EFFECTIVE EXECUTIVE'S

The Seven Steps for Creating High-Value, High-Impact PowerPoint Presentations

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Stephen L. Nelson Michael Buschmohle



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provides you with an actionable framework for developing and executing successful enterprise social networking strategies Using straightforward language accompanied by exhibits and fleshed out with real world stories and revealing anecdotes you will learn how to develop your own internal corporate social media strategy Through the use of in depth interviews with leading companies using these strategies you will also discover best practices that will propel your business to new heights

The Dragons' Den Guide to Investor-Ready Business Plans John Vyge,2012-10-30 A step by step approach to winning over investors with a solid business plan A comprehensive business plan based on a concept that has been feasibility tested and for which a sales and marketing strategy is in place is where the rubber meets the road for the entrepreneur and the investor The Dragons Den Guide to Investor Ready Business Plans is designed to show the entrepreneur how to create a business plan that will get an investor s attention and money Case studies from Canadian and US businesses and stories of entrepreneurs who appeared on the Dragons Den illustrate the key ideas and themes Helps entrepreneurs face the reality of what they are trying to achieve Encourages readers to focus heavily on testing their business concept first before they invest valuable time and resources in a slow growth or no growth business idea The current economic environment is forcing many people to start businesses to supplement their income or replace a lost job But don t let emotion trump method The Dragon s Den Guide offers your step by step approach to preparing yourself for the harsh but rewarding world of small business ownership

The Executive's Guide to Financial Management D. Norton, 2016-11-09 A guide to expand and enhance the tools available to financial professionals to solve problems effectively efficiently and to strengthen accounting controls This is the result of an extensive effort to develop an innovative highly practical approach to the task of improving financial management and cash flow Dreamweaver 4 from A to Z Heather Williamson, 2001 Written for any level of Web designer and Web master this book provides a reference for everyone from students to mobile workers Users can easily look up terms and tasks Forthcoming Books Rose Arny, 2003 by looking in the alphabetically arranged entries The Executive's Guide to Customer Relationship Management Paul Anderson, Arthur D. Rosenberg, Arthur M. Rosenberg, 2000 American Book Publishing Record ,2007 The Manager's Guide to Effective Presentations ,2000 Executive's Guide to Information Technology James Cox, 1999-10-11 Plain language clear explanations and a focus on practical business applications A recent A T Kearny study found that information technology is the number one item on the agendas of a majority of CEOs and boards of directors However while senior managers are spending more time keeping abreast of developments in IT many remain uncomfortable making decisions concerning technology issues that they don't entirely grasp Executive's Guide to Information Technology presents a comprehensive nontechnical model for understanding the IT environment Focused on the issues that are most important to upper level managers this book supplies the big picture perspective needed to understand IT as a whole while explaining how various components work together to support business functions Without getting bogged down in details it provides clear comprehensible overviews of Networking and platform technologies Software infrastructurE

Information management systems Enabling technologies Applications Middleware application servers and system management technologies The future belongs to organizations with the knowledge and confidence to exploit their IT resources wisely and use them aggressively Executive s Guide to Information Technology gives business leaders the tools they need to do both In a business environment increasingly driven by information technology it is essential for top level executives to keep abreast of the latest developments in IT They must understand how information systems can help achieve business goals and be able to use this understanding to make critical business decisions Unfortunately many senior level executives find themselves at the mercy of technicians who have little grasp of business issues focus on details rather than broader functions and speak an arcane and mystifying language There is a clear need for an intermediary to help executives decipher technological language seek and get the answers that are most important from a business perspective and develop better working relationships with IT personnel Executive's Guide to Information Technology provides a Rosetta stone that makes sense of a seemingly chaotic cluster of components a coherent trustworthy frame of reference that lays the foundation for more effective working relationships among business executives and technology managers This book helps executives ask better questions about IT issues and better understand the answers they receive Using integrated models that illustrate how information technologies form an infrastructure that supports practical business uses of information it keeps the discussion focused on matters of direct concern to executives Understanding these models develops a stronger grasp of the evolving role IT plays within organizations and establishes a comfort zone within which managers can develop a keener comprehension of component technologies and the strategic and tactical business decisions that surround them Whether it is read from cover to cover or consulted as a quick reference Executive's Guide to Information Technology is an indispensable tool for CEOs board members COOs CFOs controllers treasurers and other business professionals who need to establish firm control of the governance direction and management of two of their most valuable assets information and the technologies that support it

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