

# Leadership Principles And Ethics Liberty University

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**Professional Ethics and Civic Morals** Emile Durkheim 2018-09-24 Émile Durkheim is one of the founding fathers of sociology and Professional Ethics and Civic Morals is one of his most neglected yet insightful works. Durkheim's view that the instability of industrial society was connected to the decline of religion and his characterization of the state as the ultimate moral force in society reveal his lifelong engagement with the relationship between the individual and society. In Professional Ethics and Civic Morals Durkheim poses a major question: given the negative social consequences of unfettered markets, which caused what he termed 'anomie', how is the state to reconcile morality with the market? Durkheim argues that the answer is to be found in the evolution of a civil religion, in the form of professional codes and civic values, which would counteract the effects of individualism, just as guilds had regulated medieval economic life. Arguing that the state has a vital role to play in moral life and that morals are at bottom social facts – a controversial position which drew considerable criticism – Durkheim also argues that the state had a duty to protect the rights of the individual, via a form of cosmopolitan patriotism. Durkheim also articulates a highly original and critical interpretation of the rules around property and inheritance – a perspective which resonates with debates about inequality and the redistribution of wealth today. Included in this Routledge Classics edition is a new introduction by Bryan S. Turner, placing Durkheim in contemporary context and outlining the key tenets of Professional Ethics and Civic Morals.

The Red Woman Yata Mcelrath 2017-01-31 The Red Woman will reward Women for their existence. It will rejuvenate her confidence and reimburse her for the life and unselfish love that she has given. She is deserving of so much more and these Pleasure Principles are the more, which will speak into her spirit and penetrate her heart while pleasing all of her principles. She is Woman and is worth more than less and considered valuable because she is priceless. These Pleasure Principles will penetrate the hearts of our Women and allow them to give birth to The Red Woman that dwells inside of her.

**Dominate Your Day** Dana Tyler 2015-11-04 You were made to live an exceptional life. Sometimes the path to living exceptionally is filled with roadblocks: a poor self-image, a career that does not satisfy; relationships that are unfulfilling. All of these can keep you from

envisioning a life full of extraordinary possibilities. This book will help you jump start your joy! You do not have to accept a life of mediocrity. Embark on a journey of change that will free you from stress, worry, insecurity and failure. Stop allowing life to kick you in the teeth and get on the path to dominating your day!

**Leading with Values** Edward D. Hess 2006-08-03 Values-based leadership is based upon honesty, respect, trust and dignity, and it regards every employee within a company as a valued human being. This book describes the characteristics of leaders who focus on positivity and virtues to create and sustain highly successful organizations such as Synovus Financial Corporation, HomeBanc Mortgage Company, and the United States Marine Corps. It also addresses leader mistakes and forgiveness, and how difficulties and challenges can be overcome to achieve spectacular results. This inspiring book offers practical advice that can be applied to individual leadership styles and roles. As society tries to rebound from the recent scandals involving fraud, financial improprieties, and unethical behavior among its leadership, the fundamental message of *Leading with Values* is clear: acting ethically and virtuously, and treating all stakeholders with respect and dignity, can create extraordinary outcomes without sacrificing performance and profits.

**A Pirate Captain's Guide to Leadership** Doug Heatherly 2017-03-17 A definitive "how to" manual for today's leaders, effective not only with "workplace pirates," but with every employee. The well-organized structure makes it an ideal teaching tool and an indispensable quick reference. The techniques are applicable anywhere that motivation, discipline, proficiency, commitment, teamwork, and results are important.

*Ethical Data Mining Applications for Socio-Economic Development* Hakikur Rahman 2013-05-31 "This book provides an overview of data mining techniques under an ethical lens, investigating developments in research best practices and examining experimental cases to identify potential ethical dilemmas in the information and communications technology sector"-- Provided by publisher.

*On Tyranny* Timothy Snyder 2017-02-28 #1 NEW YORK TIMES BESTSELLER • A "bracing" (Vox) guide for surviving and resisting America's turn towards authoritarianism, from "a rising public intellectual unafraid to make bold connections between past and present" (The New York Times) "Timothy Snyder reasons with unparalleled clarity, throwing the past and future into sharp relief. He has written the rare kind of book that can be read in one sitting but will keep you coming back to help regain your bearings."—Masha Gessen The Founding Fathers tried to protect us from the threat they knew, the tyranny that overcame ancient democracy. Today, our political order faces new threats, not unlike the totalitarianism of the twentieth century. We are no wiser than the Europeans who saw democracy yield to fascism, Nazism, or communism. Our one advantage is that we might learn from their experience. *On Tyranny* is a call to arms and a guide to resistance, with invaluable ideas for how we can preserve our freedoms in the uncertain years to come.

**Sequencing** Michael Metzger 2010-04 Watson and Crick discovered the human DNA. What made the difference was deciphering it. Like the human body, every organization has a DNA. What will make the difference is not seeing it, but sequencing it. It's the key to long-term success at innovation. *Sequencing*, written by business consultant Michael Metzger, explores what is required for a company to develop a culture that promotes innovation for the long

haul. Harvard's Clayton Christensen reports that few companies have the capacity to innovate. The more success a company achieves, the harder it is for the company to innovate. And yet the reality is that companies innovate or die. Metzger outlines the steps necessary to sustain innovation - the culture, conscience, and C-level leadership required. It begins by having an accurate assessment of human nature and reality. Institutional leaders ignore this book at their peril.

**Killer Marketing Strategies** Katryna Johnson 2016-07-19 Making your sales and marketing more effective and more impactful is the focus of *Killer Marketing Strategies* by Katryna Johnson, J.D. Starting with an understanding of what it takes to actually make a profit, the book teaches the reader about powerful headlines and persuasive copywriting. The book explores the world of online marketing and social media. But online is only one channel for effective marketing. The smart marketer in today's environment uses some tried and true marketing methods like press releases, newsletters, value bundling, and more. *Killer Marketing Strategies* will help you take your marketing to the next level.

**Dead Extra** Michael Saucedo 2014-06-23

Integrity Henry Cloud 2009-06-02 Integrity—more than simple honesty, it's the key to success. A person with integrity has the ability to pull everything together, to make it all happen no matter how challenging the circumstances. Drawing on experiences from his work, Dr. Henry Cloud, a clinical psychologist, leadership coach, corporate consultant and nationally syndicated radio host, shows how our character can keep us from achieving all we want to (or could) be. In *Integrity*, Dr. Cloud explores the six qualities of character that define integrity, and how people with integrity: Are able to connect with others and build trust Are oriented toward reality Finish well Embrace the negative Are oriented toward increase Have an understanding of the transcendent Integrity is not something that you either have or don't, but instead is an exciting growth path that all of us can engage in and enjoy.

**Corporate Bravery** Darrin Murriner 2015-10-01 American culture has become a culture of fear. Parenting methods and advertising messages scream for safety. Terrorism's threat and the government's response both tell us to take cover. And, of course, social media's unending streams perpetually magnify it all. In this societal context, our business cultures, too, have become cultures of fear. Mistrust is rising between management and co-workers, all seeking to protect personal interests. Advisors push us toward fear-based caution, not opportunity-seeking strategy. External influences -- from the media to regulators to competition -- focus us on avoiding risks rather than moving boldly ahead. *Corporate Bravery* is a book about freeing your business from being a culture of fear. It starts by considering fear's impact on decision-making. Then, it explores eight ways that fear can harm culture. Finally, through a three-step process, it shows how to foster a culture that supports engaged employees, provides opportunities for measured risk-taking and innovation, and rewards the brave leadership that drives business success.

*God's Supernatural Power in You* Frank A. DeCenso 2009-05-28 The need for power ministry is as strong today as it was when Jesus and the apostles walked the earth. The need for demonstrations of God's powerful love, exhibited through His church, will demolish strongholds of unbelief and relativism, as well as tear down cultural barriers that may bring confusion when only the words of the good news are shared, but its power is neglected. When Jesus and

the apostles proclaimed the good news of salvation to people, works of power accompanied them. Today, the entire church needs mentored in how to bring God's word to the world in power. This book is a prophetic call to engage the mission of bringing God's radical love to this hurting world through power ministry.

*Human Rights and Ethics: Concepts, Methodologies, Tools, and Applications* Management Association, Information Resources 2014-09-30 In today's increasingly interconnected and global society, the protection of basic liberties is an important consideration in public policy and international relations. Profitable social interactions can begin only when a foundation of trust has been laid between two parties. *Human Rights and Ethics: Concepts, Methodologies, Tools, and Applications* considers some of the most important issues in the ethics of human interaction, whether in business, politics, or science and technology. Covering issues such as cybercrime, bioethics, medical care, and corporate leadership, this four-volume reference work will serve as a crucial resource for leaders, innovators, educators, and other personnel living and working in the modern world.

**The Second Media Age** Mark Poster 2018-03-08 This book examines the implications of new communication technologies in the light of the most recent work in social and cultural theory and argues that new developments in electronic media, such as the Internet and Virtual Reality, justify the designation of a "second media age".

Wisdom from the Sea James Evanow 2014-08-08 This book contains a collage of six stories that are geared for people that are dealing with friends, family, peers or colleagues, to help them navigate through life's turbulent waters... James Evanow is a sea captain and professional speaker who has experienced many life and death situations. His goal is to help raise the consciousness of people in all walks of life, and to help inspire those who are dealing with very challenging times in their lives.

*Holding Back The Tears*  Annie Mitchell 2013-09-16 This is true story about real people is set in Edinburgh City and Dundee, where a petite Scottish Lassie called Rosie Gilmour, mother to Finlay Sinclair, receives news of the death of her son - who tragically has taken his own life by hanging. Rosie pretends her son is still alive by talking to him, for that takes away the unbearable pain of her loss. But once she begins to face up to the fact that Finlay is not coming back, her conversations become more of a challenge than she can handle. When memories of her past are triggered by everyday life events, they take her mind back and forth in time - back to her own childhood days in 1960, when she flirted with the fairground boys, and to the day she gave birth to Finlay - "ME LADDIE". Rosie's Scottish accent becomes more apparent whenever her emotions are heightened and she begins to recite poetry. She goes on to reveal doubts about her own self-worth and how she re-unites her role as mother - a role she had denied herself for seven years prior to Finlay's death. Rosie learns how to forgive herself and how to accept her loss with using practical coping strategies that sometimes but not always work for her. Many voices of different natures and walks of life appear in Rosie's, story with each one offering a part of their own belief to try and console her in her misery - except that she turns her back on any advice or support offered. Rosie is convinced that she can cope with her loss on her own and "needs no help from anyone, thank you"; - until a sweet, gentle, soft-spoken voice begins to travel with her throughout her ordeal, leaving her no other choice but to listen. Eventually moving to the countryside in Angus, Rosie finds the isolation gives her life a new meaning offering her the opportunity to re-value her

belief's about her own self values and decides the time has come to give her son a memorial service and invite a chosen few dance companions whom she met on a regular basis in Edinburgh to honour this day. Rosie begins to accept she will never be the same person she once had been and shall never be again, believing now her journey through grief taught her many lessons making her a stronger and better person than she imagined she could ever be.

*The Secret of Influence* Dirk Van Loon 2016-06-13 The power of influence is elusive, but this life-changing ability can be learned and mastered. *The Secret of Influence: Mastering the Art of Inspirational Leadership* is a definitive guide to the power of influence, delving into the foundational skills that are required to attain a level of influence that is effective with family, friends, and colleagues. This thought-provoking guide will not only help you discover why you have failed to have more influence in your life; it will help you learn how to overcome those obstacles so that you can clear the way for learning the skills needed to become an influential leader. Along the journey to greater influence, you will find your life improves, your relationships take on new meaning, and your level of happiness and contentment grows. Connect with people in a deeper way and move individuals, groups, and then masses to greater heights with the valuable information in this guide.

Handbook of Research on Ethical Challenges in Higher Education Leadership and Administration Wang, Viktor 2020-04-03 Higher education institutions are, more so than other organizations, deeply complex, and they present a unique challenge to their leaders and administrators. The unique complexities of higher education call for governance founded on thoughtful consideration of leadership practices, theory, and styles that reflect the values of the institution and its mission. Embedded in a rapidly changing society, the future of higher education leadership and administration is necessarily dynamic and demands a strong ethical core to guide research, knowledge production, and organizational behavior. *The Handbook of Research on Ethical Challenges in Higher Education Leadership and Administration* is a cutting-edge research publication that examines leadership ethics that higher education institutions must employ to be proactive, visionary, and ethically sound. The publication covers the importance of leadership ethics in higher education as well as the foundation for developing frameworks in which to ground the presence of leadership ethics in higher education. Featuring a wide range of topics such as distance education, free speech, and leadership, this book is ideal for librarians, academicians, administrators, researchers, education professionals, policymakers, and students.

The Crux of Leadership Stephen Kalaluhi 2017-01-12 No place is leadership more important than within the Church. In *The Crux of Leadership: How to Lead When Souls Are On the Line*, award-winning author Dr. Stephen Kalaluhi expertly unravels concepts that you and your leaders must master in order to positively impact the lives of every person you come in contact with. *The Crux of Leadership* provides practical leadership truths that can be immediately implemented by every leader within your church.

The Importance and Value of Proper Bible Study Reuben Archer Torrey 1921

*Leadership, Ethics and Policing* P. J. Ortmeier 2009-02-01 From street cop to chief, this guide develops a wide-range of ethical leadership skills applicable to all police ranks. Moving beyond incident-driven techniques, the book embraces problem-oriented, intelligence-led policing and integrates both ethics and leadership concepts. This edition includes two new chapters to

address today's environment—one on Homeland Security and one on strategic policing. New case studies, examples and applications appear throughout the text and help officers develop essential ethical leadership competencies. For courses in Police Leadership, Administration, Management, Ethics and Supervision.

Leading YOU Brenda Bence 2017-01-02 Many executives overlook the single-most critical aspect of leadership. Have you? The most important driver of overall success is your own self-leadership. Without it, your career may stall. Why? Because how you lead yourself directly impacts your ability to lead others, and that, in turn, can prevent you from reaching your full career potential. Self-leadership. It begins and ends with YOU(tm). In Leading YOU(tm): The power of self-leadership to build your executive brand and drive career success, Senior Executive Coach Brenda Bence reveals the 15 most damaging self-leadership behaviors she regularly sees in her practice. She then provides you with dozens of tips and techniques you can immediately apply to correct or improve these behaviors. Packed with real-life executive coaching case studies from around the globe, this book will help you: \* Strengthen your Executive Presence and build an outstanding leadership brand. \* Quit acting like a victim of your calendar, your time, and "the system." \* Utilize powerful mind management techniques to stop limiting behaviors. \* Learn how to successfully manage "up" to bosses and "across" to peers. \* Promote yourself without bragging, to help you gain visibility and the job you want. \* Successfully influence others even if you don't have an official title or authority. Leading YOU(tm) not only cuts to the core of what's needed for effective self-leadership, but it's also the only book to identify and explain the relationship between self-leadership and a winning leadership brand--the Trademarked YOU(tm)®. Together with the award-winning companion book, Would YOU Want to Work for YOU(tm)?, this book will become your go-to resource for advancing in your career through the power of authentic self-leadership. "Brenda Bence makes it clear: Great leadership is all about self-leadership and learning how to manage YOU as well as you manage others. A great read!" - Philip Yuen, CEO, Deloitte Southeast Asia "You may excel at managing others, but unless you look inward to manage yourself first, your career is likely to stagnate rather than ignite. Leading YOU(tm) is a must read." - Peter Walker, CEO Asia Pacific, ThyssenKrupp Elevator

Born to Fly Robyn Walker 2013-05-26 'Born to Fly' is a poignant and heart warming story based on true-life adventures of captive birds being safely released back into nature...blended with a fictional story about a Rainbow Lorikeet named Cherub. It is predominantly a book for all ages, for storytelling and learning is universal. 'Born to Fly' is also a metaphor for us all – to free ourselves to live happy, fulfilling and creative lives...and as we do this we automatically assist others to do the same. It is this inherent wisdom that Cherub and her friends are lovingly and patiently teaching us. As caretakers and guardians of the natural world, our role is to observe and delight in the many wondrous miracles and beauty of nature. It is also to teach each and every one of our children this precious gift, so we can all truly fly free.

**The Kashmiri Shawl** Joanne Dobson 2014-05-23 A nineteenth-century American missionary widow embarks on a daring quest to find her dark-skinned child. India, 1857: Anna Wheeler Roundtree, missionary wife, flees her husband's pious tyranny, leaving the safety of the Protestant Mission in which she's spent most of the past decade. Her timing is bad: the train carrying her to freedom steams into the midst of the brutal Indian Rebellion. She is, however, plucked from danger by Ashok Montgomery, a wealthy Anglo-Indian tea planter. Together they escape the angry mobs and find the shelter of an isolated mountain cave. There, for the first

time, Anna learns the true nature of love. New York City, 1860: Now a successful poet featured in national magazines, Anna Wheeler is astonished to learn that the daughter she bore upon her return was not stillborn, as she was told, but has been kidnapped. When Anna hears the baby described as "dark-skinned," she realizes that Ashok, the man she'd left behind in the tumult of the rebellion, is the true father, not her blond, fair-skinned husband. In her own racially inflamed nation on the verge of its own war, Anna throws respectability to the wind, learns to take risks, break rules, and trust strangers in a determined search for the little girl. Then a deranged voice arises from her tormented past, making demands that compel her back to India. Anna must confront the evil that set her running in the first place. Will her daring quest for her child, and for the love of her life, end in triumph or in heartbreak?

Principle Or Profit Ryheim Scott 2016-01-06 Ever since Malcolm James was a child, cold blooded murder has played a significant part in his life. Whether it be from both of his parents being brutally assassinated right in front of him, or having blood on his own hands, murder has been his reality. Constantly haunted and consumed by his own actions, the only thing stronger than Malcolm's thirst for blood, is his hunger for money and power! Flooding the crime ridden and gang infested inner city streets of Denver, Colorado with Cocaine and pounds of Kush, grindin, as his "Gang Green" squad of misfits commit robberies, mayhem and murder while on their way to the top. However, the sudden murder of Malcolm's friend and right hand man, not only cause the homicide rate to shoot through the roof, but also derails their mission. All while Malcolm battles with a dark secret brewing deep down inside, at which only "Tear Drop and Buds" are able to recognize and tame. Both OG's in the game graduating to bosses of a mountain west and west coast black underworld syndicate, whom eventually put Malcolm on the payroll as a triggerman, which of course leads to more problems, money, women, and deadly consequences. Why Principle or Profit you ask? Because nine times outta ten every time a life is taken out in these streets, it's a direct result of one or the other. To profit is self explanatory; however, principle could be ones personal belief, or even a weak emotion like jealousy and greed, to killing over territory, a debt, turf, stripes, or other principles of the streets. At the end of the day we all gotta go, so which one are you willing to die for?

Relax, We're All Just Making This Stuff Up! Amy Lisewksi 2016-08-01 Gives readers the tools to plan less and play more in their everyday lives using the principles of improvisational comedy. Written for non-performers, it features true stories of people whose lives have been improved by practicing improv. Includes simple games to help build confidence and adaptability. Ideal for public and high school libraries.

**The God Chair** Caroline Cienki 2016-08-30 Meet Katie Ball. She's ten years old and definitely going through a rough patch. School is stressful and the future of her family's farm is uncertain. But all that changes, when Katie meets Lady Catherine and her rather mysterious chair. That's when she discovers that she's braver than she thought she was, and that with a little friendship and a lot of divine inspiration, real life is just as exciting as any storybook adventure. Originally a Brit, Caroline Cienki has fond memories of vacations spent in the rural North of England with her grandparents, where she learned to love the countryside. She now lives in the US, and calls Texas her home along with her husband, two children and three fun-loving doggies. Among her current passions are home-making, travel and spiritual formation. The God Chair is her first children's book.

The Glass Elevator Ora Shtull 2012 Breaking through glass ceilings in the workplace is

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dangerous business. There is now an easier (and safer) way for women to rise and succeed professionally. *The Glass Elevator: A Guide to Leadership Presence for Women on the Rise* shares the 9 critical skills that will enhance your ability to engage, connect, and influence in the workplace. Have you been holding yourself back by: - Not speaking up at meetings when you have value to add? - Failing to promote yourself to seniors in the workplace? - Shying away from challenges because you lack confidence? - Neglecting your networking inside and outside the company? - Living in a state of overwhelm at home and work? The author - one of New York's leading Executive Coaches - will teach you how to stop retreating and start ascending, employing the same expertise she uses to help her executive clients rise to the top. With Ground Floor Quizzes, Elevator Workouts, and Power Profiles of women leaders, this engaging book helps you master the must-have skills that will propel you upward. Pursue your professional aspirations one floor at a time by riding *The Glass Elevator*.

*The Path to Real and Lasting Inner Peace* Jane Milardo 2012-05-23 *The Path to Real and Lasting Inner Peace* outlines how anyone can achieve true peace of mind, greater happiness and satisfaction in life. While it is written by an experienced psychotherapist, it is geared toward anyone who is open and ready to make positive life changes and is motivational and inspiring!

**Anemone Enemy** Ed Claire Fitzpatrick 2017-07-25 The deep sea is an environment completely unfriendly to mankind; it represents one of the least explored areas on Earth. Pressures in the mesopelagic zone become too great for traditional exploration methods, demanding alternative approaches for deep sea research. What is beneath the depths of the sea? Featuring award-winning authors including Deborah Sheldon, Liz Butcher, Gerry Huntman, and more!

*The Power of Ethics* Pete Geissler 2015-04-21 Snapshot, reviewers' comments: Organizations and individuals that behave ethically enjoy a commanding and enduring lead in achieving success ...This book should be mandatory reading for every corporate officer and employee...a practical application of real-world experience...a valuable addition to the ethics discussion. Excerpt: Ethics--or its lack-- sticks its multi-faceted nose into just about every inter-personal activity, or it could and should. But, unfortunately, not everyone understands and practices this truism, and all too few of the folks who lead our institutions are aware of the need for ethics and have made ethical practices an integral part of their everyday activities, although we daresay that most or all say that they do, which of course is lying and, obviously, unethical. So, if ethical behavior is widely thought to be needed and is beneficial to individuals and institutions, why doesn't everyone practice it all the time? The answer is deceptively simple: too many people, unfortunately and to their own detriment, are unaware, aka ignorant, of the need for or positive consequences of ethical behavior. On the other side of that same coin, too many people, unfortunately and to their own detriment, are blissfully unaware of the negative consequences of unethical behavior, blinded as they could be by selfishness, greed, and the need for control over others. The operative words are unfortunately and to their own detriment.

*Women in High Gear* Anne Deeter Gallaher 2013-03 Is high gear attainable for today's women and the next generation? Yes! *Women in High Gear* is a first-of-its-kind look at how women in business, on-rampers, and aspiring executives can discern and discover a path to high gear. Whether that looks like financial independence, starting a business, ascending to the C-suite,

securing a board seat, or making superconnections, high gear is clearly within reach. Entrepreneurs and small business owners Anne Deeter Gallaher and Amy D. Howell join forces in *Women in High Gear* to tell their stories of two divergent paths to reach the same goal. In 13 easy-to-read and easy-to-relate-to chapters, Amy and Anne lay out their own journeys to high gear and show how others can connect the dots for growth and success. They combine big business principles with small business DNA in hopes that their experiences will shorten the business learning curve of women. Living the realities of staying at home and staying on the fast track, Anne and Amy help women of all ages understand the necessities for emotional resilience, harnessing the softs skills, exhibiting leadership, mastering self-discipline, understanding the bottom line, connecting on social media, and building a personal brand. Wherever you stand in your business journey, Anne and Amy challenge you to charge ahead with confidence and fresh perspectives. The world needs what you have to offer-high gear awaits! Acclaim for *Women in High Gear*: "Anne Deeter Gallaher and Amy D. Howell are keenly attuned to the need for mentoring, guidance, and inspiration to help prepare current and future generations of women for leadership in business and society. In *Women in High Gear*, Anne and Amy have artfully woven their own high gear journeys to both mark a path for growth and to steer readers clear of roadblocks. They blend advice, personal experience, insight, and accountability in hopes of shortening the learning curves of other women." Kim S. Phipps, Ph.D. President, Messiah College "In a business world steeped in too much self-help blather, Amy and Anne stand up for accountability, distinctiveness, mental toughness, responsibility, hard work, compassion, and appropriate compromise-the values that forge great leaders. This book is inspiring, true, and even better-entertaining!" Mark. W. Schaefer College Educator, Entrepreneur, International Speaker, and Author of *Return on Influence* and *The Tao of Twitter* "Women in High Gear is proof of the power of storytelling-at which Anne Deeter Gallaher and Amy D. Howell excel. They turn their hard-won personal and professional experiences into illuminating and engaging examples for others to follow. Early and mid-career professionals will find High Gear immediately useful, but even seasoned executives (like me) will see in Amy and Anne's experiences new approaches to today's challenges." Kathleen A. Pavelko President/CEO, WITF, Harrisburg, PA "This book is for anyone wanting to soar to higher goals in business." Philip H. Trenary CEO, Phil Trenary Associates; Former CEO, Pinnacle Airlines Corporation "After reading *Women in High Gear*, I immediately wrote out my high gear goals for the next five years. This book is for any woman with a big dream for her life!" Rachael Dymski Author "Wonder duo Anne and Amy provide valuable insight into how independent, driven women can dominate the professional business landscape." Susan R. Ewing Director of Social & Digital Media, Hershey Harrisburg Regional Visitors Bureau "Women in High Gear is the modern guide to overcoming obstacles and achieving success without breaking a sweat-and doing it all in 4-inch heels. Anne and Amy have hit a homerun!" Kaitlin Sawyer Public Relations/Marketing Professional, Hawaii

**KnowThis Marketing Basics 2nd Edition** Paul Christ 2012-03 KnowThis: Marketing Basics 2nd edition offers detailed coverage of essential marketing concepts. This very affordable book is written by a marketing professor and covers the same ground as much more expensive books while offering its own unique insights. The book takes a highly applied approach including offering over 150 real-world examples. The new edition includes enhanced coverage of numerous new developments and how these affect marketing including social networks, mobile device applications ("apps"), neuro-research, group couponing, smartphone payments, quick response codes, to name a few. The new edition also features expanded coverage of globalization, Internet and mobile networks, consumer purchase behavior and much more. The

book is ideal for marketing professionals, students, educators, and anyone else who needs to know about marketing. Supported by KnowThis.com, a leading marketing resource. Contents: 1: What is Marketing? 2: Marketing Research 3: Managing Customers 4: Understanding Customers 5: Targeting Markets 6: Product Decisions 7: Managing Products 8: Distribution Decisions 9: Retailing 10: Wholesaling & Product Movement 11: Promotion Decisions 12: Advertising 13: Managing the Advertising Campaign 14: Sales Promotion 15: Public Relations 16: Personal Selling 17: Pricing Decisions 18: Setting Price 19: Managing External Forces 20: Marketing Planning & Strategy Appendix: Marketing to the Connected Customer

**Inclined to Liberty** Louis E. Carabini 2008

**The Supermanager** Greg Blencoe 2011-04-02 What are Leon Cook's secrets to managing employees? What does he do to get such high levels of employee morale, motivation, and productivity? These questions are answered in THE SUPERMANAGER as Leon teaches new manager Andrew Hernandez the seven principles that he follows starting with the first principle which is to surround yourself with high-quality employees. This short story should take most people just an hour or two to read.

**Trinity of Coaching** DeNeen Attard 2014-10-08 Trinity of Coaching: God, You, and Your Life Coach is a practical guide for coaches, coaching clients, ministers, and laypeople. Packed with research-supported techniques, practical advice, and life application lessons, this book is an excellent tool to help you integrate your Christian faith and Biblical principles into your coaching sessions and daily activities.

**Planting God** Derek Schoenhoff 2016-09-20 The struggle is real. Sure. But often times we can over-complicate our lives. Planting God inspires us with a simple idea. God reveals Himself to us so we can plant Him into the lives of people around us. In this valuable book, Derek Schoenhoff shares exciting life-stories, asks thoughtful questions and applies Biblical truth. You will cultivate your knowledge of God, energize your ability to communicate with Him, unearth powerful principles for your restoration and wholeness, uncover strategies of the enemy in your life, and simplify your calling and purpose. God has made Himself accessible to everyone, but only you can choose to open yourself up to Him. Whether you have been a Christian for many years, or are just discovering Him, this book will help you on your journey, so you can be passionately Planting God.

**Multiculturalism in the Workplace** Theresa De Jesus Paris, Ph.d. 2012-06-09 "With the ever increasing global economic interaction that often involves the workplace, it is imperative that we deepen our understanding of the dynamics of communication among different cultures. Through clear and precise examples, Dr. Theresa Paris' book succinctly exemplifies the basic broad differences of cultures and the importance of understanding cultural interaction in the workplace, based on work developed by Dr. Geert Hofstede, a pioneer and international leading scientist in the field of International Communication. These basic principles are applicable to most cultures. This book is a must for managers and students, and offers general information to all who wish to expand their knowledge of people to people interaction." Hector Robertin Ph.D. "Multiculturalism in the Workplace engages everyone from the expert to the lay reader in principles validated through academic research. Through Barb's story, the reader is invited to explore the high level of misunderstanding among cultures and seek solutions for collaborative team development. Dr. Paris has simplified the understanding of Hofstede's

research on cultural measurements in business by connecting them to different cultural traits, such as individualism and collectivism. Even the newest person to the study of multiculturalism will acquire excellent tools for interpreting actions and behaviors within his/her own environment." Sharon Seeberger, B.A.

Machine Habitus Massimo Airoidi 2021-12-13 We commonly think of society as made of and by humans, but with the proliferation of machine learning and AI technologies, this is clearly no longer the case. Billions of automated systems tacitly contribute to the social construction of reality by drawing algorithmic distinctions between the visible and the invisible, the relevant and the irrelevant, the likely and the unlikely - on and beyond platforms. Drawing on the work of Pierre Bourdieu, this book develops an original sociology of algorithms as social agents, actively participating in social life. Through a wide range of examples, Massimo Airoidi shows how society shapes algorithmic code, and how this culture in the code guides the practical behaviour of the code in the culture, shaping society in turn. The 'machine habitus' is the generative mechanism at work throughout myriads of feedback loops linking humans with artificial social agents, in the context of digital infrastructures and pre-digital social structures. Machine Habitus will be of great interest to students and scholars in sociology, media and cultural studies, science and technology studies and information technology, and to anyone interested in the growing role of algorithms and AI in our social and cultural life.