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Dan Padgett an academic and Andrew Loos a practitioner blend solid academic theory and agency owner experience to offer students an insider's view of marketing by bridging the gap between marketing principles taught in the classroom and those same principles as applied by business professionals Taking a student centric approach by using digital assets to teach students as well as having students use digital resources for learning encourages students to develop their critical thinking skills by applying core concepts to real world scenarios *Venture Capital Valuation, + Website* Lorenzo Carver, 2011-12-27 Very few of the decision makers involved in a venture backed company have a definitive understanding of how valuation techniques are being applied to their financial statements and their decision making process This casebook provides a quick and accurate road map on how valuation techniques used for tax financial reporting and deal structure impact a company's past present and future The book includes real world case studies to simplify this complex subject for the practitioners serving companies the founders and executives running the companies and the investors that fund the companies

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practice management volume enhancement in periorbital and facial rejuvenation minimally invasive neck techniques and body contouring procedures such as umbilicoplasty Patient safety is prominent with a major chapter on safety considerations in aesthetic surgery as well as discussion of complications in different anatomic regions Key Highlights A state of the art review of facial aesthetic surgery with detailed coverage of all the key techniques needed to achieve facial rejuvenation The latest primary and revision breast surgery techniques for augmentation reduction mastopexy fat grafting and asymmetry management Significant new chapters on minimally invasive treatments reflect enormous changes in this field since the last edition The addition of two new dedicated sections on genital rejuvenation and gender affirming surgery About 6 000 beautiful illustrations enhance understanding of state of the art approaches An expanded video library featuring 14 new clips and the addition of pre and post op patient images provides expert procedural guidance This quintessential resource provides trainees and experienced practitioners with a solid foundation for learning basic principles and techniques in aesthetic surgery with the ultimate goal of improving patient outcomes developing innovations and advancing the specialty *The Likeable Social Business* Dave Kerpen,2013-02-01 TWO EBOOKS IN ONE Likeable Social Media THE NEW YORK TIMES AND USA TODAY BESTSELLER In *Likeable Social Media* Dave Kerpen reveals the secrets to building a brand s popularity by being authentic engaging and transparent on Facebook and other social media sites He shares the methods he has used to successfully redefine the brands of a number of large companies including 1 800 FLOWERS and Cumberland Farms Complete with serious strategies communicated with wit and humor this book is the definitive source for using social media to win new customers gather valuable feedback and increase the bottom line Dave Kerpen s insights and clear how to instructions on building brand popularity by truly engaging with customers on Facebook Twitter and the many other social media platforms are nothing short of brilliant Jim McCann founder of 1 800 FLOWERS COM and Celebrations com Likeable Business Likeable Business lays out the eleven strategies small and mid sized companies can use to increase profits and spur growth Kerpen explains how to ensure that every aspect of a business incorporates the elements of likeability including transparency accountability responsiveness and authenticity and how they benefit business goals *Inside Flyer* ,2009

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