



THE ENTERPRISE THROUGH THE STRATEGIC AND DESIGN-INSPIRED PRACTICE OF BUSINESS DESIGN. IT IS WELL RECOGNIZED THAT ENTERPRISE SUCCESS REQUIRES ONGOING INNOVATION TO CREATE NEW VALUE AND SUSTAIN SUCCESS. THAT REQUIRES A DISCIPLINED INTEGRATION OF EXPLORATION, SOUND STRATEGIC DECISION-MAKING AND LEADERSHIP AT ALL LEVELS OF THE ENTERPRISE. WHILE THE RESURGENCE OF DESIGN THINKING HAS PROVEN TO CATALYZE FRESH THINKING, IT CAN FALL SHORT IF NOT FULLY INTEGRATED WITH THE BUSINESS STRATEGY OF THE ENTERPRISE, HINDERS STAKEHOLDER ENGAGEMENT AND THE EVOLUTION OF ENTERPRISE MANAGEMENT SYSTEMS. THIS BOOK BUILDS ON THE FUNDAMENTAL PRINCIPLES OF THE FIRST EDITION OF DESIGN WORKS: HOW TO TACKLE YOUR TOUGHEST INNOVATION CHALLENGES THROUGH BUSINESS DESIGN. IT EXPANDS ON HOW TO EFFECTIVELY NAVIGATE PROGRESS THROUGH STRATEGY INTEGRATION, EFFECTIVE STAKEHOLDER ENGAGEMENT AND BLENDING DESIGN-INSPIRED PRACTICES WITH ANALYTICS TO BUILD A COMPELLING BUSINESS CASE FOR INVESTMENT IN VALUE-CREATING EFFORTS. LIKE THE FIRST EDITION, IT INCLUDES VALUABLE FRAMEWORKS, INSPIRING STORIES AND PRACTICAL TOOLS TO DRIVE GROWTH AND INNOVATION IN ANY TYPE OF ORGANIZATION. CLEAR PRINCIPLES FOR LEADING INNOVATION DRAW FROM OTHERS' EXPERIENCE TO HELP MAKE THE MOST OF ENTERPRISE TALENT AND RESOURCES. NEW METHODOLOGIES HONE AND BUILD ON THE REPERTOIRE OF TOOLS IN THE FIRST EDITION. NEW STORIES PROVIDE INSIGHTS INTO HOW A VARIETY OF ORGANIZATIONS HAVE LEVERAGED THE PRINCIPLES AND PRACTICES OF BUSINESS DESIGN.

**Leading Organization Design** Gregory Kessler 2010-11-02 PRAISE FOR LEADING ORGANIZATION DESIGN "SHEDS LIGHT ON THE CHALLENGES OF ORGANIZATION DESIGN IN A COMPLEX ENTERPRISE AND MORE IMPORTANTLY PROVIDES AN INSIGHTFUL AND PRACTICAL ROADMAP FOR BUSINESS DECISIONS." —RANDY MACDONALD, SVP, HUMAN RESOURCES, IBM "DESIGNING ORGANIZATIONS FOR PERFORMANCE CAN BE A DAUNTING TASK. KESLER AND KATES HAVE DONE AN ADMIRABLE JOB DISTILLING THE INHERENT COMPLEXITY OF THE DESIGN PROCESS INTO MANAGEABLE PARTS THAT CAN YIELD TANGIBLE RESULTS. LEADING ORGANIZATION DESIGN PROVIDES AN ESSENTIAL HANDS-ON ROADMAP FOR ANY BUSINESS LEADER WHO WANTS TO MASTER THIS TOPIC." —ROBERT SIMONS, CHARLES M. WILLIAMS PROFESSOR OF BUSINESS ADMINISTRATION, HARVARD BUSINESS SCHOOL "KESLER AND KATES HAVE ENCAPSULATED THEIR WEALTH OF KNOWLEDGE AND PRACTICAL EXPERIENCE INTO AN UPDATED MODEL ON ORGANIZATIONAL DESIGN THAT WILL BECOME A NEW PRIMER ON THE SUBJECT." —NEVILLE ISDELL, RETIRED CHAIRMAN AND CEO, THE COCA-COLA COMPANY "IN TODAY'S WORLD OF GLOBAL BUSINESS, ORGANIZATIONAL DESIGN IS A CRITICAL PIECE OF LONG-TERM SUCCESS. KESLER AND KATES HAVE CAPTURED MULTIPLE APPROACHES TO OPTIMIZE GLOBAL OPPORTUNITIES, WHILE HIGHLIGHTING SOME OF THE KEYS TO MANAGING THROUGH ORGANIZATIONAL TRANSITION. A GREAT READ FOR TODAY'S GLOBAL BUSINESS LEADERS." —CHARLES DENSON, PRESIDENT, NIKE BRAND

"LEADING ORGANIZATION DESIGN HAS SOME UNIQUE FEATURES THAT MAKE IT VALUABLE. IT IS ONE OF THE FEW AND CERTAINLY ONLY RECENT BOOKS TO TAKE US THROUGH AN EXPLICIT PROCESS TO DESIGN MODERN ORGANIZATIONS. THIS IS ACCOMPLISHED WITH THE FIVE-MILESTONE PROCESS. THE PROCESS IS NOT A SIMPLE COOKBOOK. INDEED, THE AUTHORS HAVE ACHIEVED A BALANCE BETWEEN PROCESS AND CONTENT. IN SO DOING, KESLER AND KATES SHOW US WHAT TO DO AS WELL AS HOW TO DO IT." —JAY GALBRAITH, FROM THE FOREWORD

**Data-Driven Innovation Big Data for Growth and Well-Being** OECD 2015-10-06 THIS REPORT IMPROVES THE EVIDENCE BASE ON THE ROLE OF DATA DRIVEN INNOVATION FOR PROMOTING GROWTH AND WELL-BEING, AND PROVIDE POLICY GUIDANCE ON HOW TO MAXIMISE THE BENEFITS OF DD I AND MITIGATE THE ASSOCIATED ECONOMIC AND SOCIETAL RISKS.

**Knowledge-Based Intelligent Information and Engineering Systems** Ignac Lovrek 2008-09-08 THE THREE VOLUME SET LNAI 5177, LNAI 5178, AND LNAI 5179, CONSTITUTES THE REFERRED PROCEEDINGS OF THE 12TH INTERNATIONAL CONFERENCE ON KNOWLEDGE-BASED INTELLIGENT INFORMATION AND ENGINEERING SYSTEMS, KES 2008, HELD IN ZAGREB, CROATIA, IN SEPTEMBER 2008. THE 316 REVISED PAPERS PRESENTED WERE CAREFULLY REVIEWED AND SELECTED. THE PAPERS PRESENT A WEALTH OF ORIGINAL RESEARCH RESULTS FROM THE FIELD OF INTELLIGENT INFORMATION PROCESSING IN THE BROADEST SENSE; TOPICS COVERED IN THE THIRD VOLUME ARE INTELLIGENT DATA PROCESSING IN PROCESS SYSTEMS AND PLANTS; NEURAL INFORMATION PROCESSING FOR DATA MINING; SOFT COMPUTING APPROACH TO MANAGEMENT ENGINEERING; ADVANCED GROUPWARE; AGENT AND MULTI-AGENT SYSTEMS; TECHNOLOGIES AND APPLICATIONS; ENGINEERED APPLICATIONS OF SEMANTIC WEB; EVOLVABLE HARDWARE AND ADAPTIVE SYSTEMS; EVOLVABLE HARDWARE APPLICATIONS IN THE AREA OF ELECTRONIC CIRCUITS DESIGN; HYPERSPECTRAL IMAGERY FOR REMOTE SENSING; IMMUNITY-BASED SYSTEMS; INNOVATIONS IN INTELLIGENT MULTIMEDIA SYSTEMS AND VIRTUAL REALITY; INTELLIGENT ENVIRONMENT SUPPORT FOR COLLABORATIVE LEARNING; INTELLIGENT SYSTEMS IN MEDICINE AND HEALTHCARE; KNOWLEDGE INTERACTION FOR CREATIVE LEARNING; NOVEL FOUNDATION AND APPLICATIONS OF INTELLIGENT SYSTEMS; SKILL ACQUISITION AND UBIQUITOUS HUMAN COMPUTER INTERACTION; SMART SUSTAINABILITY; UNSUPERVISED CLUSTERING FOR EXPLORATORY DATA ANALYSIS; AND USE OF AI TECHNIQUES TO BUILD ENTERPRISE SYSTEMS.

**Algorithmic Marketing and EU Law on Unfair Commercial Practices** Federico Galli 2022-08-30 ARTIFICIAL INTELLIGENCE (AI) SYSTEMS ARE INCREASINGLY BEING DEPLOYED BY MARKETING ENTITIES IN CONNECTION WITH CONSUMERS' INTERACTIONS. THANKS TO MACHINE LEARNING (ML) AND COGNITIVE COMPUTING TECHNOLOGIES, BUSINESSES CAN NOW ANALYSE VAST AMOUNTS OF DATA ON CONSUMERS, GENERATE NEW KNOWLEDGE, USE IT TO OPTIMIZE CERTAIN PROCESSES, AND UNDERTAKE TASKS THAT WERE PREVIOUSLY IMPOSSIBLE. AGAINST THIS BACKGROUND, THIS BOOK ANALYSES NEW ALGORITHMIC COMMERCIAL PRACTICES, DISCUSSES THEIR CHALLENGES FOR CONSUMERS, AND MEASURES SUCH DEVELOPMENTS AGAINST THE CURRENT EU LEGISLATIVE FRAMEWORK ON CONSUMER PROTECTION. THE BOOK ADOPTS AN INTERDISCIPLINARY APPROACH, BUILDING ON EMPIRICAL FINDINGS FROM AI APPLICATIONS IN MARKETING AND THEORETICAL INSIGHTS FROM MARKETING STUDIES, AND COMBINING THEM WITH NORMATIVE ANALYSIS OF PRIVACY AND CONSUMER PROTECTION IN THE EU. THE CONTENT IS DIVIDED INTO THREE PARTS. THE FIRST PART ANALYSES THE PHENOMENON OF ALGORITHMIC MARKETING PRACTICES AND REVIEWS THE MAIN AI AND AI-RELATED TECHNOLOGIES USED IN MARKETING, E.G. BIG DATA, ML AND NLP. THE SECOND PART DESCRIBES NEW COMMERCIAL PRACTICES, INCLUDING THE MASSIVE MONITORING AND PROFILING OF CONSUMERS, THE PERSONALIZATION OF ADVERTISING AND OFFERS, THE EXPLOITATION OF PSYCHOLOGICAL AND EMOTIONAL INSIGHTS, AND THE USE OF HUMAN-LIKE INTERFACES TO TRIGGER EMOTIONAL RESPONSES. THE THIRD PART PROVIDES A COMPREHENSIVE ANALYSIS OF CURRENT EU CONSUMER PROTECTION LAWS AND POLICIES IN THE FIELD OF COMMERCIAL PRACTICES. IT FOCUSES ON TWO MAIN LEGAL CONCEPTS, THEIR SHORTCOMINGS, AND POTENTIAL REFINEMENTS: VULNERABILITY, UNDERSTOOD AS THE CONCEPTUAL BENCHMARK FOR PROTECTING CONSUMERS FROM UNFAIR ALGORITHMIC PRACTICES; MANIPULATION, THE SUBSTANTIVE LEGAL MEASURE FOR DRAWING THE LINE BETWEEN FAIR AND UNFAIR PRACTICES.

**Big Data, Big Innovation** Evan Stubbs 2014-07-21 A PRACTICAL GUIDE TO LEVERAGING YOUR DATA TO SPUR INNOVATION AND GROWTH YOUR BUSINESS GENERATES REAMS OF DATA, BUT WHAT DO YOU DO WITH IT? REPORTING IS ONLY THE BEGINNING. YOUR DATA HOLDS THE KEY TO INNOVATION AND GROWTH — YOU JUST NEED THE PROPER ANALYTICS. IN *BIG DATA, BIG INNOVATION: ENABLING COMPETITIVE DIFFERENTIATION THROUGH BUSINESS ANALYTICS*, AUTHOR EVAN STUBBS EXPLORES THE POTENTIAL GOLD HIDING IN YOUR UNMINED DATA. AS CHIEF ANALYTICS OFFICER FOR SAS AUSTRALIA/NEW ZEALAND, STUBBS BRINGS AN INDUSTRY INSIDER'S PERSPECTIVE TO GUIDE YOU THROUGH PATTERN RECOGNITION, ANALYSIS, AND IMPLEMENTATION. *BIG DATA, BIG INNOVATION: ENABLING COMPETITIVE DIFFERENTIATION THROUGH BUSINESS ANALYTICS* DETAILS A GROUNDBREAKING APPROACH TO ENSURING YOUR COMPANY'S UPWARD TRAJECTORY. USE THIS

GUIDE TO LEVERAGE YOUR CUSTOMER INFORMATION, FINANCIAL REPORTS, PERFORMANCE METRICS, AND MORE TO BUILD A ROCK-SOLID FOUNDATION FOR FUTURE GROWTH. BUILD AN EFFECTIVE ANALYTICS TEAM, AND EMPOWER THEM WITH THE RIGHT TOOLS. LEARN HOW BIG DATA DRIVES BOTH EVOLUTIONARY AND REVOLUTIONARY INNOVATION, AND WHO SHOULD BE RESPONSIBLE. IDENTIFY DATA COLLECTION AND ANALYSIS OPPORTUNITIES AND IMPLEMENT ACTION PLANS. DESIGN THE PLATFORM THAT SUITS YOUR COMPANY'S CURRENT AND FUTURE NEEDS. QUANTIFY PERFORMANCE WITH STATISTICS, PROGRAMMING, AND RESEARCH FOR A MORE COMPLETE PICTURE OF OPERATIONS. EFFECTIVE MANAGEMENT MEANS COMBINING DATA, PEOPLE, AND ANALYTICS TO CREATE A SYNERGISTIC FORCE FOR INNOVATION AND GROWTH. IF YOU WANT YOUR COMPANY TO MOVE FORWARD WITH CONFIDENCE, *BIG DATA, BIG INNOVATION: ENABLING COMPETITIVE DIFFERENTIATION THROUGH BUSINESS ANALYTICS* CAN SHOW YOU HOW TO USE WHAT YOU ALREADY HAVE AND ACQUIRE WHAT YOU NEED TO SUCCEED.

**Positive Psychological Intervention Design and Protocols for Multi-Cultural Contexts** Llewellyn Ellardus Van Zyl 2019-06-11 THIS VOLUME PRESENTS INNOVATIVE AND CONTEMPORARY METHODOLOGIES AND INTERVENTION PROTOCOLS FOR THE ENHANCEMENT OF POSITIVE PSYCHOLOGICAL ATTRIBUTES IN MULTICULTURAL PROFESSIONAL AND ORGANIZATIONAL CONTEXTS. MOST METHODS, MODELS AND APPROACHES THAT UNDERPIN POSITIVE PSYCHOLOGICAL INTERVENTIONS ARE CONFINED TO CLINICAL SAMPLES, CLOSED SYSTEMS OR MONOCULTURAL CONTEXTS, WHICH RESTRICT THEIR APPLICABILITY TO PARTICULAR CONTEXTS. EXTENSIVE PRACTICAL INTERVENTION PROTOCOLS, DESIGNS AND METHODS WHICH USUALLY ACCOMPANY FIRST DRAFT INTERVENTION PAPERS ARE CONDENSED INTO BRIEF PARAGRAPHS IN FINAL MANUSCRIPTS OR REMOVED IN THEIR ENTIRETY. THIS, IN TURN, REDUCES THEIR POTENTIAL FOR REPLICABILITY OR ADOPTION BY CONSUMERS, PRACTITIONERS, OR INDUSTRY. THIS VOLUME DEVELOPS GUIDELINES FOR ENHANCING POSITIVE PSYCHOLOGICAL ATTRIBUTES, SUCH AS POSITIVE MOODS (E.G. POSITIVE AFFECT); LIFE SATISFACTION), STRENGTHS (E.G. GRATITUDE; HUMOUR), COGNITIONS (E.G. HOPE; OPTIMISM) AND BEHAVIOURS (E.G. EMOTIONAL REGULATION; POSITIVE RELATIONSHIP BUILDING) WITHIN VARIOUS MULTICULTURAL CONTEXTS. THEREBY, IT SHOWS HOW POSITIVE PSYCHOLOGY INTERVENTIONS CAN BE REPLICATED TO A WIDE-RANGE OF CONTEXTS BEYOND THOSE IN WHICH THEY WERE DEVELOPED. **Competitive Advantage** Michael E. Porter 2008-06-30 NOW BEYOND ITS ELEVENTH PRINTING AND TRANSLATED INTO TWELVE LANGUAGES, MICHAEL PORTER'S *THE COMPETITIVE ADVANTAGE OF NATIONS* HAS CHANGED COMPLETELY OUR CONCEPTION OF HOW PROSPERITY IS CREATED AND SUSTAINED IN THE MODERN GLOBAL ECONOMY. PORTER'S GROUNDBREAKING STUDY OF INTERNATIONAL COMPETITIVENESS HAS SHAPED NATIONAL POLICY IN COUNTRIES AROUND THE WORLD. IT HAS ALSO TRANSFORMED THINKING AND ACTION IN STATES, CITIES, COMPANIES, AND EVEN ENTIRE REGIONS SUCH AS CENTRAL AMERICA. BASED ON RESEARCH IN TEN LEADING TRADING NATIONS, *THE COMPETITIVE ADVANTAGE OF NATIONS* OFFERS THE FIRST THEORY OF COMPETITIVENESS BASED ON THE CAUSES OF THE PRODUCTIVITY WITH WHICH COMPANIES COMPETE. PORTER SHOWS HOW TRADITIONAL COMPARATIVE ADVANTAGES SUCH AS NATURAL RESOURCES AND POOLS OF LABOR HAVE BEEN SUPERSEDED AS SOURCES OF PROSPERITY, AND HOW BROAD MACROECONOMIC ACCOUNTS OF COMPETITIVENESS ARE INSUFFICIENT. THE BOOK INTRODUCES PORTER'S "DIAMOND," A WHOLE NEW WAY TO UNDERSTAND THE COMPETITIVE POSITION OF A NATION (OR OTHER LOCATIONS) IN GLOBAL COMPETITION THAT IS NOW AN INTEGRAL PART OF INTERNATIONAL BUSINESS THINKING. PORTER'S CONCEPT OF "CLUSTERS," OR GROUPS OF INTERCONNECTED FIRMS, SUPPLIERS, RELATED INDUSTRIES, AND INSTITUTIONS THAT ARISE IN PARTICULAR LOCATIONS, HAS BECOME A NEW WAY FOR COMPANIES AND GOVERNMENTS TO THINK ABOUT ECONOMIES, ASSESS THE COMPETITIVE ADVANTAGE OF LOCATIONS, AND SET PUBLIC POLICY. EVEN BEFORE PUBLICATION OF THE BOOK, PORTER'S THEORY HAD GUIDED NATIONAL REASSESSMENTS IN NEW ZEALAND AND ELSEWHERE. HIS IDEAS AND PERSONAL INVOLVEMENT HAVE SHAPED STRATEGY IN COUNTRIES AS DIVERSE AS THE NETHERLANDS, PORTUGAL, TAIWAN, COSTA RICA, AND INDIA, AND REGIONS SUCH AS MASSACHUSETTS, CALIFORNIA, AND THE BASQUE COUNTRY. HUNDREDS OF CLUSTER INITIATIVES HAVE FLOURISHED THROUGHOUT THE WORLD. IN AN ERA OF INTENSIFYING GLOBAL COMPETITION, THIS PATHBREAKING BOOK ON THE NEW WEALTH OF NATIONS HAS BECOME THE STANDARD BY WHICH ALL FUTURE WORK MUST BE MEASURED.

**Data Driven** DJ Patil 2015-01-05 SUCCEEDING WITH DATA ISN'T JUST A MATTER OF PUTTING HADOOP IN YOUR MACHINE ROOM, OR HIRING SOME PHYSICISTS WITH CRAZY MATH SKILLS. IT REQUIRES YOU TO DEVELOP A DATA CULTURE THAT INVOLVES PEOPLE THROUGHOUT THE ORGANIZATION. IN THIS O'REILLY REPORT, DJ PATIL AND HILARY MASON OUTLINE THE STEPS YOU NEED TO TAKE IF YOUR COMPANY IS TO BE TRULY DATA-DRIVEN—including the questions you should ask and the methods you should adopt. YOU'LL NOT ONLY LEARN EXAMPLES OF HOW GOOGLE, LINKEDIN, AND FACEBOOK USE THEIR DATA, BUT ALSO HOW WALMART, UPS, AND OTHER ORGANIZATIONS TOOK ADVANTAGE OF THIS RESOURCE LONG BEFORE THE ADVENT OF BIG DATA. NO MATTER HOW YOU APPROACH IT, BUILDING A DATA CULTURE IS THE KEY TO SUCCESS IN THE 21ST CENTURY. YOU'LL EXPLORE: DATA SCIENTIST SKILLS—and WHY EVERY COMPANY NEEDS A SPOCK HOW THE BENEFITS OF GIVING COMPANY-WIDE ACCESS TO DATA OUTWEIGH THE COSTS WHY DATA-DRIVEN ORGANIZATIONS USE THE SCIENTIFIC METHOD TO EXPLORE AND SOLVE DATA PROBLEMS KEY QUESTIONS TO HELP YOU DEVELOP A RESEARCH-SPECIFIC PROCESS FOR TACKLING IMPORTANT ISSUES WHAT TO CONSIDER WHEN ASSEMBLING YOUR DATA TEAM DEVELOPING PROCESSES TO KEEP YOUR DATA TEAM (AND COMPANY) ENGAGED CHOOSING TECHNOLOGIES THAT ARE POWERFUL, SUPPORT TEAMWORK, AND EASY TO USE AND LEARN

Carl Anderson 2015-07-23 "WHAT DO YOU NEED TO BECOME A DATA-DRIVEN ORGANIZATION? FAR MORE THAN HAVING BIG DATA OR A CRACK TEAM OF UNICORN DATA SCIENTISTS, IT REQUIRES ESTABLISHING AN EFFECTIVE, DEEPLY-INGRAINED DATA CULTURE. THIS PRACTICAL BOOK SHOWS YOU HOW TRUE DATA-DRIVENNESS INVOLVES PROCESSES THAT REQUIRE GENUINE BUY-IN ACROSS YOUR COMPANY ... THROUGH INTERVIEWS AND EXAMPLES FROM DATA SCIENTISTS AND ANALYTICS LEADERS IN A VARIETY OF INDUSTRIES ... ANDERSON EXPLAINS THE ANALYTICS VALUE CHAIN YOU NEED TO ADOPT WHEN BUILDING PREDICTIVE BUSINESS MODELS"—PUBLISHER'S DESCRIPTION.

**Process Improvement Essentials** James R. Perse, PhD 2006-09-14 TODAY, TECHNOLOGY HAS BECOME TOO MUCH A PART OF OVERALL CORPORATE SUCCESS FOR ITS EFFECTIVENESS TO BE LEFT TO CHANCE. THE STAKES ARE TOO HIGH. FORTUNATELY, THE IDEA OF "QUALITY MANAGEMENT" IS BEING RENNVIGORATED. IN THE LAST DECADE PROCESS PROGRAMS HAVE BECOME MORE AND MORE PREVALENT. AND, OUT OF ALL THE AVAILABLE OPTIONS, THREE HAVE MOVED TO THE TOP OF THE CHAIN. THESE THREE ARE: THE 9001:2000 QUALITY MANAGEMENT STANDARD FROM THE INTERNATIONAL STANDARDS ORGANIZATION; THE CAPABILITY MATURITY MODEL INTEGRATION FROM THE SOFTWARE ENGINEERING INSTITUTE; AND SIX SIGMA, A METHODOLOGY FOR IMPROVEMENT SHAPED BY COMPANIES SUCH AS MOTOROLA, HONEYWELL, AND GENERAL ELECTRIC. THESE RECOGNIZED AND PROVEN QUALITY PROGRAMS ARE RISING IN POPULARITY AS MORE TECHNOLOGY MANAGERS ARE LOOKING FOR WAYS TO HELP REMOVE DEGREES OF RISK AND UNCERTAINTY FROM THEIR BUSINESS EQUATIONS, AND TO INTRODUCE METHODS OF PREDICTABILITY THAT BETTER ENSURE SUCCESS.

**Process Improvement Essentials** COMBINES THE FOUNDATION NEEDED TO UNDERSTAND PROCESS IMPROVEMENT THEORY WITH THE BEST PRACTICES TO HELP INDIVIDUALS IMPLEMENT PROCESS IMPROVEMENT INITIATIVES IN THEIR ORGANIZATION. THE THREE LEADING PROGRAMS: ISO 9001:2000, CMMI, AND SIX SIGMA—AMIDST THE BUZZ AND HYPE—TEND TO GET LUMPED TOGETHER UNDER A COMMON LABEL. THIS BOOK DELIVERS A COMBINED GUIDE TO ALL THREE PROGRAMS, COMPARES THEIR APPLICABILITY, AND THEN SETS THE FOUNDATION FOR FURTHER EXPLORATION. IT'S A ONE-STOP SHOP DESIGNED TO GIVE YOU A WORKING ORIENTATION TO WHAT THE FIELD IS ALL ABOUT.