

1. Record Nr.	UNINA9910450943003321
Autore	Kincheloe Joe L
Titolo	Teachers as Researchers [[electronic resource] /] : Qualitative Inquiry as a Path to Empowerment // by Joe L. Kincheloe
Pubbl/distr/stampa	S.l., : Routledge, 2002
ISBN	1-134-47485-7 1-280-31665-9 0-203-49731-7
Edizione	[2nd Ed.]
Descrizione fisica	1 online resource (304 p.)
Collana	Teachers' Library
Disciplina	370/.78073
Soggetti	Education - Research - United States Teachers - United States Theory & Practice of Education Education Social Sciences Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	1. Introduction: Positivistic Standards and the Bizarre Educational World of the Twenty-first Century 2. Teachers as Researchers, Good Work and Troubled Times 3. Connecting Knower and Known: Constructing an Emancipating System of Meaning 4. Exploring Assumptions Behind Education Research - Defining Positivism in a Neo-Positivist Era 5. What constitutes knowledge? 6. Purposes of Research: the Concept of Instrumental Rationality 7. The Quest for Certainty 8. Verifiability and the Concept of Rigor in Qualitative Research 9. The Value of the Qualitative Dimension 10. Values, Objectivity, and Ideology The Foundations of Teacher Research: A Sample Syllabus
Sommario/riassunto	This book urges teachers - as both producers and consumers of knowledge - to engage in the debate about educational research by undertaking meaningful research themselves. Teachers are now being encouraged to carry out research in order to improve their effectiveness in the classroom, but this book suggests that they also reflect on and challenge the reductionist and technicist methods that

promote a 'top down' system of education. The author, a leading proponent of qualitative research, argues that only by engaging in complex, critical research will teachers rediscover their professional status, empower their practice in the classroom and improve the quality of education for their pupils. Postgraduate students of education and experienced teachers will find much to inspire and encourage them in this book. Updated and revised for this new edition, it retains both its clarity and insistence on sound research practice. Joe L. Kincheloe is Professor of Education at the City University of New York Graduate Center and Brooklyn College. he is the author and editor of many books on critical pedagogy and qualitative research in education. Series Editor: Ivor F. Goodson. This book urges teachers - as both producers and consumers of knowledge - to engage in the debate about educational research by undertaking meaningful research themsleves. Teachers are now being encouraged to carry out research in order to improve their effectiveness in the classroom, but this book suggests that they also reflect on and challenge the reductionist and technicist methods that promote a 'top down' system of education. The author, a leading proponent of qualitative research, argues that only by engaging in complex, critical research will teachers rediscover their professional status, empower their practice in the classroom and improve the quality of education for their pupils. Postgraduate students of education and experienced teachers will find much to inspire and encourage them in this book. Updated and revised for this new edition, it retains both its clarity and insistence on sound research practice. Joe L. Kincheloe is Professor of Education at the City University of New York Graduate Center and Brooklyn College. he is the author and editor of many books on critical pedagogy and qualitative research in education. Series Editor: Ivor F. Goodson.

2. Record Nr.	UNINA9910786707603321
Autore	Varghese Danny
Titolo	Microsoft Dynamics CRM 2011 applications (MB2-868) certification guide [[electronic resource]] : a practical guide on how to use and manage Microsoft Dynamics CRM 2011 that focuses on helping you to pass the Microsoft certification exam / / Danny Varghese
Pubbl/distr/stampa	Birmingham, England, : Packt Publishing, c2013
ISBN	1-84968-651-3
Descrizione fisica	1 online resource (344 p.)
Disciplina	658.812028553
Soggetti	Management information systems Customer relations - Management - Data processing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index. "Professional Expertise Distilled"--Cover.
Nota di contenuto	Cover; Copyright; Credits; About the Author; Acknowledgement; About the Reviewers; www.packtpub.com; Table of Contents; Preface; Chapter 1: Microsoft Dynamics CRM 2011 Overview; Introduction to CRM 2011; Sales module; Business scenarios; Marketing module; Business scenarios; Customer service module; Business scenarios; Microsoft Dynamics CRM 2011 training and certifications; Training courses and examination; For users; For implementers and administrators; For developers; Certifications; Microsoft Certified Technology Specialist (MCTS); Microsoft Certified IT Professional (MCITP) Benefits of certification Exam MB2-868; How to study for the exam; Hands-on experience; How to register for your exam; Exam languages; Exam fees; Retaking the exam; What to expect at the test center; How to make the best use of your time; How to answer the questions; Summary; Chapter 2: Activities and Notes; Activities; Business scenario; Custom activities; Activity attributes; Common attributes; E-mail specific attributes; Phone call specific attributes; Letter specific attributes; Fax specific attributes; Appointment specific attributes; Creating activities; Completing activities Viewing activities Viewing activities on a record; Activity roll-up; Activity views; E-mail templates; Creating e-mail templates; Direct e-mails

using e-mail templates; Notes; Creating notes; Test your knowledge; Summary; Chapter 3: Managing Marketing Automation Applications - Marketing Lists and Campaigns; Introduction to marketing list core records; Creating and managing marketing lists; Creating static marketing lists; Business scenario; Managing members dialog box; Updating static marketing lists; Creating dynamic marketing lists; Business scenario

Copying a dynamic marketing list to a static marketing list; Copying marketing lists; Deleting and deactivating marketing lists; Dynamic versus static marketing lists; Creating and working with campaigns; Business scenario; Planning activities; Creating planning activities; Campaign activities; Creating campaign activities; Campaign responses; Targeted products; Adding targeted products; Sales literature; Adding sales literature; Target marketing lists; Adding marketing lists; Related campaigns; Adding related campaigns; Creating marketing campaigns; Campaign financial metrics

Creating and working with quick campaigns; Creating quick campaigns; Scope of a quick campaign; Managing campaigns; Distributing campaign activities; Campaign responses; Creating a campaign response manually; Converting an activity to a campaign response; Converting a campaign response; Closing a campaign response; Campaign templates; Campaigns versus quick campaigns; Reporting and analysis; Views; Charts; Advanced find; Creating an advanced find; Export to Excel; Dashboards; Marketing dashboard; Creating a personal dashboard; System reports; Running marketing reports; Report wizard; Creating reports

Sommario/riassunto

This Certification guide will follow a step-by-step approach to instruct the reader what they need to know to be able to become certified with Microsoft Dynamics CRM 2011. If you will implement Microsoft Dynamics CRM 2011, this book is for you. You should have a working knowledge of Microsoft Windows, Microsoft Internet Explorer, and Microsoft Office.
