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This third edition of Jo Bryson's highly regarded Managing Information Services has been thoroughly revised with an emphasis on managing for a sustainable future. Libraries and information services face uncertain times and this new edition tackles the challenges of planning and managing change, future-proofing for tomorrow, and leading the transformation to a sustainable future. The text also addresses the integration of information services including librarianship, records management and ICT. Essential reading for information students, this text also serves as a comprehensive and detailed reference on the key management topics for information service managers.

A water supply system is an interconnected collection of sources, pipes, and hydraulic control elements delivering consumers prescribed water quantities at desired pressures and water qualities. This book incorporates selected topics on theory, revision, and practical application models for water supply systems analysis, including: guidelines for transient analysis, sustainable management of regional water supply systems, infrastructure asset management, optimal pump scheduling, demand uncertainty, errors in water meter measuring, and indicators for water mains rehabilitation.

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Lagoons represent nearly 13% of the shoreline globally and around 5% in Europe. Coastal lagoons are shallow water bodies separated from the ocean by a barrier (e.g., narrow spit), connected at least intermittently to the ocean by one or more restricted inlets, and usually geographically oriented parallel to the shore-line. Coastal lagoons are flexible and usually able to cope with environmental change, yet nowadays they are under threat. This is partly due to climate change impacts (for example, sea-level rise and hydro-meteorological extreme events) but also due to more direct human activities and pressures. The book focuses on addressing these challenges through integrated management strategies seen in a land-sea and science-stakeholder-policy perspective. Pan-European management challenges are seen from the context of the perspectives of Policy, Environment and Modelling. Four case study lagoons in different geographical locations in Europe provide examples of some of the practical experiences and results around these challenges. Possible impacts on drainage basins and lagoons are introduced through integrated scenarios which were developed through a multi-science and land-lagoon science perspective combined with interactions and contributions from stakeholders and citizens. Issues around climate change impacts on environmental conditions in both drainage basins and lagoons are also included. The book derives from a collaborative EC-funded project entitled 'Integrated Water Resources and Coastal Zone Management in European Lagoons in the Context of Climate Change' comprising nine partner institutes with a wide diversity in the scientific disciplines covered. Editors: Ana I. Lillebo, University of Aveiro, Portugal; Per Stalnaek, Bioforsk, Norwegian Institute for Agricultural and Environmental Research, Norway; Geoffrey D. Gooch, University of Dundee, Scotland, UK

Nation Branding: Concepts, Issues, Practice was the ground-breaking first textbook to provide an overview of this recently established but fast-growing practice, in which the principles of brand management are applied to countries rather than companies. Many governments have invested in nation branding in order to strengthen their country's influence, improve its reputation, or boost tourism, trade and investment. This new edition has been comprehensively revised and its influential original framework modified to reflect the very latest changes to this still-developing field. It remains an accessible blend of theory and practice rich with international examples and contributions. Updates to this edition: New international cases of countries as diverse as China, United Arab Emirates, Ghana, Cuba, India, Great Britain and many more; New contributions from distinguished scholars, diplomats and businesspeople providing a range of case studies, practitioner insights and academic perspectives; New Companion Website to support the book featuring instructor aids such as PowerPoint presentations for each chapter and an instructor manual; This much-anticipated update to an influential book is an essential introduction to nation branding for students and policy makers.

The purpose of this book is to provide an introduction to the theory and applications in the field of decision making, especially focused on Analytic Hierarchy Process, a structured technique for organizing and analyzing complex decisions, based on mathematics and psychology. It was developed by Prof. Thomas L. Saaty in the 1970s and has been extensively studied and refined since then. The idea of the book is to expand the reader's consciousness to deal with problems regarding the decision making. This book presents some application examples of Analytic Hierarchy. It contains original research and application chapters from different perspectives, and covers different areas such as supply chain, environmental engineering, safety, and social issues. This book is intended to be a useful resource for anyone who deals with decision making problems.

Nation Branding: Concepts, Issues, Practice is a comprehensive and exciting text that demonstrates why nations are embracing the principles of brand management. It clearly explains how the concepts and techniques of branding can be adapted to the context of nations- as opposed to the more usual context of products, services, or companies. Concepts grounded in the brand management literature such as brand identity, brand image, brand positioning, and brand equity, are transposed to the domain of nation branding and supported by country case insights that provide vivid illustrations of nation branding in practice. Nation branding is a means by which more and more nations are attempting to compete on the global stage. Current practice in nation branding is examined and future horizons traced. The book provides: \* The first overview of its kind on nation branding \* A blend of academic theory and real world practice in an accessible, readable fashion \* A clear and detailed adaptation of existing brand theory to the emerging domain of nation branding \* An original conceptual framework and models for nation branding \* A rich range of international examples and over 20 contributions by leading experts from around the world Country case insights on nation branding strategies currently being utilized by nations such as Japan, Egypt, Brazil, Switzerland, Iceland, and Russia Clearly and coherently structured, the book is an essential introduction to nation branding for both students and policymakers and will be an essential text for those interested in this fast growing area. Key Features: \* Seminal text in a cutting-edge, controversial and crucial field of global importance \* Ideal blend of theory and practice \* Twenty individual country case studies, including USA, Hong Kong, Japan, New Zealand, Spain and China.

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