1.	Record Nr.	UNINA9910463085703321
	Autore	Newton Stephen
	Titolo	The professional's guide to business development [[electronic resource]] : how to win business in the professional services / / Stephen Newton
	Pubbl/distr/stampa	London, : Kogan Page, 2013
	ISBN	1-78402-314-0 1-283-83702-1 0-7494-6654-5
	Descrizione fisica	1 online resource (200 p.)
	Disciplina	658 658.4
	Soggetti	Branding (Marketing) Professions Small business - Management Success in business Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Contents; Introduction; 01 Choosing your ground; New business versus business development; Where are you?; Assessing the data; 02 In a perfect world ...; The 'perfect' client firm; How does the client see you?; 03 Locating your perfect clients; Cultural fit - why it matters; The sniper rifle approach; Technology: a side note; Being visible; 04 Your brand: development and management; What is a brand?; The brand is you...; Building your brand statement; Hot buttons to brand promises; Your role and the value in resolving pain or delivering dreams; Linking brand promise and value delivery Brand and culture: similar but not the sameYour USP; Bringing it all together; 05 Conversation is the new PowerPoint®; Perceptions are critical and real (even if they may be incorrect); Conversation versus presentation; Conversational tools; The new PowerPoint®; 06 The wiring diagram of the client firm: seeing the influence connections; The primary buyer with the NABAC; The various buying roles; Mapping the client firm: a process; Questions to clarify roles; What drives the client?;

Sommario/riassunto	When buying professional services, most clients will assume that you are competent in your field. They are therefore not hiring you mainly on the basis of your expertise but on factors such as price, and whether they want to do business with you. To minimise the issue of cost, you need to ensure that the benefits of working with you are clear to your customers. You need to move from transactional relationships towards partnership ones, and you need to identify the right prospects in the first place. The ability to ascertain, quickly and accurately, what drives your customer's decisions and to

2.	Record Nr.	UNINA9910254656603321
	Titolo	Cognitive Informatics in Health and Biomedicine : Understanding and Modeling Health Behaviors / / edited by Vimla L. Patel, Jose F. Arocha, Jessica S. Ancker
	Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2017
	ISBN	3-319-51732-5
	Edizione	[1st ed. 2017.]
	Descrizione fisica	1 online resource (XXIII, 383 p. 51 illus., 40 illus. in color.)
	Collana	Health Informatics, , 1431-1917
	Disciplina	502.85
	Soggetti	Medical informatics Cognitive grammar Health Informatics Cognitive Linguistics
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
	Nota di contenuto	Section I: Introduction to the Role of Cognitive Issues in Health Behaviors and the Design of Interventions -- 1. Cognition and Behavior Change in Health Care Domain -- 2. Design and Implementation of Behavioral Informatics Interventions -- Section II: Understanding Public Health Beliefs -- 3. Making Sense of Health Problems: Folk Cognition and Healthcare Decisions -- 4. Toward a Framework for Understanding Embodied Health Literacy -- 5. Models of Health Beliefs in South India: Impact on Managing Childhood Nutritional Illnesses -- Section III: Cognition and Health Behaviors -- 6. Health Information Literacy as a Tool for Addressing Adolescent Behaviors, Knowledge, Skills, and Academic Trajectories -- 7. Using Behavior Measurement to Estimate Cognitive Function based on Computational Models -- 8. The Slippery Slope of Sexual Decision-Making in Young Adults: The Role of Social and Cognitive Factors -- 9. Numeracy and Older Immigrants' Health: Exploring the Role of Language -- 10. Culturally Appropriate Behavioral Change in Maternal Health: Role of Mobile and Online Technologies Over Time -- Section IV: Information Technology and Cognitive Support -- 11. Addressing health literacy and numeracy through systems

approaches -- 12. Aging, Cognition and Technology Systems -- 13. eHealth Literacy as a Mediator of Health Behaviors. Section V: Behavioral Measures and Interventions -- 14. From Personal Informatics to Personal Analytics: Investigating How Clinicians and Experts Reason about Personal Data Generated with Self-Monitoring in Diabetes -- 15. Leveraging Social Media for Health Promotion and Behavior Change: Methods of Analysis and Opportunities for Intervention -- 16. Game Based Behavior Change Methods in Healthcare: The Case of Obesity -- Section VI: Future Directions -- 17. Cognitive Informatics and Health Behaviors: The Road Ahead.

Sommario/riassunto	As health care is moving toward a team effort with patients as partners, this book provides guidance on the optimized use of health information and supporting technologies, and how people think and make decisions that affect their health and wellbeing. It focuses on investigations of how general public understand health information, assess risky behaviors, make healthcare decisions, and how they use health information technologies. e-health technologies have opened up new horizons for promoting increased self-reliance in patients. Although information technologies are now in widespread use, there is often a disparity between the scientific and technological knowledge underlying health care practices and the cultural beliefs, mental models, and cognitive representations of illness and disease. Misconceptions based on inaccurate perceptions and mental models, and flawed prior beliefs could lead to miscommunication as well as to erroneous decisions about individuals' own health or the health of their family members. Cognitive Informatics in Health and Biomedicine: Understanding and Modeling Health Behaviors presents state of the art research in cognitive informatics for assessing the impact of patient behavior. It is designed to assist all involved at the intersection of the health care institution and the patient and covers contributions from recognized researchers and leaders in the field.