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Andrew Graham is a candidate for

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Fairbanks North Star Borough School Board
Seat A. A third generation FNSB resident,
Graham was born in Washington state but
has lived in the ...

From formal reports and manuals to everyday e-mails, *The Handbook of Technical Writing* uses smart, accessible language to spotlight and clarify technical writing today. Hundreds of topic entries, 90+ sample documents, at-a-glance checklists, and dynamic videos break down the best-practices, models, and real-world skills that successful writers use to clearly and persuasively communicate technical information and data. Developed by a legendary author team with decades of combined academic and professional experience, the book 's intuitive, alphabetical organization makes it easy to

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This book, covering such fields as graphic design, web development, and internet marketing, outlines the duties and responsibilities of each job and offers straightforward advice on pursuing a career through methods such as online courses, internships, and certification courses.

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Alfred I E

柯林頓：布雷克是我見過最風趣的創業家！TOMS賣一雙鞋，捐一雙鞋；聯經賣一本書，捐一本書！

《紐約時報》暢銷書榜第一名！一個大受歡迎的鞋子品牌，背後動人的故事捐鞋長布雷克通過《TOMS Shoes：穿一雙鞋，改變世界》這本書，分享TOMS的精彩創業歷程

不懂時尚、製鞋業和零售業的門外漢，竟創造出全世界成長最快的鞋公司打著「賣一捐一」的響亮口號，買鞋也能做公益《TOMS Shoes：穿一雙鞋，改變世界》揭開TOMS的企業經營傳奇！2006年一次阿根廷之旅，布雷克看見當地有許多無鞋可穿的貧苦兒童，決心創辦一家鞋公司，每賣出一雙鞋，就捐出一雙鞋給有需要的孩子，迄今已捐出超過1300萬雙鞋和20萬付眼鏡給20多個國家的孩子們。「愛你的工作，為你的所愛而工作，同時，改變這個世界。」布雷克在書中分享TOMS創立和成長過程中

的點點滴滴，借鑑其他類似企業機構的經驗，歸納出「發掘故事」、「面對恐懼」、「隨機應變」、「簡單至上」、「贏得信任」、「樂善好施」六大創業要素，提供範例、創意和實際操作方法，教你如何運用在正決心創造的新生活和新工作中，助你成功啟航。

要改造世界，先改變自己

寫給有志於發揮影響力、實現理想的你
布雷克《TOMS Shoes：穿一雙鞋，改變世界》為你而寫的理由：你想透過自己打造的新事業、非營利組織，或新的工作計畫來改變世界。你想一舉達成三個目標：熱愛你的工作、做你喜歡的事、對世界產生正面影響。你受到某些組織的感召，想了解這些組織的創業過程。你很好奇一個從未製造過鞋子，也沒進過時尚學校，或者從事過零售業的創業者，如何以捐贈鞋子的方式，創造了全世界成長最快的鞋公司。你想尋求新的成功模式，好拿來跟子女、學生、同事、社區成員分享。有志於展

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開重要志業的你，準備好了嗎？

《TOMS Shoes：穿一雙鞋，改變世界》共分八章：第一章為TOMS的緣起：布雷克在本章敘述其創業構想，並說明該公司的商業模式，以及六個協助TOMS大展鴻圖的元素；第二章是發掘故事：強調擁有故事的重要性，一個扣人心弦、意義非凡的故事，可凸顯品牌個性並吸引顧客；第三章是面對恐懼：創業必定會面對許多未知及挑戰，布雷克分享自己克服恐懼的策略；第四章為隨機應變：布雷克主張，欠缺資源有時也能因禍得福，資源有限不但可提振工作士氣，也能培養隨時發揮創意和創業精神的企業文化；第五章是簡單至上：「一切從簡」的原則，已深入TOMS的基因，除了鞋款維持精簡的設計，TOMS的商業模式也很簡單；第六章為贏得信任：談論商業信譽、與工作團隊建立互信、非營利組織公開透明的重要性；第七章是樂善好施：現今的企業管理作風把信任關係看得比權力階級重要，創業家已

開始了解到，奉獻不但令人愉快，對事業也有實質好處；第八章是再次叮嚀：分享一位大學生受TOMS故事啟發而創辦OneShot（提供腦膜炎疫苗注射服務）非營利組織的故事，布雷克說明，第一步最重要：你永遠無法做好萬全的準備，因此無論如何都要展開行動，持續前進！名人推薦賴英照（中原大學講座教授、司法院前院長）專文導讀：「布雷克這本書以Toms Shoes的故事為主軸，旁徵博引其他實際案例，闡述社會企業的創業過程，主要目的是要喚起讀者，以實際行動開創有益社會的志業。創業雖然艱辛，但只要努力以赴，就會開花結果。」

相關活動

文創插畫家彩繪TOMS公益鞋展示義賣
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媒體書評

一個有創意、守誠信的現代商業模式。

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——《華爾街日報》 TOMS是一家以行善為目標、經營得有聲有色的營利事業，並且透過高明、簡單的使命（顧客每買一雙鞋，他們就捐一雙鞋給世界各地有需要的孩子），在不知不覺中將顧客變成了品牌大使。麥考斯基以巧妙、平衡的手法，描述了自己的創業故事，也提供了常人皆可應用的教訓。……本書必能吸引有心尋找社會關懷工作的千禧世代，以及年紀較長、期望重拾個人價值觀的職場人士。

——《出版者週刊》（Publishers Weekly）麥考斯基不僅創辦TOMS鞋公司，每售出一雙鞋，就贈送一雙給有需要的孩子，並且在書中細述「賣一捐一」的商業模式，將打造利潤、行善濟世、完成自我三件事結合在一起，這是被稱為「自覺資本主義」（Conscious Capitalism）的一種新運動。麥考斯基曾榮獲「2011年優良品格獎」，很期待看到他獲得更多的肯定。

——《圖書館學刊》（Library Journal）

麥考斯基敘述了一個活潑生動、令人信服的故事，他的創業見解雖非獨創，卻被重新包裝得和他改造的懶人鞋一樣好，為大家耳熟能詳的概念注入了新意。在捐出一百萬雙鞋給那些可能因為沒穿鞋子而染上鉤蟲病、破傷風，或其他土壤傳染病的孩子後，麥考斯基贏得了信用。讀完這本書後，我不但想買雙TOMS鞋，也想自行創業。——《華爾街日報》菲立普 布若頓（Philip Delves Broughton）最重要的是，勇敢踏出開創志業的第一步！看到布雷克善用媒體免費曝光的點子，就算花雙倍價錢買下這本書也值得，而購買他的書還可以支持一家「賣一捐一」的圖書公司，該公司每賣出一本布雷克的書，就捐贈一本新書給有需要的孩子。布雷克不愧是個行家，精通一套行之有效的經營制度。——自然保健技術中心（Natural Health Techniques），德妮絲 莫菲特（Denise Moffat）我很喜歡這本書，它發人深省，也是一本精彩的企管書，適用於任

何類型的企業。我聽過有人用「可改變人生」來形容這本書，所以你非讀不可，然後自己下判斷。——格言網（Web Gnomes）泰畢塔 葛林（Tabita Green）

本書雖然提到很多化文字為行動的經營策略，但行文流暢，讀來輕鬆。書中還收錄了一些顯示TOMS不同發展階段的照片，以及其他擁有類似故事的組織實例，讀者在展讀過程中會學到很多東西。——hywelcurtis.com海威爾 寇提斯（Hywel Curtis）

「開創志業」聽來好像是個非常模糊的目標，但在本書主要的六個篇章中——各章均以作者的某個信條做標題（始於「發掘故事」，終於「樂善好施」），麥考斯基十分具體地逐一提及諸多不同凡響、足以驗證其觀點的人物、品牌和事業。……作者提供的多項指引可同樣應用在個人生活與商業活動中。

——《洛杉磯時報》亞當 丘恩（Adam Tschorn）

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In the digital age, numerous technological tools are available to enhance educational practices. When used effectively, student engagement and mobile learning are significantly increased. *Social Media in Education: Breakthroughs in Research and Practice* contains a compendium of the latest academic material on the usage, strategies, and applications of social media in education today. Including innovative studies on online networks, social constructivism, and collaborative learning, this publication is an ideal source for educators, professionals, school administrators, researchers, and practitioners in the field of education.

By combining research sources with an annotated bibliography this reference title locates the sources that offer practical solutions to business and technical communication problems.

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Many different people, from social scientists to government agencies to business professionals, depend on the results of multivariate models to inform their decisions. Researchers use these advanced statistical techniques to analyze relationships among multiple variables, such as how exercise and weight relate to the risk of heart disease, or how unemployment and interest rates affect economic growth. Yet, despite the widespread need to plainly and effectively explain the results of multivariate analyses to varied audiences, few are properly taught this critical skill. The Chicago Guide to Writing about Multivariate Analysis is the book researchers turn to when looking for guidance on how to clearly present statistical results and break through the jargon that often clouds writing about applications of statistical analysis. This new edition features even more topics and

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real-world examples, making it the must-have resource for anyone who needs to communicate complex research results. For this second edition, Jane E. Miller includes four new chapters that cover writing about interactions, writing about event history analysis, writing about multilevel models, and the “ Goldilocks principle ” for choosing the right size contrast for interpreting results for different variables. In addition, she has updated or added numerous examples, while retaining her clear voice and focus on writers thinking critically about their intended audience and objective. Online podcasts, templates, and an updated study guide will help readers apply skills from the book to their own projects and courses. This continues to be the only book that brings together all of the steps involved in communicating findings based on multivariate analysis—finding data, creating variables, estimating statistical

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models, calculating overall effects, organizing ideas, designing tables and charts, and writing prose—in a single volume. When aligned with Miller ' s twelve fundamental principles for quantitative writing, this approach will empower readers—whether students or experienced researchers—to communicate their findings clearly and effectively.

The younger generation today aspires to work for multinational corporations, large organizations, or the civil services as these are more remunerative or invest them with more power. And, with the competition becoming stiffer each passing day, the ability to communicate effectively, precisely as well as acquiring communication skills has become an important determinant in getting jobs and subsequent growth and development. A plethora of books have flooded the market to capitalize on this

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frantic effort of the younger generation to become adept in communication and more so in technical communication. This comprehensive book on Basic Technical Communication strives to focus on the communication skills needed by professionals. One of the major aims of this text is to enable students to acquire proficiency in the English language. Divided into five parts and 19 chapters, the text deals with the four essential ingredients of communication—reading, writing, listening and speaking skills—as well as their importance, objectives, types, and methods of improving these skills. The book also discusses how these skills can be effectively applied and provides considerable practice exercises. **KEY FEATURES :** The text is logically organized with adequate practice in each part. Gives emphasis on grammar and pronunciation. Provides plenty of vocabulary on commonly mis-spelt words,

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difficult words, foreign words, and so on.

This student-friendly book, suffused with practical examples, is primarily intended as a textbook for the first year students of engineering (B.Tech.) of Uttarakhand Technical University for their course on Basic Technical Communication. It will also be of immense benefit to undergraduate students and technical professionals across the country.

Here's your one-stop-shop for winning new business! the new, Sixth Edition of this perennial bestseller updates and expands all previous editions, making this volume the most exhaustive and definitive proposal strategy resource. Directly applicable for businesses of all sizes, Successful Proposal Strategies provides extensive and important context, field-proven approaches, and in-depth techniques for business success with the Federal Government, the largest buyer of

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services and products in the world. This popular book and its companion CD-ROM are highly accessible, self-contained desktop references developed to be informative, highly practical, and easy to use. Small companies with a viable service or product learn how to gain and keep a customer's attention, even when working with only a few employees. Offering a greatly expanded linkage of proposals to technical processes and directions, the Sixth Edition includes a wealth of new material, adding important chapters on cost building and price volume, the criticality of business culture and investments in proposal success, the proposal solution development process, and developing key conceptual graphics. CD-ROM Included! Features useful proposal templates in Adobe Acrobat, platform-independent format; HTML pointers to Small Business Web Sites; a comprehensive, fully searchable listing Proposal and

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Contract Acronyms; and a sample
architecture for a knowledge base or
proposal library.

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