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like Airbnb, Uber and  
Apple have

succeeded by  
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and gives you a new  
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business and  
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marketing. Learn  
how to recognise  
opportunities that  
create value and to  
develop products  
and services that  
people love.

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develop products  
and services that  
people want, and to  
matter to your  
customers.

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Bernadette Jiwa  
(Goodreads Author)

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reviews "This book is  
a generous work of  
genius. The

Difference Map is  
now an essential  
component for  
anyone who is  
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work that matters,



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page method for ...  
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opportunities that create value, to develop products and services that people want, and to matter to your customers.

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“ the key to creating  
difference is to make  
something that  
changes how people

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One Page makes them  
fall just a little more  
in love, not with what  
we sell but with  
themselves.”

Bernadette Jiwa,  
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Difference Quotes by  
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Bernadette Jiwa

Differences in Form  
Submission. The  
fundamental

difference between  
METHOD="GET" and  
METHOD="POST" is  
that they correspond  
to different HTTP  
requests, as defined  
in the HTTP  
specifications. The  
submission process  
for both methods

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begins in the same way - a form data set is constructed by the browser and then encoded in a manner specified by the enctype attribute.

GET vs POST -  
Difference and  
Comparison | Diffen

While a single page site may improve relevancy for your

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primary keywords, it ' s more likely it will dilute relevancy for sub-topics and terms that might rank better, or at all, on their own pages. Defining content sections and using anchor links is the suggested method for increasing single-page SEO. Using H1 tags is also highly

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Method For  
Single-Page vs. Multi-  
page UI Design: Pros  
& Cons

The first one is the file size and loading speed of an individual image and the second is proper file naming and optimization. Search engine spiders can only read text and



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not images,so special tags are used to make them

comprehensible to search engines.

Infographic:SEO

Basics. What ' s the Difference Between

On Page and Off Page SEO. Off Page SEO

Differences Between On Page and Off Page SEO - BIG APPLE

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## MEDIA Page

Method of difference

If an instance in  
which the

phenomenon under  
investigation occurs,

and an instance in  
which it does not

occur, have every  
circumstance save

one in common, that  
one occurring only in

the former; the  
circumstance in

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One alone the two instances differ, is the effect, or cause, or an indispensable part of the cause, of the ...

And  
Mill's Methods -  
Wikipedia

The native PAGE is used, in comparison with SDS one , for example, if you want know if a purified protein has subunit.

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... The major  
difference between  
native PAGE and SDS  
PAGE is that in native

... Your Business

And  
what is the major  
difference between  
Native PAGE and SDS-  
PAGE?

One of the most  
important differences  
is that the Server.

Transfer method can

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Only work when the page is at the same server, but the Response. Redirect method can be transferred when the server is at a different place. For Example: If you use Server. Transfer such as follows: And run it, then after clicking the Server.

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Difference Between  
Server.Transfer and  
Response.Redirect ...

The partial  
differences method is  
different from other  
vertical subtraction  
methods because no  
borrowing or  
carrying takes place.  
In their place, one  
places plus or minus  
signs depending on  
whether the minuend

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is greater or smaller than the subtrahend. The sum of the partial differences is the total difference.

Example:

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"Difference lifts the lid on how brands like Airbnb, Uber, and Apple have succeeded by

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Creating difference  
and gives you a new  
one page method for  
reimagining your  
business and  
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marketing, It helps  
you to recognize  
opportunities that  
create value, to  
develop products  
and services that  
people want, and to  
matter to your



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customers" --

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Market. Think about  
the products you buy.  
Do you have a  
connection with  
them? Likely not. In  
fact, we often buy  
products simply  
because of price or  
convenience. There  
are some products

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One Page,

however, that people  
feel a deep loyalty to.

Think about brands

like Apple, Facebook,

and Airbnb who have

a loyal following and  
devoted fan base.

What is it about these

companies that make

people fall in love

with them?

Throughout

Difference, author

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Bernadette Jiwa lays out how brands like these use the traditional “Ps” of marketing and add one additional, key ingredient: people. That’s right, they place the consumer first and center their needs around everything they do. The result? Love and loyalty. So how can

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you do the same for your business? Find out now. As you read, you'll learn why you need to start with the truth instead of a product, why empathy is important, and how companies like Airbnb and Uber have set a new standard in their industries.

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In this vivid first-person account, Jim Kilts reveals his system for success that is both cutting-edge and back-to-basics.

Argues that a manager's central responsibility is to create and implement

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The world of quantitative finance (QF) is one of the fastest growing areas of research and its practical applications

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to derivatives pricing problem. Since the discovery of the famous Black-Scholes equation in the 1970's we have seen a surge in the number of models for a wide range of products such as plain and exotic options, interest rate derivatives, real options and many



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others. Gone are the days when it was possible to price these derivatives analytically. For most problems we must resort to some kind of approximate method. In this book we employ partial differential equations (PDE) to describe a range of one-factor and multi-factor

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derivatives products  
such as plain  
European and  
American options,  
multi-asset options,  
Asian options,  
interest rate options  
and real options. PDE  
techniques allow us  
to create a  
framework for  
modeling complex  
and interesting  
derivatives products.

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Having defined the PDE problem we then approximate it using the Finite Difference Method (FDM). This method has been used for many application areas such as fluid dynamics, heat transfer, semiconductor simulation and astrophysics, to name

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One Page. In this book we apply the same techniques to pricing real-life derivative products. We use both traditional (or well-known) methods as well as a number of advanced schemes that are making their way into the QF literature: Crank-Nicolson,

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exponentially fitted

and higher-order

schemes for one-

factor and multi-

factor options Early

exercise features and

approximation using

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models using

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Crank-Nicolson

schemes; when they  
work and when they  
don't work Modelling

jumps using Partial

Integro Differential

Equations (PIDE) Free

and moving

boundary value

problems in QF

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information on how

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to set up FDM algorithms, how to map these algorithms to C++ as well as several working programs for one-factor and two-factor models. We also provide source code so that you can customize the applications to suit your own needs.

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like nothing else."

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—Author The Icarus

Deception It's not

how good you are.

It's how well you tell

your story. Big

corporations might

have huge marketing

and advertising

budgets but you've

got a story. Your

brand story isn't just

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differentiate your  
brand and make  
emotional  
connections with the  
kind of clients and  
customers you want  
to serve. The most  
successful brands in  
the world don't  
behave like  
commodities and  
neither should you. A  
great brand story will

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make you stand out,  
increase brand  
awareness, create  
customer loyalty and  
power profits. Isn't it  
time to gave your  
customers a story to  
tell? The Fortune  
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show you how.

ADVANCE PRAISE  
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COOKIE PRINCIPLE

"It's so easy to

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great brands and  
new businesses need  
to do to resonate  
with their consumers.

The simple questions  
asked in this book  
help you to de-  
mystify that process.

It encourages you to  
think beyond what  
you do to why you do  
it and why that  
matters to your

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customers. Had this been available when I was driving Sales and Marketing

Capabilities in my past corporate life at Cadbury Schweppes, this would have been recommended reading. Now I'm an entrepreneur I simply apply these principles each and every day."

Wendy Wilson

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Bett—Co-Founder  
Peter's Yard "Yes, you  
need a great product,  
but without a  
compelling story,  
success is  
improbable. The  
'Fortune Cookie  
Principle' is an easy-  
to-read guide that  
will help any  
marketer or business  
owner begin to ask  
the right questions

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about the stories they tell. Bernadette includes dozens of examples and questions to get your storytelling ship in the right order. Let's face it...telling compelling stories to attract and retain customers is not easy. Most brand marketers are not great storytellers.



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This book will give you a new perspective on your marketing, and help you move from talking about yourself to talking about things your customers actually care about. Then, and only then, will your marketing actually work in today's consumer-led

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economy." Joe

Pulizzi—Founder  
Content Marketing  
Institute "The

wisdom in this book  
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real-world experience

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For Love. “If you're  
someone who cares  
about why you do  
what you do and how  
you do it, this book is  
for you.” Tina Roth  
Eisenberg—Founder  
of Tattly Marketing

What message do  
you want or need to  
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Are you ready to add

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phase of the journey,  
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concept and owning  
your authority to  
drafting the  
manuscript and  
doing the important  
work after  
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you 're an industry  
thought leader  
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the book •

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Commitment to see  
the book through to  
publication and

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spread the word  
beyond If you ' re  
looking for a quick-  
and-easy recipe or a

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find it here. You will  
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and inclusion at  
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practices that are  
responsible for slow  
progress in this area,  
while providing  
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holistic and tactical perspective that leverages what we know about influencing and changing people's mind-sets. The issue of difference sits at the core of many of the world's crises. Large corporations are a microcosm of the globalized world we inhabit, and hold

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significant power in shaping our societies and ideas. Despite decades of work in diversity and inclusion, little progress has been made because current approaches focus on specific contexts, short-term results and commercial returns, rather than taking

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into account what we know about human behaviour and addressing the social and economic cultures in which we operate. This book argues that in order to achieve sustainable positive change, we need to focus on how to create a culture of openness, empathy

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which in turn enables  
corporate strategy  
and drives

innovation. The

authors, who have  
worked in a number  
of leading

organizations,

including Caterpillar,

American Express,

HSBC, Towers Watson

and the NHS, put

forward a new

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- A causal map, which describes a wide range of social, biological, psychological, evolutionary and organizational factors that influence how

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perspective on  
diversity and  
difference, along  
with the tools to  
create more inclusive,  
effective and  
innovative  
environments.

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negotiator for the FBI  
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tested approach to

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ons—whether in the  
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high-stakes negotiati  
ons—whether in the  
boardroom or at  
home. After a stint  
policing the rough  
streets of Kansas City,  
Missouri, Chris Voss  
joined the FBI, where  
his career as a  
hostage negotiator  
brought him face-to-  
face with a range of  
criminals, including  
bank robbers and

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terrorists. Reaching the pinnacle of his profession, he became the FBI's lead international kidnapping negotiator. Never Split the Difference takes you inside the world of high-stakes negotiations and into Voss's head, revealing the skills that helped him and

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his colleagues  
succeed where it  
mattered most:  
saving lives. In this  
practical guide, he  
shares the nine  
effective principles—  
counterintuitive  
tactics and  
strategies—you too  
can use to become  
more persuasive in  
both your  
professional and

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in any discussion.  
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