

1. Record Nr.	UNINA9910453266903321
Autore	Nickson David
Titolo	Bids, proposals and tenders [[electronic resource]] : succeeding with effective writing / / David Nickson
Pubbl/distr/stampa	London, : British Computer Society, 2012
ISBN	1-62870-265-6 1-906124-99-X 1-906124-97-3 1-906124-98-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (142 p.)
Disciplina	808.066658
Soggetti	Proposal writing in business Letting of contracts 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	Copyright; CONTENTS; LIST OF FIGURES AND TABLES; AUTHOR; FOREWORD; ACKNOWLEDGEMENTS; GLOSSARY OF TENDER TERMS; 1 INTRODUCTION; DEFINITIONS; WHO THIS BOOK IS FOR; HOW IT HAS BEEN WRITTEN; WHAT IT DOESN'T INCLUDE; HOW TO USE THIS BOOK; CHAPTER SUMMARIES; 2 WHAT IS A PROPOSAL?; INTRODUCTION; CONTEXT; ARE THEY REALLY HARD TO DO?; MANAGING BIDS; SUMMARY; 3 PREPARING TO WRITE; INTRODUCTION; BACKGROUND; WRITING - THE BASICS; SUMMARY; 4 PROPOSAL WRITING; INTRODUCTION; BACKGROUND; WRITING FOR PROPOSALS; SALES THEMES, STRAPLINES AND BRANDING; PRESENTING FINANCIAL INFORMATION; SUMMARIES; CVs CASE STUDIES AND REFERENCES LEGAL CONSIDERATIONS; WRITING CHECKLIST - A SAMPLE STYLE GUIDE; 5 GETTING INFORMATION FROM EXPERTS; INTRODUCTION; SPECIALISTS AND EXPERTS INVOLVED; STRATEGIES FOR GETTING INFORMATION; SUMMARY; 6 EDITING AND REVIEWING; INTRODUCTION; EDITORIAL WORK; PREPARING MATERIAL FOR PRESENTATIONS; SOFTWARE TOOLS; SUMMARY; 7 SUPPLIER AND CLIENT CULTURE; INTRODUCTION; ORGANISATIONAL CULTURE;

ORGANISATION CHECKLIST; CULTURE AND LANGUAGE; MARKET SECTORS; CHECKLIST: COMPARING SUPPLIER AND CLIENT CULTURES; 8 OJEU PROPOSALS; INTRODUCTION; THE OJEU PROCUREMENT PROCESS OTHER OJEU PROCUREMENT PROCESSESSOME OJEU TERMS AND ACRONYMS; 9 PRESENTATION AND FORMAT; INTRODUCTION; LAYOUT, DESIGN AND PRESENTATION; USING A STYLE GUIDE; MAKING IT LOOK GOOD; APPENDIX A - TEMPLATE PAGES; APPENDIX B - CHECKLISTS; WRITING CHECKLIST - A SAMPLE STYLE GUIDE; EDITING CHECKLIST; CHECKLIST: COMPARING SUPPLIER AND CLIENT CULTURES; FURTHER READING; BOOKS AND OTHER PRINTED SOURCES; INTERNET RESOURCES; INDEX; Back Cover

Sommario/riassunto

This book is a must-have for anyone producing bids and proposals ranging from short covering letters through to tenders for major corporate or government procurement. Its contents and practical advice will prove hugely beneficial for sales, marketing, project and technical staff and for business students at all levels.

2. Record Nr.

UNINA9910786024503321

Autore

Ferris Jesse <1972->

Titolo

Nasser's gamble [[electronic resource]] : how intervention in Yemen caused the Six-Day War and the decline of Egyptian power / / Jesse Ferris

Pubbl/distr/stampa

Princeton, : Princeton University Press, c2013

ISBN

1-299-05122-7
1-4008-4523-8

Edizione

[Course Book]

Descrizione fisica

1 online resource (353 p.)

Disciplina

956.04/6

Soggetti

Israel-Arab War, 1967 - Egypt
Egypt Foreign relations 1952-1970
Egypt Military policy 20th century
Yemen, North History Revolution, 1962 Participation, Egyptian
Yemen (Republic) History 1962-1972

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	Front matter -- Contents -- Map -- Acknowledgments -- Introduction -- CHAPTER ONE. The Road to War -- CHAPTER TWO. The Soviet-Egyptian Intervention in Yemen -- CHAPTER THREE. Food for "Peace" THE BREAKDOWN OF US-EGYPTIAN RELATIONS, 1962-65 -- CHAPTER FOUR. Guns for Cotton THE UNRAVELING OF SOVIET-EGYPTIAN RELATIONS, 1964-66 -- CHAPTER FIVE. On the Battlefield in Yemen- and in Egypt -- CHAPTER SIX. The Fruitless Quest for Peace: SAUDI-EGYPTIAN NEGOTIATIONS, 1964-66 -- CHAPTER SEVEN. The Six-Day War and the End of the Intervention in Yemen -- AFTERWORD. The Twilight of Egyptian Power -- Bibliographical Note -- Bibliography -- Index
Sommario/riassunto	Nasser's Gamble draws on declassified documents from six countries and original material in Arabic, German, Hebrew, and Russian to present a new understanding of Egypt's disastrous five-year intervention in Yemen, which Egyptian president Gamal Abdel Nasser later referred to as "my Vietnam." Jesse Ferris argues that Nasser's attempt to export the Egyptian revolution to Yemen played a decisive role in destabilizing Egypt's relations with the Cold War powers, tarnishing its image in the Arab world, ruining its economy, and driving its rulers to instigate the fatal series of missteps that led to war with Israel in 1967. Viewing the Six Day War as an unintended consequence of the Saudi-Egyptian struggle over Yemen, Ferris demonstrates that the most important Cold War conflict in the Middle East was not the clash between Israel and its neighbors. It was the inter-Arab struggle between monarchies and republics over power and legitimacy. Egypt's defeat in the "Arab Cold War" set the stage for the rise of Saudi Arabia and political Islam. Bold and provocative, Nasser's Gamble brings to life a critical phase in the modern history of the Middle East. Its compelling analysis of Egypt's fall from power in the 1960's offers new insights into the decline of Arab nationalism, exposing the deep historical roots of the Arab Spring of 2011.