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# Pizza Management System Php Project

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MGMT

MIS

Computational Science and Its Applications - ICCSA 2007

Sociology: A Global Perspective

Contemporary Business 2010 Update

Apache Solr PHP Integration

The Amazon Management System

Food and Museums

PHP

The Art of SEO

Math in Society

Test-Driven iOS Development

International Who's Who of Entrepreneurs

Project Retrospectives

TRAVEL REVIEW RATING CLASSIFICATION AND PREDICTION USING MACHINE LEARNING WITH PYTHON GUI

Information Technology and Organizations

MKTG

Handbook of Contemporary Paganism

Strengthening Forensic Science in the United States

PHP in Action

One Water: Downtown Tucson 2050

The Hacker's Handbook

Agile and Lean Concepts for Teaching and Learning

SIX BOOKS IN ONE: Classification, Prediction, and Sentiment Analysis Using Machine Learning and Deep Learning with Python GUI

PhpStorm Cookbook

This Is Hope: Green Vegans and the New Human Ecology

Foundation Website Creation with CSS, XHTML, and JavaScript

Globalization at Risk

PHP Objects, Patterns and Practice

Hospitality Management

The Cost of Doing Politics

Web Application Development with PHP 4.0

Urban Greening in the Global South: Green Gentrification and Beyond

The Founders

Murach's PHP and MySQL

Ikonic

Wikibook of Health Informatics

Hybrid Learning

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**MGMT** National Academies Press

This book is full of step-by-step example-oriented tutorials which will show readers how to integrate Solr in PHP applications using the available libraries, and boost the inherent search facilities that Solr offers. If you are a developer who knows PHP and is interested in integrating search into your applications, this is the book for you. No advanced knowledge of Solr is required. Very basic knowledge of system commands and the command-line interface on both Linux and Windows is required. You should also be familiar with the concept of Web servers.

**MIS** Douglas & McIntyre

To keep programming productive and enjoyable, state-of-the-art practices and principles are essential. Object-oriented programming and design help manage complexity by keeping components cleanly separated. Unit testing helps prevent endless, exhausting debugging sessions. Refactoring keeps code simple and readable. PHP offers all this and more. PHP in Action shows you how to apply PHP techniques and principles to all the most common challenges of web programming, including: Web presentation and templates User interaction including the Model-View-Controller architecture Input validation and form handling Database connection and querying and abstraction Object persistence Purchase of the print book comes with an offer of a free PDF, ePub, and Kindle eBook from Manning. Also available is all code from the book.

**Computational Science and Its Applications - ICCSA 2007**

Simon and Schuster

The dataset used in this project has been sourced from the Machine Learning Repository of University of California, Irvine (UC Irvine): Travel Review Ratings Data Set. This dataset is populated by capturing user ratings from Google reviews. Reviews on attractions from 24 categories across Europe are considered. Google user rating ranges from 1 to 5 and average user rating per category is calculated. The attributes in the dataset are as

follows: Attribute 1 : Unique user id; Attribute 2 : Average ratings on churches; Attribute 3 : Average ratings on resorts; Attribute 4 : Average ratings on beaches; Attribute 5 : Average ratings on parks; Attribute 6 : Average ratings on theatres; Attribute 7 : Average ratings on museums; Attribute 8 : Average ratings on malls; Attribute 9 : Average ratings on zoo; Attribute 10 : Average ratings on restaurants; Attribute 11 : Average ratings on pubs/bars; Attribute 12 : Average ratings on local services; Attribute 13 : Average ratings on burger/pizza shops; Attribute 14 : Average ratings on hotels/other lodgings; Attribute 15 : Average ratings on juice bars; Attribute 16 : Average ratings on art galleries; Attribute 17 : Average ratings on dance clubs; Attribute 18 : Average ratings on swimming pools; Attribute 19 : Average ratings on gyms; Attribute 20 : Average ratings on bakeries; Attribute 21 : Average ratings on beauty & spas; Attribute 22 : Average ratings on cafes; Attribute 23 : Average ratings on view points; Attribute 24 : Average ratings on monuments; and Attribute 25 : Average ratings on gardens. The models used in this project are K-Nearest Neighbor, Random Forest, Naive Bayes, Logistic Regression, Decision Tree, Support Vector Machine, Adaboost, LGBM classifier, Gradient Boosting, XGB classifier, and MLP classifier. Three feature scaling used in machine learning are raw, minmax scaler, and standard scaler. Finally, you will develop a GUI using PyQt5 to plot cross validation score, predicted values versus true values, confusion matrix, learning curve, decision boundaries, performance of the model, scalability of the model, training loss, and training accuracy.

**Sociology: A Global Perspective** Apress

PHP and MySQL are two of today's most popular, open-source tools for server-side programming. That means there's a continuing demand for web developers who know how to use PHP and MySQL at the professional level. And with this book, you can become one of them! In fact, in just the first 6 chapters, you will create a database-driven website that implements the MVC pattern, the way the best professionals do. Then, the rest of the book lets you build on that base to develop a full set of professional skills.

**Contemporary Business 2010 Update** Apress

"An innovative and cross-cutting approach to Hospitality that examines the fundamentals of the subject in a concise and commendable way. Roy Wood's academic and practitioner expertise is brought to bear on this succinct synthesis of the subject that will quickly become a must read for all students and academics in the hospitality area." - Professor Stephen J. Page, Bournemouth University Hospitality Management: A Brief Introduction is designed for undergraduate and postgraduate students studying hotel and hospitality management and hospitality studies. The book includes coverage of the principal areas of functional management in hospitality including: employee relations accommodation management food and beverage management marketing and sales industry structure and strategy the nature of management roles hospitality management education future trends in the field. Roy Wood uses a wide range of established and contemporary research and reflects critically on its subject, including from the perspective of the hospitality consumer, to ensure that readers gain wide awareness of the realities and challenges of the hospitality industry.

**Apache Solr PHP Integration** CRC Press

History has declared globalization the winner of the 20th century. Globalization connected the world and created wealth unimaginable in the wake of the Second World War. But the financial crisis of 2008-09 has now placed at risk the liberal economic policies behind globalization. Engulfing the entire world, the crisis gave new fuel to the skeptics of the benefits of economic integration. Policy responses seem to favor anti-globalizers. New regulations could balkanize the global financial system, while widespread protectionist impulses might undo the Doha Round. Issues from climate change to national security may be used as convenient excuses to keep imports out, keep jobs at home, and to clamp down on global capital. Will globalization triumph or perish in the 21st century? What reforms make sense in the post-crisis world? International economists Gary Clyde Hufbauer and Kati Suominen argue that globalization has been a force of great good, one that needs to be actively advanced and honed. Drawing on the latest economic analyses, they reveal the

drivers and effects of global finance and trade, lay out the key risks to globalization, and offer a practical policy roadmap for managing the challenges while increasing the gains. Vital reading for anyone in business, finance, foreign affairs, or economics, *Globalization at Risk* is sure to advance public debate on this defining issue of the 21st century.

*The Amazon Management System* Sams Publishing  
Cengage gives students the option to choose the format that best suits their learning preferences. This option is perfect for those students who focus on the textbook as their main course resource. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Food and Museums John Wiley & Sons

This handbook reveals those aspects of hacking least understood by network administrators. It analyzes subjects through a hacking/security dichotomy that details hacking maneuvers and defenses in the same context. Chapters are organized around specific components and tasks, providing theoretical background that prepares network defenders for the always-changing tools and techniques of intruders. Part I introduces programming, protocol, and attack concepts. Part II addresses subject areas (protocols, services, technologies, etc.) that may be vulnerable. Part III details consolidation activities that hackers may use following penetration.

**PHP** Mike Murach & Associates

Get professional insight about Web application development with this complete guide to creating sophisticated and dynamic Web applications with PHP. Readers will learn how to handle hot topics like XML, WDDX, and e-commerce efficiently with PHP and also read about PHP's advanced syntax and features.

The Art of SEO Addison-Wesley

This book explores the application of agile and lean techniques, originally from the field of software development and manufacturing, to various aspects of education. It covers a broad range of topics, including applying agile teaching and learning techniques in the classroom, incorporating lean thinking in educational workflows, and using team-based approaches to student-centred activities based on agile principles and processes. Demonstrating how agile and lean ideas can concretely be applied to education, the book offers practical

guidance on how to apply these ideas in the classroom or lecture hall, as well as new concepts that could spark further research and development.

*Math in Society* Lulu.com

Book 1: BANK LOAN STATUS CLASSIFICATION AND PREDICTION USING MACHINE LEARNING WITH PYTHON GUI The dataset used in this project consists of more than 100,000 customers mentioning their loan status, current loan amount, monthly debt, etc. There are 19 features in the dataset. The dataset attributes are as follows: Loan ID, Customer ID, Loan Status, Current Loan Amount, Term, Credit Score, Annual Income, Years in current job, Home Ownership, Purpose, Monthly Debt, Years of Credit History, Months since last delinquent, Number of Open Accounts, Number of Credit Problems, Current Credit Balance, Maximum Open Credit, Bankruptcies, and Tax Liens. The models used in this project are K-Nearest Neighbor, Random Forest, Naive Bayes, Logistic Regression, Decision Tree, Support Vector Machine, Adaboost, LGBM classifier, Gradient Boosting, and XGB classifier. Three feature scaling used in machine learning are raw, minmax scaler, and standard scaler. Finally, you will develop a GUI using PyQt5 to plot cross validation score, predicted values versus true values, confusion matrix, learning curve, decision boundaries, performance of the model, scalability of the model, training loss, and training accuracy. Book 2: OPINION MINING AND PREDICTION USING MACHINE LEARNING AND DEEP LEARNING WITH PYTHON GUI Opinion mining (sometimes known as sentiment analysis or emotion AI) refers to the use of natural language processing, text analysis, computational linguistics, and biometrics to systematically identify, extract, quantify, and study affective states and subjective information. This dataset was created for the Paper 'From Group to Individual Labels using Deep Features', Kotzias et. al., KDD 2015. It contains sentences labelled with a positive or negative sentiment. Score is either 1 (for positive) or 0 (for negative). The sentences come from three different websites/fields: imdb.com, amazon.com, and yelp.com. For each website, there exist 500 positive and 500 negative sentences. Those were selected randomly for larger datasets of reviews. Amazon: contains reviews and scores for products sold on amazon.com in the cell phones and accessories category, and is part of the dataset collected by McAuley and Leskovec. Scores are on an integer scale from 1 to 5. Reviews considered with a score

of 4 and 5 to be positive, and scores of 1 and 2 to be negative. The data is randomly partitioned into two halves of 50%, one for training and one for testing, with 35,000 documents in each set. IMDb: refers to the IMDb movie review sentiment dataset originally introduced by Maas et al. as a benchmark for sentiment analysis. This dataset contains a total of 100,000 movie reviews posted on imdb.com. There are 50,000 unlabeled reviews and the remaining 50,000 are divided into a set of 25,000 reviews for training and 25,000 reviews for testing. Each of the labeled reviews has a binary sentiment label, either positive or negative. Yelp: refers to the dataset from the Yelp dataset challenge from which we extracted the restaurant reviews. Scores are on an integer scale from 1 to 5. Reviews considered with scores 4 and 5 to be positive, and 1 and 2 to be negative. The data is randomly generated a 50-50 training and testing split, which led to approximately 300,000 documents for each set. Sentences: for each of the datasets above, labels are extracted and manually 1000 sentences are manually labeled from the test set, with 50% positive sentiment and 50% negative sentiment. These sentences are only used to evaluate our instance-level classifier for each dataset<sup>3</sup>. They are not used for model training, to maintain consistency with our overall goal of learning at a group level and predicting at the instance level. The models used in this project are K-Nearest Neighbor, Random Forest, Naive Bayes, Logistic Regression, Decision Tree, Support Vector Machine, Adaboost, LGBM classifier, Gradient Boosting, and XGB classifier. Three feature scaling used in machine learning are raw, minmax scaler, and standard scaler. Finally, you will develop a GUI using PyQt5 to plot cross validation score, predicted values versus true values, confusion matrix, learning curve, decision boundaries, performance of the model, scalability of the model, training loss, and training accuracy. Book 3: EMOTION PREDICTION FROM TEXT USING MACHINE LEARNING AND DEEP LEARNING WITH PYTHON GUI In the dataset used in this project, there are two columns, Text and Emotion. Quite self-explanatory. The Emotion column has various categories ranging from happiness to sadness to love and fear. You will build and implement machine learning and deep learning models which can identify what words denote what emotion. The models used in this project are K-Nearest Neighbor, Random Forest, Naive Bayes, Logistic Regression, Decision Tree, Support Vector Machine, Adaboost, LGBM classifier, Gradient

Boosting, and XGB classifier. Three feature scaling used in machine learning are raw, minmax scaler, and standard scaler. Finally, you will develop a GUI using PyQt5 to plot cross validation score, predicted values versus true values, confusion matrix, learning curve, decision boundaries, performance of the model, scalability of the model, training loss, and training accuracy. Book 4: HATE SPEECH DETECTION AND SENTIMENT ANALYSIS USING MACHINE LEARNING AND DEEP LEARNING WITH PYTHON GUI The objective of this task is to detect hate speech in tweets. For the sake of simplicity, a tweet contains hate speech if it has a racist or sexist sentiment associated with it. So, the task is to classify racist or sexist tweets from other tweets. Formally, given a training sample of tweets and labels, where label '1' denotes the tweet is racist/sexist and label '0' denotes the tweet is not racist/sexist, the objective is to predict the labels on the test dataset. The models used in this project are K-Nearest Neighbor, Random Forest, Naive Bayes, Logistic Regression, Decision Tree, Support Vector Machine, Adaboost, LGBM classifier, Gradient Boosting, XGB classifier, LSTM, and CNN. Three feature scaling used in machine learning are raw, minmax scaler, and standard scaler. Finally, you will develop a GUI using PyQt5 to plot cross validation score, predicted values versus true values, confusion matrix, learning curve, decision boundaries, performance of the model, scalability of the model, training loss, and training accuracy. Book 5: TRAVEL REVIEW RATING CLASSIFICATION AND PREDICTION USING MACHINE LEARNING WITH PYTHON GUI The dataset used in this project has been sourced from the Machine Learning Repository of University of California, Irvine (UC Irvine): Travel Review Ratings Data Set. This dataset is populated by capturing user ratings from Google reviews. Reviews on attractions from 24 categories across Europe are considered. Google user rating ranges from 1 to 5 and average user rating per category is calculated. The attributes in the dataset are as follows: Attribute 1 : Unique user id; Attribute 2 : Average ratings on churches; Attribute 3 : Average ratings on resorts; Attribute 4 : Average ratings on beaches; Attribute 5 : Average ratings on parks; Attribute 6 : Average ratings on theatres; Attribute 7 : Average ratings on museums; Attribute 8 : Average ratings on malls; Attribute 9 : Average ratings on zoo; Attribute 10 : Average ratings on restaurants; Attribute 11 : Average ratings on pubs/bars; Attribute 12 : Average ratings on local services;

Attribute 13 : Average ratings on burger/pizza shops; Attribute 14 : Average ratings on hotels/other lodgings; Attribute 15 : Average ratings on juice bars; Attribute 16 : Average ratings on art galleries; Attribute 17 : Average ratings on dance clubs; Attribute 18 : Average ratings on swimming pools; Attribute 19 : Average ratings on gyms; Attribute 20 : Average ratings on bakeries; Attribute 21 : Average ratings on beauty & spas; Attribute 22 : Average ratings on cafes; Attribute 23 : Average ratings on view points; Attribute 24 : Average ratings on monuments; and Attribute 25 : Average ratings on gardens. The models used in this project are K-Nearest Neighbor, Random Forest, Naive Bayes, Logistic Regression, Decision Tree, Support Vector Machine, Adaboost, LGBM classifier, Gradient Boosting, XGB classifier, and MLP classifier. Three feature scaling used in machine learning are raw, minmax scaler, and standard scaler. Finally, you will develop a GUI using PyQt5 to plot cross validation score, predicted values versus true values, confusion matrix, learning curve, decision boundaries, performance of the model, scalability of the model, training loss, and training accuracy. Book 6: ONLINE RETAIL CLUSTERING AND PREDICTION USING MACHINE LEARNING WITH PYTHON GUI The dataset used in this project is a transnational dataset which contains all the transactions occurring between 01/12/2010 and 09/12/2011 for a UK-based and registered non-store online retail. The company mainly sells unique all-occasion gifts. Many customers of the company are wholesalers. You will be using the online retail transnational dataset to build a RFM clustering and choose the best set of customers which the company should target. In this project, you will perform Cohort analysis and RFM analysis. You will also perform clustering using K-Means to get 5 clusters. The machine learning models used in this project to predict clusters as target variable are K-Nearest Neighbor, Random Forest, Naive Bayes, Logistic Regression, Decision Tree, Support Vector Machine, LGBM, Gradient Boosting, XGB, and MLP. Finally, you will plot boundary decision, distribution of features, feature importance, cross validation score, and predicted values versus true values, confusion matrix, learning curve, performance of the model, scalability of the model, training loss, and training accuracy.

#### **Test-Driven iOS Development** John Wiley & Sons

"Ikonica is the first exploration of Canada's rich and unique brand heritage. Authors Jeannette Hanna and Alan Middleton shed light

on the evolution of our country's best-known brands, from the Hudson's Bay Company to Canadian Tire. The visual tour of Canada's branding environment highlights the prime movers, the triumphs and the failures." "Both Hanna and Middleton draw on years of experience as brand strategists to offer an inside look at the major players in Canadian branding, from global success stories like Cirque du Soleil to domestic upstarts like WestJet. The heart of the books is almost thirty interview with a "who's who" of major business and cultural figures including Paul House (Tim Hortons), Robert Milton (Air Canada), Fred Schaeffer (McCain Foods), and William Thorsell (Royal Ontario Museum). The authors' provocative analysis shows what it takes for Canadian brands to punch above their weight in the global marketplace."--BOOK JACKET.

International Who's Who of Entrepreneurs Cambridge University Press

This book takes you beyond the PHP basics to the enterprise development practices used by professional programmers. Updated for PHP 5.3 with new sections on closures, namespaces, and continuous integration, this edition will teach you about object features such as abstract classes, reflection, interfaces, and error handling. You'll also discover object tools to help you learn more about your classes, objects, and methods. Then you'll move into design patterns and the principles that make patterns powerful. You'll learn both classic design patterns and enterprise and database patterns with easy-to-follow examples. Finally, you'll discover how to put it all into practice to help turn great code into successful projects. You'll learn how to manage multiple developers with Subversion, and how to build and install using Phing and PEAR. You'll also learn strategies for automated testing and building, including continuous integration. Taken together, these three elements—object fundamentals, design principles, and best practices—will help you develop elegant and rock-solid systems.

#### **Project Retrospectives** Bloomsbury Publishing

National Bestseller \* New York Times Editors' Choice \* Financial Times "Books to Read in 2022" "A gripping account of PayPal's origins and a vivid portrait of the geeks and contrarians who made its meteoric rise possible" (The Wall Street Journal)—including Elon Musk, Amy Rowe Klement, Peter Thiel, Julie Anderson, Max Levchin, Reid Hoffman, and many others



whose stories have never been shared. Today, PayPal's founders and earliest employees are considered the technology industry's most powerful network. Since leaving PayPal, they have formed, funded, and advised the leading companies of our era, including Tesla, Facebook, YouTube, SpaceX, Yelp, Palantir, and LinkedIn, among many others. As a group, they have driven twenty-first-century innovation and entrepreneurship. Their names stir passions; they're as controversial as they are admired. Yet for all their influence, the story of where they first started has gone largely untold. Before igniting the commercial space race or jumpstarting social media's rise, they were the unknown creators of a scrappy online payments start-up called PayPal. In building what became one of the world's foremost companies, they faced bruising competition, internal strife, the emergence of widespread online fraud, and the devastating dot-com bust of the 2000s. Their success was anything but certain. In *The Founders: The Story of PayPal and the Entrepreneurs Who Shaped Silicon Valley*, award-winning author and biographer Jimmy Soni explores PayPal's turbulent early days. With hundreds of interviews and unprecedented access to thousands of pages of internal material, he shows how the seeds of so much of what shapes our world today—fast-scaling digital start-ups, cashless currency concepts, mobile money transfer—were planted two decades ago. He also reveals the stories of countless individuals who were left out of the front-page features and banner headlines but who were central to PayPal's success. Described as “an intensely magnetic chronicle” (The New York Times) and “engrossing” (Business Insider), *The Founders* is a story of iteration and inventiveness—the products of which have cast a long and powerful shadow over modern life. This narrative illustrates how this rare assemblage of talent came to work together and how their collaboration changed our world forever.

#### *TRAVEL REVIEW RATING CLASSIFICATION AND PREDICTION USING MACHINE LEARNING WITH PYTHON GUI* ABC-CLIO

This volume aims to provide a collection of unique perspectives on the issues surrounding the management of information technology in organizations around the world and the ways in which these issues are addressed.

*Information Technology and Organizations* Cengage Learning Foundation Website Creation with CSS, XHTML, and JavaScript covers the entire process of building a website. This process

involves much more than just technical knowledge, and this book provides you with all the information you'll need to understand the concepts behind designing and developing for the Web, as well as the best means to deliver professional, best-practice-based results. There is far more to building a successful website than knowing a little Hypertext Markup Language (HTML). The process starts long before any coding takes place, and this book introduces you to the agile development process, explaining why this method makes so much sense for web projects and how best to implement it. Planning is vital, so you'll also learn how to use techniques such as brainstorming, wireframes, mockups, and prototypes to get your project off to the best possible start and help ensure smooth progress as it develops. An understanding of correct, semantic markup is essential to any web professional, so this book explains how XHTML should be used to structure content so that the markup adheres to current web standards. You'll learn about the wide range of HTML elements available to you, and you'll learn how and when to use them through building example web pages. Without creative use of Cascading Style Sheets (CSS), websites would all look largely the same. CSS gives you the ability to set your website apart from the rest while maintaining the integrity of your markup. You'll learn how CSS works and how to apply styles to your pages, enabling you to realize your design ideas in the browser. JavaScript can be used to make your website easier and more interesting to use. This book provides information on appropriate uses of this technology and introduces the concepts of programming using it. You'll also see how JavaScript works as part of the much-hyped technique Ajax and in turn where Ajax fits into the wider Web 2.0 picture. While a website is being built, it needs to be tested across multiple browsers and platforms to ensure that the site works for all users, regardless of ability or disability, and the book explains how best to do these tasks. Then, it discusses the process of launching and maintaining the site so that it will continue to work for all its users throughout its life-cycle. The book concludes by covering server-side technologies, acting as a guide to the different options available and explaining differences between available products. With insights from renowned experts such as Jason Fried of 37signals, Daniel Burka of Digg and Pownce, and Chris Messina of Citizen Agency, this book provides invaluable information applicable to every web project, regardless of size,

scope, or budget.

#### *MKTG Strategy for Executives* LLC

Opening new doors of possibility can be difficult. Contemporary Business 13e 2010 Update Edition gives students the business language they need to feel confident in taking the first steps toward becoming successful business majors and successful businesspeople. As with every good business, though, the patterns of innovation and excellence established at the beginning remain steadfast. The goals and standards of Boone & Kurtz, Contemporary Business, remain intact and focused on excellence, as always.

**Handbook of Contemporary Paganism** John Hunt Publishing  
A new edition of the most popular book of project management case studies, expanded to include more than 100 cases plus a "super case" on the Iridium Project Case studies are an important part of project management education and training. This Fourth Edition of Harold Kerzner's Project Management Case Studies features a number of new cases covering value measurement in project management. Also included is the well-received "super case," which covers all aspects of project management and may be used as a capstone for a course. This new edition: Contains 100-plus case studies drawn from real companies to illustrate both successful and poor implementation of project management Represents a wide range of industries, including medical and pharmaceutical, aerospace, manufacturing, automotive, finance and banking, and telecommunications Covers cutting-edge areas of construction and international project management plus a "super case" on the Iridium Project, covering all aspects of project management Follows and supports preparation for the Project Management Professional (PMP®) Certification Exam Project Management Case Studies, Fourth Edition is a valuable resource for students, as well as practicing engineers and managers, and can be used on its own or with the new Eleventh Edition of Harold Kerzner's landmark reference, *Project Management: A Systems Approach to Planning, Scheduling, and Controlling*. (PMP and Project Management Professional are registered marks of the Project Management Institute, Inc.)

#### *Strengthening Forensic Science in the United States* Packt Publishing Ltd

*Strategy for Executives* is the only business strategy book that you and your teams will ever need. This book presents a self-

contained strategy framework that introduces the core concepts of business strategy and its associated tools from scratch so that you don't need any previous knowledge or experience. It gradually takes you from the basics and fundamentals of strategy to a level of depth that even if you're an experienced executive, you will still find relevant and useful. More specifically, Strategy for Executives will help you: - Learn the fundamental concepts of business strategy from scratch - Create a solid plan to protect your core business from erosion and commoditization - Maximize your organization's valuation with our seven different paths to grow - Ensure the implementation of your strategy using our execution system - Understand capital allocation and how it can help you achieve your organization's goals It also includes a complementary downloadable mindmap and other tools which you can access for free at [strategyforexecs.com](http://strategyforexecs.com). This framework

is based on extensive multi-year research led by Sun Wu, a seasoned Fortune 500 executive, where he and his team broke down the most popular strategy frameworks of the last 40 years, extracted their core ideas, and tied them all together into a single didactical and self-contained body of knowledge. The idea is to build your strategy knowledge from the ground up through a unified framework avoiding the confusion that comes from learning this complex but critical subject from different sources. It combines Sun Wu's over 15 years of real-life experience, complemented by a thorough revision of more than 300 books and research papers, and over 500 hours of videos, interviews and formal training. The final result is a concise guide that will help you understand and build a winning strategy from the ground up, supported by numerous examples of modern

organizations including General Electric, Amazon, Netflix, HBO, NextEra Energy, Kodak, Google, GoPro, McKinsey & Co., Rolls-Royce, Walmart, Uber, Align Technology, United Parcel Service (UPS), FedEx, Sony, IBM, Dr Pepper Snapple, Square, and Procter & Gamble among others. Since every concept is explained from scratch, Strategy for Executives, currently in its 2019 edition, is the only strategy framework that you and your teams will ever need.

#### **PHP in Action** Springer

Extensively updated to reflect the latest research in the field, MGMT continues to make concepts and theories accessible and relevant to students with timely, interesting examples of their applications at real businesses. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.