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This text was adapted by The Saylor Foundation under a ...

a management function, roles and access to the C-suite, decision making, and the core competencies for working in business, including knowledge of strategy and profit motivations We discuss how chief communications officers (CCOs) earn their seat at the executive table Much real-world professional experience in business settings provide the backbone of the chapter Chapter 5 "Organizational

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module award One module, Digital Strategy, is common to both CIM qualifications, the CIM Level 6 ...

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Fundamentals of human resource management

African Public Administration and Management series, vol 2 Fundamentals of human resource management Emerging experiences from Africa Josephat Stephen Itika Published by: African Studies Centre PO Box 9555 2300 RB Leiden asc@ascleidennl www.ascleidennl Cover design: Heike Slingerland Photos: Evans Mathias Kautipe Printed by Ipskamp Drukkers, Enschede ISSN 2211-8284 ...

Module Specification: Mastering Metrics

Metrics and brand management Margins and profits Lifetime value Sales force and sales funnel metrics Portfolio management Return on investment 23 Outline and analyse metrics associated with customers, products, pricing and channels Customers, retention, recency and lifetime value Profiling metrics using geo-demographics such as ACORN, Module specification: Mastering Metrics Page 6 of 21 CIM

Access! Mastering Project Portfolio Management

JR0662 Michael J Bible, MSPM, PMP and Susan S Bivins, MSPM, PMP This unique book provides a holistic view of project portfolio management (PPM) that includes people, processes, tools, and techniques that work syn-

Mastering Complexity: Capture the Hidden Opportunity

Mastering Complexity Capture the Hidden Opportunity Aaron Brown, Bernd Elser, Reinhard Messenböck, Felix Münnich, and Satoshi Komiya July 2010 The Boston Consulting Group July 2010 Managing complexity and its related costs is a growing challenge for companies The increasingly global nature of business gives rise to diverse customers and markets, convoluted supply chains, and vast

2017 Online Course Calendar - PM4DEV

MPM Mastering Project Management (new) PDME Project Design Monitoring and Evaluation 1 EPM Effective Project Management OPM

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