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this book comes out at a very opportune time when the sector is struggling with sanitation marketing that is considered an organic next step for rural communities that have been declared open defecation free besides this publication comes in to address the gaps that face the peri urban spaces that are facing population explosion and require innovative ways of dealing with mostly non sewered sanitation services this guide manual was developed as part of a training package to support business development skills training for local sanitation entrepreneurs in kenya financial and technical support was provided by the united states agency for international development usaid under the kenya integrated water and sanitation kiwash project kiwash was a five year 2015 2020 project implemented by the development alternatives incorporation dai across nine counties one of the key goals of kiwash was to help trigger and activate demand for low cost affordable sanitation technologies in rural and low income communities the overall objective of this manual is to equip sanitation specialists and public resource persons with the basic concepts and tools to facilitate entrepreneurship and financial literacy training for start up sanitation entrepreneurs in rural

communities specifically this manual is designed to help participants 1 learn the basic concepts of entrepreneurship and characteristics of successful entrepreneurs 2 learn and practice essential marketing techniques for sanitation products and services 3 develop money management competencies necessary to succeed as a small scale entrepreneur 4 build necessary leadership and management skills to grow successful sanitation enterprises overall the guide manual is useful in guiding implementation of sanitation marketing projects and provides concise content for nurturing and building the capacity of local sanitation enterprises entrepreneurs improved business performance by these businesses means timely response to demand from households this book is a toolkit which incorporates a training guide manual as well as a workbook for entrepreneurs

ebook retail services

hauptbeschreibung this volume contains the final output of the european project egoprise e government solutions as instruments to qualify the public sector for the specific needs of small and medium sized enterprises smes in the rural bsr the consortium of the egoprise project consists of 22 partner institutions from eight countries around the baltic sea region who all contributed to the achievements in this project this handbook provides information opinions and research that should be of value to practitioners academics and students

in recent years the european air transport industry has seen a number of important changes with more on the horizon this comprehensive work presents a multi faceted analysis of the air industry in europe how it has developed in recent years and how it is set to develop further into the future

this book investigates the various ties between tourism development and sustainability revealing forces of change and current trends in tourism management performance in countries of central and southeast europe the contributions explore how the tourism industry is responding to numerous related challenges while managing risks with the aim of enhancing tourism management performance in addition it offers insights into the interconnections between tourism and other industries in brief the book offers an innovative quantitative and qualitative scientific approach to the topic along with conclusions and concrete policy recommendations

the book discusses the activities involved in developing an enterprise continuity program ecp that will cover both business continuity management bcm as well as disaster recovery management drm the creation of quantitative metrics for bcm are discussed as well as several models and methods that correspond to the goals and objectives of the international standards organisation iso technical committee iso tc 292 security and resilience significantly the book contains the

results of not only qualitative but also quantitative measures of cyber resilience which for the first time regulates organizations activities on protecting their critical information infrastructure the book discusses the recommendations of the iso 22301 2019 standard security and resilience business continuity management systems requirements for improving the bcm of organizations based on the well known plan do check act pdca model it also discusses the recommendations of the following iso management systems standards that are widely used to support bcm the iso 9001 standard quality management systems iso 14001 environmental management systems iso 31000 risk management iso iec 20000 1 information technology service management iso iec 27001 information management security systems iso 28000 specification for security management systems for the supply chain asis orm 1 2017 nist sp800 34 nfpa 1600 2019 cobit 2019 resilia itil v4 and mof 4 0 etc the book expands on the best practices of the british business continuity institute s good practice guidelines 2018 edition along with guidance from the disaster recovery institute s professional practices for business continuity management 2017 edition possible methods of conducting ecp projects in the field of bcm are considered in detail based on the practical experience of the author there are examples of risk assessment ra and business impact analysis bia examples of business continuity plans bcp disaster recovery plans drp and relevant bcp drp testing plans this book will be useful to chief information security officers internal and external certified information systems auditors senior managers within companies who are responsible for ensuring business continuity and cyber stability as well as teachers and students of mba s cio and cso programs

a strong business model is the bedrock to business success but all too often we fail to adapt clinging to outdated models that are no longer delivering the results we need the brains behind the business model navigator have discovered that just 55 business models are responsible for 90 of the world s most successful businesses these 55 models from the add on model used by ryanair to the subscription model used by spotify provide the blueprints you need to revolutionise your business and drive powerful change as well as providing a practical framework for adapting and innovating your business model this book also includes each of the 55 models in a quick read format that covers what it is who invented it and who uses it now when and how to apply it

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