

# Read Book Starbucks Employee Training Manual

## Starbucks Employee Training Manual

The discipline of  
technology management  
focuses on the scientific,  
engineering, and

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management issues related to the commercial introduction of new technologies. Although more than thirty U.S. universities offer PhD programs in the subject,

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there has never been a single comprehensive resource dedicated to technology management.

"The Handbook of Technology Management" fills that gap with

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coverage of all the core topics and applications in the field. Edited by the renowned Doctor Hossein Bidgoli, the three volumes here include all the basics for students,

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educators, and  
practitioners

Leonard Sweet shows you  
how the passion that  
Starbucks® has for  
creating an irresistible  
experience can connect you

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with God's stirring  
introduction to the  
experience of faith in The  
Gospel According to  
Starbucks. You don't stand  
in line at Starbucks® just  
to buy a cup of coffee.

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You stop for the experience surrounding the cup of coffee. Too many of us line up for God out of duty or guilt. We completely miss the warmth and richness of the

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experience of living with God. If we'd learn to see what God is doing on earth, we could participate fully in the irresistible life that he offers. You can learn to



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pay attention like never before, to identify where God is already in business right in your neighborhood. The doors are open and the coffee is brewing. God is serving

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the refreshing antidote to the unsatisfying, arms-length spiritual life—and he won't even make you stand in line.

The Oxford Handbook of Organizational Climate and

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Culture presents the breadth of topics from Industrial and Organizational Psychology and Organizational Behavior through the lenses of organizational

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climate and culture. The Handbook reveals in great detail how in both research and practice climate and culture reciprocally influence each other. The details

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reveal the many practices that organizations use to acquire, develop, manage, motivate, lead, and treat employees both at home and in the multinational settings that characterize

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contemporary  
organizations. Chapter  
authors are both expert in  
their fields of research  
and also represent current  
climate and culture  
practice in five national

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and international companies (3M, McDonald's, the Mayo Clinic, PepsiCo and Tata). In addition, new approaches to the collection and analysis of climate and culture data

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are presented as well as new thinking about organizational change from an integrated climate and culture paradigm. No other compendium integrates climate and culture



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thinking like this

Handbook does and no other compendium presents both an up-to-date review of the theory and research on the many facets of climate and culture as well as

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contemporary practice. The Handbook takes a climate and culture vantage point on micro approaches to human issues at work (recruitment and hiring, training and performance

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management, motivation and fairness) as well as organizational processes (teams, leadership, careers, communication), and it also explicates the fact that these are lodged

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within firms that function  
in larger national and  
international contexts.

In a city full of  
bachelors, no one is quite  
what they seem... THIS BOX  
SET INCLUDES: The Brush-

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Off (Modern Love #0.5)  
Before The Bartender,  
there was The Brush-  
Off—the place where  
enemies to lovers began...  
When a blind date turns  
disastrous, Whitney

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Knight's life changes forever and there's only one person to blame: Cole Webber. Charmed by the Bartender (Modern Love #1) Who knew sleeping with the enemy could be this much

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fun? By the time I'd figured out WHO the bartender was, I was already falling for him. Hooked on the Boxer (Modern Love #2) Who knew a bad boy could mend a

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broken heart? Until I  
discovered he was so much  
more than just a BOXER.  
Left hook. Right to the  
heart. Mad About the  
Banker (Modern Love #3)  
Who knew my brother's



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friend could be Mr. Right,  
not just Mr. Right Now?  
Well, until I discovered  
his secret—and it changes  
EVERYTHING. A Modern Love  
Christmas (Modern Love  
#3.5) Revisit the Modern

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Love Series gang when they flee from the city to spend their holiday sharing a log cabin in Climax Cove. PLUS three bonus scenes written from Cole, Lucas and Jasper's

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POV! "I flove this author duo and highly recommend these books...they give you the perfect mix of storyline, comic relief, and romance." - Goodreads Reviewer "Oh my gosh! This

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author duo has rocked my world when it comes to giving me stories I love. Each book got better and better, to the point I couldn't put *The Banker* down and might have lost

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some sleep from not  
wanting to stop reading."

- Goodreads Reviewer

Beyond HR

Gower Handbook of People  
in Project Management  
wie Starbucks erfolgreich

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ums Überleben kämpfte,  
ohne seine Seele zu  
verlieren

Review and Analysis of  
Duhigg's Book

The Oxford Handbook of  
Organizational Climate and

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Culture

The New Science of Human  
Capital

***Starbucks kann seit 1982  
(dem Einstieg von Howard  
Schultz) ein rapides  
Wachstum vorweisen. So***

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***eröffneten weltweit immer mehr Filialen, in denen Kunden mit Kaffee und anderen Getränken versorgt wurden. Aber genau dieses "schneller, höher, weiter!" führte zu dem Problem,***



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***dass Starbucks seine Seele,  
sein typisches Flair zu  
verlieren begann. Die  
Coffee Houses, die sich  
immer gerühmt hatten, für  
jeden Kunden der  
drittwichtigste Platz im***

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***Leben nach dem eigenen  
Zuhause und der Arbeit zu  
sein, verkamen immer mehr  
zu Filialen jeder x-  
beliebigen Fastfood-Kette.  
Ein Grund für Howard  
Schultz, 2008 auf den***

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## ***Posten des CEO***

***zurückzukehren, den er fast  
8 Jahre zuvor verlassen  
hatte. Schon in einem  
öffentlich bekannt  
gewordenen Memo vom  
Februar 2007 hatte Schultz***

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***bemängelt, dass die "Romantik verschwunden sei" und dass es unbedingt nötig ist wieder "zum Kern zurückzukehren" und "das Erbe, die Tradition und die Leidenschaft für die wahre***

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***Starbucks-Erfahrung wieder hervorzurufen". Nun hat Schultz das geschafft, was ihm niemand zugetraut hätte: Er hat Starbucks zurück zu seinen Kernwerten geführt und***

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***somit wieder die Innovation ermöglicht, die für ein Überleben in dem sich schnell entwickelnden Kaffeemarkt nötig ist. Mit viel Leidenschaft und einem ausgeklügelten Plan***

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***brachte Schultz das Unternehmen wieder auf die Erfolgsspur - trotz vieler interner Widerstände und der allgemeinen Wirtschaftskrise. Dieses Buch beinhaltet die***

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***außergewöhnliche  
Geschichte dieser  
Transformation. Howard  
Schultz bietet dem Leser  
einen vertraulichen  
Einblick in seine  
tagtäglichen***



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***Entscheidungen: von nicht-  
öffentlichen  
Planungssitzungen in  
Seattle, bis hin zu  
Gesprächen mit  
Kaffeebauern in Ruanda  
und Präsentationen vor***

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***Investoren in New York  
während der größten  
wirtschaftlichen Tumulte  
der Finanzkrise. "Onward"  
ist mehr als ein einfaches  
Businessbuch. Äußerst  
inspirierend und***

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***unerwartet offen lässt uns  
Schutz an der Entwicklung  
von Starbucks teilhaben:  
dramatisch, emotional und  
so spannend wie ein  
Roman!  
Why can't I control my***

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***anger? Or stop overeating?  
Or wasting time online?  
Why can't I seem to finish  
my projects? Or make  
progress in my spiritual  
life? Why do I fall for the  
same stupid temptations***

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***over and over again? When we fail, its easy to make excuses or blame our circumstances. But let's face it: the biggest enemy is usually the one staring back at us from the mirror every***

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***morning. We lack self-control. Self-control isn't very popular these days. We tend to think of it as boring, confining, the cop that shows up and shuts down the party. But the***

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***truth is that people who cultivate this vital virtue lead freer, happier, and more meaningful lives. After all, our bad habits—from the slight to the serious—bring a host of***

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***painful consequences.  
Ultimately, they keep us  
from becoming the people  
God created us to be. Your  
Future Self Will Thank You  
is a compassionate and  
humorous guide to***



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***breaking bad habits and growing your willpower. It explores Scripture's teachings on how to live a disciplined life while offering practical strategies for growth based on the***

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***science of self-control.  
Whether you want to  
deepen your spiritual life,  
conquer an addiction, or  
kick your nail-biting habit,  
this book will help you get  
motivated, stay on track,***

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***and achieve your goals.  
Sure, self-control is hard,  
but it doesn't have to be  
that hard. Get the help you  
need to be freer, happier,  
and more productive. Your  
future self will thank you!***

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***Crafting and Executing Strategy has been revised and updated specifically with its European readers in mind. Building upon the success of previous editions, it continues to***

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***explain the core concepts and key theories in strategy and illustrate them with practical, managerial examples students can really relate to. Brand new features have been***

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***developed to encourage readers to go beyond learning and to apply their knowledge to from a diverse range of real-life scenarios including global brands, SMEs, public sector and not-***

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***for-profit organizations.  
The Gower Handbook of  
People in Project  
Management is a unique  
and rich compilation of over  
60 chapters about project  
management roles and the***

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***people who sponsor,  
manage, work in or are  
otherwise important to  
project success. With  
Lindsay Scott's expert  
knowledge and experience  
in this field and Dennis***



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***Lock's contributions and meticulous editing, the Handbook is a complete guide to the various human dimensions involved in projects. It covers everyone involved in projects - the***

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***stakeholders - including those funding or sponsoring the project and those involved in its delivery; the people-issues that are specific to different sectors of the organization (public,***

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***private and third sector);  
the organization of people,  
both real and virtual; the  
different roles associated  
with projects; the  
relationship between people  
and the project***

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***environment; the human behaviours and skills associated with working collaboratively; and the HR issues including all aspects of how to manage talent for projects.***

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***Leading the Starbucks Way:  
5 Principles for Connecting  
with Your Customers, Your  
Products and Your People  
Marketing Genius  
Building a Leadership  
Pipeline that Solves Your***

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***Leadership Shortage***  
***The Power of Habit***  
***1501 Ways to Reward***  
***Employees***  
***A Rhetorical Critique of***  
***Select Service Worker***  
***Training Methods***

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***Eldenburg's Management is an introductory text that focuses on presenting content in an easy to understand way that encourages students to think critically and draw connections between theory and practice.***

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***This new seventh edition has a strengthened focus on technology and features have been updated to help students further consolidate their knowledge. This includes various forms of revision***



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***materials such as auto-graded knowledge-check questions and self-skill assessment. There is also a broad variety of concise case studies, including new ones with a strategic focus, which enable instructors***

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***to have thought-provoking and engaging tutorials. An exciting addition to the interactive e-text are the new ANZ videos that feature a diverse group of management thought-leaders who give insights and 'tales***

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***from the front.' This will provide supplementary content for lectures or serve as pre-work for a flipped classroom. The must-read summary of Charles Duhigg's book: "The Power of Habit: Why We Do***

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***What We Do in Life and Business". This complete summary of the ideas from Charles Duhigg's book "The Power of Habit: Why We Do What We Do in Life and Business" tells you how you***

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***can change your habits for the better just by understanding how they work. There is a basic 'Habit Loop' for all habits: clue, routine and reward. According to Duhigg, there are four steps you can follow that***

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***serve as a starting point for changing your habits; identify your routines, experiment with different rewards, isolate the trigger and develop a new plan. This process will take time and effort, but it is***

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***possible. Added-value of this summary: • Save time • Understand how your habits work • Change your habits for the better To learn more, read “The Power of Habit” to start understanding your habits and***

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***gain control!***

***Filling a gap in the market,  
this new title approaches the  
field through a uniquely  
international angle, with  
increased emphasis on the  
impact of digital technology***



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***and supported by international case-studies.***

***As the effects of the global recession linger, consumers everywhere are changing their purchasing patterns, paying greater attention to what and***

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***why they are buying, and from whom. While many feel rampant spending is hard-wired into the modern psyche and that we will be back to our wasteful ways soon enough, there are clear indications of a***

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***permanent shift in the way we shop. Even before the economic downturn, consumers' definitions of value had begun to change. People were becoming more mindful about their purchases and***

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***more attuned to the social and environmental implications of their choices. To better understand this important evolution and its ramifications for business, Andrew Benett and Anne O'Reilly launched a***

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***groundbreaking study on the New Consumer and the escalating dissatisfaction over hyperconsumerism. Here, for the first time, is an in-depth look at the new face of the global consumer, showing that:***

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- ***A significant majority in the seven markets surveyed are deeply worried about the direction in which our consumption-obsessed society is moving. They believe people have become both physically***

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***and mentally lazy, and that, as a society, we have lost sight of what truly matters. • Two-thirds believe they would be better off if they lived more simply, and a quarter say they would be happier if they owned***

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***fewer things. • Half of Americans surveyed are deriving a sense of satisfaction from reducing their purchases during the downturn, and three-quarters are feeling good about cutting back on the***



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***amount of waste they create. •  
A majority of Americans have  
no intention of going back to  
their old shopping patterns,  
even when the economy  
rebounds. Now, as the  
consumer voice signals its***

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***changed priorities, forward-thinking companies are responding by rejecting excess and artificiality in favor of products and communications that offer authenticity, substance, and***

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***interconnectedness—all values today's more mindful consumer craves. In this book, the brand experts look at corporations as diverse as Glenmorangie and Wal-Mart to see what lessons they can offer***

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***to businesses attempting to grow in the postconsumerism era. They also spoke with corporate leaders in a variety of industries to learn how they are recasting their businesses and brands in order to prepare***

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***for the changes ahead.  
Through cutting-edge research  
and a sharp look at new  
industry models, Consumed  
provides real direction for  
marketers and managers.  
Instructors Manual and***

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***Transparency Masters  
Instructors Manual, Volume I-  
Chapters 1-10  
Modern Love Box Set  
How to Spot the Next  
Starbucks, Whole Foods,  
Walmart, or McDonald's***

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***BEFORE Its Shares Explode  
A Global & Digital Approach  
EBK: Services Marketing:  
Integrating Customer Service  
Across the Firm 4e  
In Beyond HR: The New  
Science of Human capital,***

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*John Boudreau and Peter  
Ramstad show you how to do  
this through a new  
decisions science-  
talentship. Through  
talentship, you move far  
beyond merely reactive*



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*mind-set of planning and budgeting for headcount and hiring and retaining talent.*

*Human Resources Management and Ethics:  
Responsibilities, Actions,*

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*Issues, and Experiences,*  
*explores and provides an*  
*in-depth look at the*  
*responsibilities, actions,*  
*issues and experiences*  
*related to HRM and ethics*  
*for individual employees,*

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*organizations and the  
broader society. Like  
other departments in the  
broader organization HRM  
professionals will need to  
increasingly demonstrate  
how they contribute to an*

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*organization's ethical orientation and overall performance or success. While the ethical challenges, trends, and issues impacting employees, organizations*

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*and HRM professionals will continue to change over the years (consider the recent ethical challenges related cybersecurity and data breaches) the bottom-line of organization*

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*success is the clear  
reality that doing the  
right thing or  
institutionalizing an  
ethical culture or  
character is just as  
important to various*

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*stakeholders. The chapters in this book provide an updated, current and future look at the relationship between HRM and ethics and across various sectors or*

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*organizations (i.e. public, private, not-for-profit, academic, etc.). That is, this book discusses the ever evolving role of HRM professionals to include*



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*discussion of how the  
profession continues to  
take on more  
responsibility for  
developing and  
institutionalizing an  
ethical culture in their*

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*organizations, industries  
and the broader society.  
The book also contributes  
to the need for ongoing  
dialogue, discussion or  
insights offered by HRM  
experts on what HRM*

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*professionals and their organizations can do in the face of ethical expectations, challenges and scandals. In the end, the book is intended to increase our understanding*

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*of the ethical responsibilities, actions, issues and experiences that arise both within HRM and in HRM's interactions with individuals and organizations.*

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*The little black book of marketing is here. Marketing guru Peter Fisk's inspirational manual of marketing shows you how to inject marketing genius into your*

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*business to stand out from  
the crowd and deliver  
exceptional results.*

*Marketing Genius is about  
achieving genius in your  
business and its markets,  
through your everyday*

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*decisions and actions. It combines the deep intelligence and radical creativity required to make sense of, and stand out in today's markets. It applies the genius of*

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*Einstein and Picasso to the challenges of marketing, brands and innovation, to deliver exceptional impact in the market and on the bottom line. Marketers need new*



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*ways of thinking and more radical creativity. Here you will learn from some of the world's most innovative brands and marketers - from Alessi to Zara, Jones Soda to Jet*

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*Blue, Google to Innocent.  
Peter Fisk is a highly  
experienced marketer. He  
spent many years working  
for the likes of British  
Airways and American  
Express, Coca Cola and*

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*Microsoft. He was the CEO of the world's largest professional marketing organisation, the Chartered Institute of Marketing, and lead the global marketing practice*

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*of PA Consulting Group. He writes and speaks regularly on all aspects of marketing. He has authored over 50 papers, published around the world, and is co-author of*

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*the FT Handbook of  
Management. "Marketers who  
want to recharge their  
left and right brains can  
do no better than read  
Marketing Genius. It's all  
there: concepts, tools,*

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*companies and stories of  
inspired marketers."*

*—Professor Philip Kotler,  
Kellogg Graduate School of  
Management, and author of  
Marketing Management "A  
fantastic book, full of*

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*relevant learning. The  
mass market is dead. The  
consumer is boss.*

*Imagination, intuition and  
inspiration reign.*

*Geniuses wanted." –Kevin  
Roberts, Worldwide CEO*

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*Saatchi & Saatchi, and  
author of Lovemarks "This  
is a clever book: it tells  
you all the things you  
need to think, know and do  
to make money from  
customers and then calls*



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*you a genius for reading  
it." –Hamish Pringle,  
Director General of  
Institute of Practitioners  
in Advertising, and author  
of Celebrity Sells "This  
is a truly prodigious*

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*book. Peter Fisk is experienced, urbane and creative, all the attributes one would expect from a top marketer. The case histories in this book are*

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*inspirational and Peter's writing style is engaging and very much to the point. This book deserves a special place in the substantial library of books on marketing."*

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*—Professor Malcolm  
McDonald, Cranfield School  
of Management, and author  
of Marketing Plans  
"Customers, brands and  
marketing should sit at  
the heart of every*

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*business's strategy and performance today. Marketing Genius explains why this matters more than ever, and how to achieve it for business and personal success"*

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*—Professor John Quelch,  
Professor of Business  
Administration at Harvard  
Business School and author  
of New Global Brands  
"Marketing Genius offers  
marketers 99% inspiration*

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*for only 1% perspiration."*

*—Hugh Burkitt, CEO, The  
Marketing Society*

*Big successes at work are  
the result of a cumulation  
of small everyday choices.  
You can choose to be*

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*great. Here's how.*

*Summary: The Power of  
Habit*

*Business Periodicals Index  
Responsibilities, Actions,  
Issues, and Experiences  
Das Handbuch für Startups*



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## *Managing the Customer Experience Newsletter*

This text offers comprehensive coverage of current marketing management concepts and issues such as globalization, information age economy, ethics, and the environment. Each chapter opens with a

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scenario that introduces students to the topic, a margin glossary throughout defines special terms, and end-of-chapter discussion questions and exercises test students' understanding of the material. The supplementary casebook, which may be used with any marketing text, provides timely, relevant studies of organizations in

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a wide range of industries.

Do you wish you had more qualified, committed, and mission-oriented leaders in your church to share the ministry workload? Do you have a passion for cultivating the God-given leadership gifts in others? Most pastors say that the need to identify and develop leaders is critical

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to the health and growth of their church, yet most churches do not have an intentional plan for doing this. In *The Multiplication Effect*, Mac Lake reveals his practical, biblical, and proven strategy for addressing this leadership shortage and equipping future leaders to fulfill their kingdom mission. In this book, Mac Lake

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will help you: Identify potential leaders using unique training modules Equip and disciple leaders at every level of their leadership journey Empower leaders to multiply themselves by developing other leaders Inspired by the greatest leadership example of all, Lake writes, “Jesus was a master of leadership development who

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saw something in people and then patiently walked with them to transform their spirit and their skills.” Learn how to lead like Jesus and create a culture of multiplying leaders to expand God’s work in your community and beyond.

Everyone knows the basic golden rule of investing: “Buy Low, Sell High,” but how

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many of us ever really understand the stock market, how to recognize the “next big thing,” and how to capitalize off of it once you do? ...the truth is not many or we'd all be millionaires. It seems like early investors in big companies like Facebook and Google had to have won the lottery of investing and just gotten really

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lucky, but there's more to it than that. There's a science to the "Next Big Thing" strategy, and Mark Tier understands it. In *How to Spot the Next Starbucks, Whole Foods, Walmart, or McDonald's BEFORE Its Shares Explode*, Tier shows readers that explosive brands like Starbucks, Whole Foods, McDonald's, and Walmart



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didn't become successful on accident. Through in-depth and accessible case studies, Tier pulls back the curtain on the early Key Performance Indicators that each of these major companies showed even at their earliest stages. Once you learn how to recognize these makings of success, you too will be able to spot the

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next Starbucks.

You need loyal customers, not just satisfied ones. *Managing the Customer Experience: Turn Customers Into Advocates* shows you how to manage your customer experience and reap the rewards.

*Subjectivity in Psychology in the Era of Social Justice*

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Restaurant Business

BNA's Americans with Disabilities Act  
Manual

The Handbook of Technology

Management, Supply Chain Management,  
Marketing and Advertising, and Global  
Management

Onward

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The Gospel According to Starbucks  
Bill Quirke demonstrates  
practically how businesses can  
use internal communication to  
achieve differentiation, to  
improve their quality, customer  
service, and innovation, and to

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manage change more effectively. He describes the why, the what and the how of internal communication - why business needs better communication to achieve its objectives, what internal

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communication needs to deliver to add value, and how organizations need to manage their communication for best results.

This is an interdisciplinary master's level thesis that

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explores links among technical writing, training manuals, surveillance, and anti-union rhetoric used with service workers in select American chains and franchises. Brief histories are provided, including

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those of technical writing, the rise of unions in America, and how technical writing became inextricably linked with labor. A major shift occurred in the 20th century when workers began interacting less with products



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and more with the public. The research focuses on training manuals, techniques, and rehearsed dialogues of McDonald's, Wal-Mart, Starbucks, Whole Foods, Panera, and Publix, though

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similar organizations are referenced. Service worker language, uniforms, and store decorum are sometimes analyzed for their rhetorical content. The idea of a single, technically written training

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manual in the service sector is a misnomer; training is delivered through a pastiche of manuals, videos, computers, apps, flipcharts, and on the job training. Unions are avoided through franchising (and

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therefore eat outlet not  
possessing enough workers to  
organize), creating conditions of  
high turnover rates, rhetoric,  
and use of euphemism. Global  
corporations are likened to  
"superfiefdoms," with service

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workers equated to modern serfs. If the world has evolved into supercorporations, it is argued then that the Publix employee-owned model may be the best approach and the most dignified of all. The technical

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writing and instruction in state-sponsored and federalized school pedagogies, which emphasize drills and compliance, may be culturally linked to the training found in these entry-level service jobs,

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and more academic study  
exploring these links is called  
for.

Praise for Never By Chance "Joe  
Calloway, Chuck Feltz, and Kris  
Young have joined forces to  
write the book that senior

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management at companies large and small have been waiting for. Highly readable, loaded with innovative ideas and filled with seminal insights from both a consulting and CEO perspective, *Never by Chance*



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lays out a plan for aligning people and strategy to dramatically improve market share and ROI. If you're going to read one business book this year, this is it!" —Kevin J. Clancy, PhD, Chairman,

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Copernicus Marketing  
Consulting "Never by Chance is  
a real-world, pragmatic guide to  
authentic alignment, vision, and  
strategy. If you want to create  
enduring value for your  
customers that drives

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shareholder value, then read this book. A great read that lays out a foundational approach to aligning people, resources, and strategy." —Kevin Cashman, Senior Partner, Korn/Ferry Leadership & Talent Consulting;

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bestselling author of Leadership from the Inside Out "Calloway, Feltz, and Young offer a fresh perspective on what it takes to drive business strategy to its successful conclusion. This is a compelling contribution to the

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literature on the application of strategy and the importance of those things that really matter. It's a must-read for all those who labor in the vineyards of corporate America and those who aspire to it." —Benjamin

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Ola. Akande, PhD, Dean, School of Business and Technology, Webster University "Everyone ends up somewhere, but few end up somewhere on purpose. Doing things on purpose and for a purpose are critical to

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business success. Never by  
Chance makes a compelling  
case for intentional leadership  
in bringing all of a company's  
resources to bear on delivering  
the stakeholder value your  
organization exists to provide."

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—Steve Tourek, SVP and  
General Counsel, Marvin  
Windows and Doors

Offers five principles that have  
fueled the long-term global  
sustainability at Starbucks and  
can be applied to any company.



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Why Our Greatest Successes  
are a Reflection of Our Small  
Everyday Choices  
Consumed: Rethinking Business  
in the Era of Mindful Spending  
Brandweek  
Using Internal Communication

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to Turn Strategy Into Action  
Management

Meeting the Global Marketing  
Challenge

*Successful businesses recognize that the  
development of strong customer  
relationships through quality service (and*

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*services) as well as implementing service strategies for competitive advantage are key to their success. In its fourth European edition, Services Marketing: Integrating Customer Focus across the Firm provides full coverage of the foundations of services marketing, placing the distinctive Gaps model at the*

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*center of this approach. The new edition draws on the most recent research, and using up-to-date and topical examples, the book focuses on the development of customer relationships through service, outlining the core concepts and theories in services marketing today. New and updated material in this new edition*

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*includes:*

- *New content related to human resource strategies, including coverage of the role of robots and chatbots for delivering customer-focused services.*
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*digital coverage throughout the text, including the delivery of services using mobile and digital platforms, as well as through the Internet of Things. • Brand new examples and case studies added from global and innovative companies including Turkish Airlines, Volvo, EasyJet and McDonalds. Available with*

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*by federal and state courts throughout the United States on federal and state labor problems, with case table and topical index.*

*Ein Startup ist nicht die Miniaturausgabe eines etablierten Unternehmens, sondern eine temporäre, flexible Organisation auf der Suche nach einem nachhaltigen*



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*Geschäftsmodell: Das ist die zentrale Erkenntnis, die dem "Handbuch für Startups" zugrundeliegt. Es verbindet den Lean-Ansatz, Prinzipien des Customer Development sowie Konzepte wie Design Thinking und (Rapid) Prototyping zu einem umfassenden Vorgehensmodell, mit dem sich aus Ideen*

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*und Innovationen tragfähige  
Geschäftsmodelle entwickeln lassen.  
Lean Startup & Customer Development:  
Der Lean-Ansatz für Startups basiert, im  
Unterschied zum klassischen Vorgehen,  
nicht auf einem starren Businessplan,  
der drei Jahre lang unverändert  
umzusetzen ist, sondern auf einem*

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*beweglichen Modell, das immer wieder angepasst wird. Sämtliche Bestandteile der Planung – von den Produkteigenschaften über die Zielgruppen bis hin zum Vertriebsmodell – werden als Hypothesen gesehen, die zu validieren bzw. zu falsifizieren sind. Erst nachdem sie im Austausch mit den*

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*potenziellen Kunden bestätigt wurden und nachhaltige Verkäufe möglich sind, verlässt das Startup seine Suchphase und widmet sich der Umsetzung und Skalierung seines Geschäftsmodells. Der große Vorteil: Fehlannahmen werden erheblich früher erkannt – nämlich zu einem Zeitpunkt, an dem man noch die*

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*Gelegenheit hat, Änderungen vorzunehmen. Damit erhöhen sich die Erfolgsaussichten beträchtlich. Für den Praxiseinsatz: Sämtliche Schritte werden in diesem Buch detailliert beschrieben und können anhand der zahlreichen Checklisten nachvollzogen werden. Damit ist das Handbuch ein wertvoller*

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*Begleiter und ein umfassendes  
Nachschlagewerk für Gründerinnen &  
Gründer. Von deutschen Experten  
begleitet: Die deutsche Ausgabe des  
international erfolgreichen Handbuchs  
entstand mit fachlicher Unterstützung  
von Prof. Dr. Nils Högsdal und  
Entrepreneur Daniel Bartel, die auch ein*

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*deutsches Vorwort sowie sieben  
Fallstudien aus dem deutschsprachigen  
Raum beisteuern.*

*Today more than ever, businesses need  
fresh ideas to nurture talent and retain  
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*rewards and strategies are drawn from thousands of companies across the globe. Ideas range from the informal (Wells Fargo's thank-you e-cards) and the offbeat (JS Communications two free "I Don't Want to Get Out of Bed" Days) to the formal (J. C. Penney "affirms" new managers in a moving ceremony) to the*

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*totally nutty (the legendary honor of having your office “sodded”—literally, grassed over—at Microsoft). For bosses, managers, entrepreneurs, small-business owners, consultants—anyone who’s responsible for working successfully in an ever-tougher economy—this is the rewards bible.*

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*Turning Customers Into Advocates*

*Aligning People and Strategy Through*

*Intentional Leadership*

*The Multiplication Effect*

*EBOOK: Crafting and Executing*

*Strategy: The Quest for Competitive*

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*Secrets to Self-Control from the Bible  
and Brain Science (A Guide for Sinners,  
Quitters, and Procrastinators)*

There's never been a better time to set new habits. This book will change your life. In *The Power of Habit*, award-winning journalist

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Charles Duhigg takes us into the thrilling and surprising world of the scientific study of habits. He examines why some people and companies struggle to change, despite years of trying, while others seem to remake

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themselves overnight. He visits laboratories where neuroscientists explore how habits work and where, exactly, they reside in our brains. And he uncovers how the right habits were crucial to the success of

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Olympic swimmer Michael Phelps, Starbucks CEO Howard Schultz, and civil-rights hero Martin Luther King, Jr. The result is a compelling argument and an empowering discovery: the key to exercising regularly, losing

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weight, raising exceptional children, becoming more productive or even building revolutionary companies is understanding how habits work. By harnessing this new science, we can transform our



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businesses, our communities,  
and our lives. \_

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Andrew Hill, Financial Times

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organisation, or your world quite the same way.' Daniel H. Pink  
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seriousness with practical advice on how to break our bad habits.'

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The 7th edition of Management is once again a resource at the leading edge of thinking and research. By blending theory

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with stimulating, pertinent case studies and innovative practices, Robbins encourages students to get excited about the possibilities of a career in management. Developing the managerial skills essential for success in

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business—by understanding and applying management theories--is made easy with fresh new case studies and a completely revised suite of teaching and learning resources available with this text.

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The notion of social justice permeates much of current Western political and cultural discourse with a newfound urgency. What it means to be socially just is a question Morris et al investigate and interrogate,

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looking at psychology ' s  
contributions to the subject and  
considering the practicality of  
social justice in light of modern  
subjectivity. The book begins by  
examining the lack of equity and  
inclusivity in education and the

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ways in which psychology has been complicit in the marginalization of oppressed groups. Drawing upon Lacanian theory, it goes on to discuss how diversity initiatives take on an obsessive-neurotic characteristic



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that can stifle those it claims to understand and promote .The authors investigate the anxiety around the performance of being socially just or "woke" and suggest how psychology can contribute to the development of

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socially just humans, more attuned to the needs of others, through the appreciation of interconnectivity and compassion. An imperative text for scholars and students of philosophical and theoretical

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psychology, critical psychology,  
social psychology,  
psychoanalysis, social work and  
education.

If you want to own your business  
but don ' t want to start from  
scratch, maybe buying into a

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franchise is the right choice for you! Franchising can be a great way to get started in small business without taking the huge risk of founding and building a company on your own. But before you jump in there ' s plenty

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you need to know in order to  
make sure you do it right.

Franchising For Dummies,  
Second Edition gives you all the  
inside insight and smart advice  
to make sure you pick the right  
investment opportunity and make

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the most of it. Written by one of the nation ' s leading franchise consultants and by the late Dave Thomas, founder of Wendy ' s International, this fun, friendly guide is packed with guidance from top industry professionals.

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Packed with practical resources you need to succeed, this handy guide will help you: Pick the perfect franchise opportunity for you Find an ideal location Raise the capital you need to launch your franchise Manage daily

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business operations Understand  
complex legal issues Work and  
communicate with your  
franchisor and other franchisees  
Read and understand a Uniform  
Franchise Offering Circular  
Expand your business and buy



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new franchises Full of handy resources—including sample forms and agreements and a listing of available government resources—Franchising For Dummies, Second Edition is a great way to discover a great

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Human Resources Management  
and Ethics

Labor Cases

Seattle Business

How to Choose

Marketing for Tourism,

Hospitality & Events

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Why We Do What We Do, and  
How to Change