. The book deals with the mechanics of applying to college, and also information on matters from finance and accommodation to a glossary of

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unfamiliar terms.

Public Relations: contemporary issues and techniques offers a definitive guide to public relations management. It provides comprehensive analysis and explanation of a full

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range of modern PR techniques, spanning both inhouse and agency practice. The text has involved fundamental restructuring and updating of existing material and the incorporation of the new

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techniques and strategies, for instance: * The use of multimedia techniques in PR * Overseas media and the globalization of media communications * The latest case examples - notably New Labour's rebranding and

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***media management since 1997,
government PR during the 2001
war against Afghanistan, and the
2002 football World Cup The
book presents the core
strategies for successful PR
combining this with indepth***

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advice on implementation and the everyday techniques that every PR person needs to grasp. With a range of new user-friendly textual features, the book's practical, how-to focus, wedded to firm theoretical analysis,

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makes it the ideal text for those studying for professionally accredited examinations such as the IPR, CAM and LCCL awards. It is also a useful aide-memoire for all practising PR professionals. * Features transcripts of

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***interviews with key individuals
involved in Public Relations *
Dedicated guide to the myriad
strategies and techniques
involved in PR today. * New
material reflecting the impact of
new technology and the***

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***globalisation of media
communications.***

***DESCRIPTION OF BOOK This
practical sales and marketing
book is aimed at both the
practitioners and the students. It
incorporates both sales and***

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marketing principles and the author's own personal tips gleaned from his many years of sales and marketing work. This book is a -must- for every salesperson and businessman who is keen on improving his

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sales results, keeping his customers happy and satisfied, and, maintaining customer loyalty. Students taking marketing exams, especially those who have to do case studies, should find this book a

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boon for there are much practical ideas, and, the sales and marketing principles are presented in a simple style for easy assimilation and quick revision. The book, which is the author's second sales and

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marketing book, is based on a number of sales and marketing courses which the author has conducted for sales personnel, business practitioners and students. Much practical tips on finance, tax incentives, and,

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other aids, which would be of interest to the businessman, are found in the Appendix. The author also shares his unique experiences and thoughts with the reader. There is also a chapter on internet-marketing,

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which is apparently gaining greater importance. Six actual marketing plans, which had been implemented by the author previously, and which contain some trade secrets, are incorporated. Unlike many sales

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and marketing authors, the author walks his talk - he enjoys selling and has been selling directly to his customers. The book is especially tailored for the busy business executive who has little or no time to attend

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sales and marketing courses but who wants to acquire the much needed knowledge and insights for getting his business going and flourishing. Busy students sitting for the various sales and marketing exams conducted by

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been adopted as a reference text by two professional bodies and has been commended. ABOUT THE AUTHOR The author has been a salesman and marketer for many years. He has also taught sales and marketing to

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sales personnel, business people and students for many years. He has published about 20 books, two of which have been adopted as reference texts and commended by professional bodies, and has been the editor

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of one book. He has also published a number of important papers in research journals and has served on the faculty of an American research university as a professor. He has received publicity from the press for some

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Perspective*

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is Changing!" The message of 34 authors featured in Customer Service Management in Africa: A Strategic and Operational Perspective is clear: Today's consumers are no

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*longer 'passive audiences'
but 'active players' that
engage with businesses at
each stage of product or
service design and
delivery systems. Consumer
demands and expectations*

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*are also increasingly
being dictated by changing
personal preferences,
enhanced access to
information and expanding
digital reality. The
customer service*

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*principles - strategic and
operational - advocated by
these authors are
universal, but
particularly compelling as
they apply to Africa's
unique and dynamic*

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operating environment. In recognition of the importance of excellent customer service, this comprehensive and well-timed book provides an essential guide on the

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increasing role of the customer to business success. This book discusses the management and delivery of customer service under seven broad themes: Customer Service

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*as Shared Value, Customer
Service Strategy, Customer
Service Systems, Customer
Service Style, Customer
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*Advancing Customer Service
in Africa. Central
questions posed and
addressed include: What is
the new definition of
customer service
management? How should*

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*organisations position
themselves to create value
for customers and
stakeholders? How should
employees project
themselves to align with
customer service promises*

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*made by their
organisations? Overall,
this book provides
strategic and operational
insights into effective
customer service
management in Africa. The*

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*customer service
management concepts, roles
and practices outlined,
particularly as they apply
to the African context,
make it an important
addition to scholars' or*

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practitioners' reference works.

Advertising provides a comprehensive coverage of the subject matter. It gives some sample of case studies. There are ten

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*classes of the subject
matter. These are
classified as being
persuasive, informative,
institutional, financial,
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cooperative, industrial,*

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*government, and trade.
Each of these types is
defined and
comprehensively explained.
The subject matter also
has a role to society and
this is discussed in the*

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text. The book defines such term as marketing, propaganda, and public relations. Different medium of commercial delivery are outlined. Such medium as via press,

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*television, radio, cinema,
direct mail, and
exhibitions are analyzed.
The process of doing an
advertisement is discussed
in detail. This is
followed by a description*

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of the six sides to advertising. Several advertising organizations are described in detail. And a section of the text identifies the ways in which commercials are

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being funded. The book will provide useful information to commercial creators, marketers, agents, students, and researchers in the field of marketing.

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Complete with top tips for getting in, advice on how the industry is changing and is likely to change, useful names, addresses, web sites and contact points, this book is the

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*ideal starting point for a
successful career in this
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personality and interests of an individual. As for the magazine: we have also listed some of the top universities in Asia that offer the courses covered in this issue along with numerous ways to apply for them. We have what we believe is the best tertiary education advice to help you

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make better decisions about your future. Every bit of information is helpful in guiding you to reach your higher education goals. We enjoyed getting this magazine out to you, and we believe you ' ll enjoy reading every page.

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