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Control of White-paper Business Control of White-paper Business A White Paper Natural environment white paper **White Papers For Dummies** *BiSL® Next - A Framework for Business Information Management* *Making Sense of the NHS White Papers* **The water white paper** *White Paper on Disaster Management* **The Government's Public Health White Paper (Cm 6374)** *Modern Enterprise Business Intelligence and Data Management* Dictionary of Project Management Terms, Third Edition Project Management Metrics, KPIs, and Dashboards Blockchain technologies and IP ecosystems: A WIPO white paper Content Management Bible South African Human Resource Management for the Public Sector White Paper on sustainable energy projects in Africa *White Paper on Environmental Management Policy for South Africa* *DFID's performance in 2008-09 and the 2009 White Paper* **Agile Risk Management** **Nachhaltiges Change Management** **The Project Management Answer Book** **White Paper on the Department of Defense and the Congress : Report to the President** International Governance and Regimes **Energy law in South Africa** **Government White Paper on the Report of the Management Audit Into Imo Newspapers Limited, 23 May 1984** **The French White Paper on Defence and National Security** **Practical E-Manufacturing and Supply Chain Management** **Cybersecurity Readiness** **The white paper for the reform of educational system** **The Manual of Photography and Digital Imaging** Effective Scientific Communication **White paper: Build**

back better in a post-COVID-19 world – Reducing future wildlife-borne spillover of disease to humans
Uinta National Forest **Korea Internet White Paper 2015** Structured Reporting in Radiology Commerce
Business Daily **Handbook of Research on Strategic Performance Management and Measurement Using**
Data Envelopment Analysis Air Quality Management Introduction to Facility Management

The Committee heard persuasive evidence about the environmental damage caused by over-abstraction. The reform of abstraction licenses must be brought forward as the Government's current plans - to reform the abstraction regime by the mid-to-late 2020s - will not take effect rapidly enough given that our rivers are already running dry. Defra must also work with Ofwat and the Environment Agency to tackle urgently those abstractions which are already causing severe damage to our rivers. It is "extremely disappointing" that the White Paper fails to set a target to increase levels of water metering. The report also highlights how bad debt in the water sector adds around £15 to each household's water bill every year. Defra must implement existing legal provisions rapidly to tackle this problem. The Committee also examines proposals to increase competition in the sector. They conclude that Defra should set a clear target date for opening a competitive retail market for water, and should take account of lessons that can be learned from Scotland. The Committee believes that the White Paper's proposals will fail to deliver a well-functioning retail market and suggests how to remedy this. The Government also needs to take action to encourage the development of Sustainable Drainage Systems (SuDS), which can reduce the risk of flooding, and to implement the relevant outstanding provisions of the Flood and Water Management Act 2010. It is "deeply worrying" that the Government had not yet reached an agreement with insurers about providing cover for homes in areas of flood risk. Nearly every large corporation and governmental agency is taking a fresh look at their current enterprise-scale business intelligence (BI) and data warehousing implementations at the dawn of the "Big Data Era"...and most see a critical need to revitalize their current capabilities. Whether they find the frustrating and business-

impeding continuation of a long-standing "silos of data" problem, or an over-reliance on static production reports at the expense of predictive analytics and other true business intelligence capabilities, or a lack of progress in achieving the long-sought-after enterprise-wide "single version of the truth" – or all of the above – IT Directors, strategists, and architects find that they need to go back to the drawing board and produce a brand new BI/data warehousing roadmap to help move their enterprises from their current state to one where the promises of emerging technologies and a generation's worth of best practices can finally deliver high-impact, architecturally evolvable enterprise-scale business intelligence and data warehousing. Author Alan Simon, whose BI and data warehousing experience dates back to the late 1970s and who has personally delivered or led more than thirty enterprise-wide BI/data warehousing roadmap engagements since the mid-1990s, details a comprehensive step-by-step approach to building a best practices-driven, multi-year roadmap in the quest for architecturally evolvable BI and data warehousing at the enterprise scale. Simon addresses the triad of technology, work processes, and organizational/human factors considerations in a manner that blends the visionary and the pragmatic. Takes a fresh look at true enterprise-scale BI/DW in the "Dawn of the Big Data Era" Details a checklist-based approach to surveying one's current state and identifying which components are enterprise-ready and which ones are impeding the key objectives of enterprise-scale BI/DW Provides an approach for how to analyze and test-bed emerging technologies and architectures and then figure out how to include the relevant ones in the roadmaps that will be developed Presents a tried-and-true methodology for building a phased, incremental, and iterative enterprise BI/DW roadmap that is closely aligned with an organization's business imperatives, organizational culture, and other considerations More than 3,400 clear definitions of key terms, words, and phrases used by project and program managers around the world in every industry. A valuable desk or briefcase reference for those engaged in one of the world's fastest-growing professions and for those who work with them. New technologies are revolutionising the way manufacturing and supply chain management are implemented. These changes are delivering manufacturing

firms the competitive advantage of a highly flexible and responsive supply chain and manufacturing system to ensure that they meet the high expectations of their customers, who, in today's economy, demand absolutely the best service, price, delivery time and product quality. To make e-manufacturing and supply chain technologies effective, integration is needed between various, often disparate systems. To understand why this is such an issue, one needs to understand what the different systems or system components do, their objectives, their specific focus areas and how they interact with other systems. It is also required to understand how these systems evolved to their current state, as the concepts used during the early development of systems and technology tend to remain in place throughout the life-cycle of the systems/technology. This book explores various standards, concepts and techniques used over the years to model systems and hierarchies in order to understand where they fit into the organization and supply chain. It looks at the specific system components and the ways in which they can be designed and graphically depicted for easy understanding by both information technology (IT) and non-IT personnel. Without a good implementation philosophy, very few systems add any real benefit to an organization, and for this reason the ways in which systems are implemented and installation projects managed are also explored and recommendations are made as to possible methods that have proven successful in the past. The human factor and how that impacts on system success are also addressed, as is the motivation for system investment and subsequent benefit measurement processes. Finally, the vendor/user supply/demand within the e-manufacturing domain is explored and a method is put forward that enables the reduction of vendor bias during the vendor selection process. The objective of this book is to provide the reader with a good understanding regarding the four critical factors (business/physical processes, systems supporting the processes, company personnel and company/personal performance measures) that influence the success of any e-manufacturing implementation, and the synchronization required between these factors. · Discover how to implement the flexible and responsive supply chain and manufacturing execution systems required for

competitive and customer-focused manufacturing · Build a working knowledge of the latest plant automation, manufacturing execution systems (MES) and supply chain management (SCM) design techniques · Gain a fuller understanding of the four critical factors (business and physical processes, systems supporting the processes, company personnel, performance measurement) that influence the success of any e-manufacturing implementation, and how to evaluate and optimize all four factors

"Selfish scientists won't share new findings," ran one headline in The Onion. The story was about a group of rebellious scientists who made a groundbreaking, life-saving discovery, but decided to hold on to it, unless they were paid a ludicrous reward. Imagine that for a second: science happening, but without anyone finding out about it"-- Provides a comprehensive analysis of the White Paper, "The New NHS - Modern, Dependable" and also the public health Green Paper, "Our Healthier Nation". The author explains and expands on the key themes of the White Paper, and discusses the expectations for both staff and patients in the NHS. With almost 600 million people having no access to energy in Sub-Saharan Africa, rural electrification is a major challenge for the development of the continent. This White Paper highlights 25 energy projects currently being developed in Africa. Its aims is to analyse their best practices and understand the key success factors. This eBook is offered by the Fondation Schneider Electric.

Cybersecurity has traditionally been the purview of information technology professionals, who possess specialized knowledge and speak a language that few outside of their department can understand. In our current corporate landscape, however, cybersecurity awareness must be an organization-wide management competency in order to mitigate major threats to an organization's well-being—and be prepared to act if the worst happens. With rapidly expanding attacks and evolving methods of attack, organizations are in a perpetual state of breach and have to deal with this existential threat head-on. Cybersecurity preparedness is a critical and distinctive competency, and this book is intended to help students and practitioners develop and enhance this capability, as individuals continue to be both the strongest and weakest links in a cyber defense system. In addition to providing the non-specialist with a

jargon-free overview of cybersecurity threats, Dr. Chatterjee focuses most of the book on developing a practical and easy-to-comprehend management framework and success factors that will help leaders assess cybersecurity risks, address organizational weaknesses, and build a collaborative culture that is informed and responsive. Through brief case studies, literature review, and practical tools, he creates a manual for the student and professional alike to put into practice essential skills for any workplace. This book provides a wide overview of the issues related to managing of air quality in Canada. Learn about the air issues that have caused impacts to ecosystems or human health and hence been targeted to be managed. Discover how Canada's national governance involving a federal government along with provincial and territorial governments impacts the air quality management process. Understand how Canadians manage their air quality in context with the USA, their largest and closest neighbour. Benefit from the experience of 43 of Canada's most experienced air quality management professionals who share their insights into the state of air quality in Canada today, how it is managed, as well as giving a glimpse into the future.?

Written by one of the leading experts in content managementsystems (CMS), this newly revised bestseller guides readers throughthe confusing-and often intimidating-task of building,implementing, running, and managing a CMS Updated to cover recent developments in online deliverysystems, as well as XML and related technologies Reflects valuable input from CMS users who attended theauthor's workshops, conferences, and courses An essential reference showing anyone involved in informationdelivery systems how to plan and implement a system that can handlelarge amounts of information and help achieve an organization'soverall goals This report discusses important themes in the field of human resource management for the public sector, including managing employee relations, strategizing and planning human resources departments, and selecting employees within the equal employment opportunity guidelines. Current legislation of the field is discussed and new theories on local and international applied research are explored. Introduction to Facility Management is a comprehensive introduction to the dynamic and diverse field of facility management (FM).

It answers questions such as: What is facility management? What does a facility management professional do? How can we classify facility management products and services? How do you set up a facility management organisation? How do you manage service processes using a master dashboard? Reflecting on current events, the book defines new and exciting roles for facility management professionals. This first international edition of the bestselling Dutch Basisboek Facility Management describes global trends and developments and international FM-standards and practices. With contributions of thought leaders, such as Diane Levine, Jens Schlüter, Michiel Bakker, Elizabeth Nelson, Nicolas White and Susanne Balslev Nielson, Introduction to Facility Management is the first international book on facility management, which is supplemented and commented on by facility management teachers and practitioners; intriguingly and enthusiastically describes the full scope of the FM-profession; provides a theoretical framework and insight into FM-practice. This book provides practitioners and scientists with insights into diverse aspects of structured reporting to allow them to develop tools and a knowledge base to ensure that this electronic reporting trend is widely applied. After an introduction to reporting in radiology, various parts of structured reporting are discussed in detail, including an overview of standardized reporting systems, standardized reporting language, DICOM structured reporting, template based structured reporting, and modular reporting. The last chapter addresses the interaction of structured reporting with artificial intelligence and its impact on the future of radiology. The last chapter addresses the interaction of structured reporting with artificial intelligence and its impact on the future of radiology. Endorsed by the European Society of Medical Imaging Informatics (EuSoMII), the scope of the book is based on the Medical Imaging Informatics sub-sections of the European Society of Radiology (ESR) European Training Curriculum Level I and II. It is a valuable resource for residents, radiologists and students. DFID is right to focus more resources on fragile states if global poverty reduction goals are to be met. However, this report highlights a number of concerns about DFID's capacity to meet this and other new policy directions set out in the 2009 White Paper (Cm. 7656,

ISBN 9780101765626), based on analysis of the Department's performance in 2008-09 (the Department's annual report 2008-09 published as HC 867-I,II, ISBN 9780102962154). Climate change, another key White Paper focus area, threatens progress on poverty reduction and will hit the poorest people first and hardest. The outcome of the Copenhagen Conference in December 2009 was disappointing and real progress needs to be made before the next conference at the end of this year. The White Paper also indicates that DFID will channel more funding through multilateral organisations including the EU, the UN and the World Bank. This offers the prospect of more coordinated delivery of aid, but only if these bodies increase their effectiveness and their poverty focus. The report also argues for speedier reform of the governance of the international financial institutions. The recession has had a significant impact on developing countries. It is estimated that an additional 90 million people will be affected by poverty as a combined result of the global food, financial and fuel crises over the last few years. Donors, including the UK, have responded and have sought to identify specific needs in developing countries, though many donors are failing to meet the aid commitments they have already made. Project Management Metrics, KPIs, and Dashboards Enables readers to easily understand and implement essential strategies on measuring project management performance Project Management Metrics, KPIs, and Dashboards provides complete coverage of what metrics and KPIs are and how to use them effectively, offering comprehensive coverage of the different dashboard types, design issues, and applications that readers may come across during practical application of the concepts. To aid in seamless reader comprehension, the work includes full-color dashboards from some of the most successful project management companies. As a modern resource, the work aligns with PMI's PMBOK® Guide and stresses value-driven project management. Written by the leading authority in the field, sample topics covered in the work are as follows: Stakeholder relations management, effective metric measurements, selecting the right project metrics, innovation metrics, and how to become and stay agile Comparing traditional and nontraditional projects, defining complexity, decision making, fluid methodologies, global project

management, and project management methodologies/frameworks Customer relations management, a new look at defining project success, and why customer satisfaction must always be considered Scope creep, scope creep dependencies, causes of scope creep, the business side of scope creep, and ways to minimize scope creep For project managers across all industries, Project Management Metrics, KPIs, and Dashboards is a valuable resource on the subject that will bolster your awareness of what good metrics management really entails and arm you with the important knowledge needed to measure and communicate performance more effectively. Organizations can use the valuable tool of data envelopment analysis (DEA) to make informed decisions on developing successful strategies, setting specific goals, and identifying underperforming activities to improve the output or outcome of performance measurement. The Handbook of Research on Strategic Performance Management and Measurement Using Data Envelopment Analysis highlights the advantages of using DEA as a tool to improve business performance and identify sources of inefficiency in public and private organizations. These recently developed theories and applications of DEA will be useful for policymakers, managers, and practitioners in the areas of sustainable development of our society including environment, agriculture, finance, and higher education sectors. If it's essential to project management... it's in here! The first edition of The Project Management Answer Book addressed all the key principles of project management that every project manager needs to know. With a new chapter on scrum agile, updates throughout, and many new PMP® test tips, this new edition builds on that solid foundation. The structure of this update maps closely to the PMBOK® Guide, Fifth Edition, and is designed to assist anyone studying for the PMP® and other certification exams. Helpful sections cover:

- Networking and social media tips for PMs, including the best professional organizations, virtual groups, and podcast resources
- The formulas PMs need to know, plus a template to help certification candidates prepare and self-test for their exams
- Quick study sheet for the processes covered on the PMP® exam
- Key changes in PMBOK® Guide, Fifth Edition, for readers familiar with earlier versions who want “the skinny” on the new

version. PMs at every level will find real gold in the information nuggets provided in this new edition. Those new to project management will find the comprehensive coverage and the depth of the answers especially valuable, and will like the easy-to-read style and Q&A format. For experienced managers looking for new tools and skills to help them pass their PMP® or other certification exams, this is a must-have resource. The Environment, Food and Rural Affairs Committee express concern that, more than one year on from publication of the natural environment white paper, "The Natural Choice: securing the value of nature" (Cm. 8082, ISBN 9780101808224), Defra has failed to set out clear plans to ensure that government decision-making fully values the services nature provides. All government policy should fully value natural capital. Government Ministers must also: publish an action plan with a timetable to deliver each of the White Paper's 92 commitments; give planners and developers guidance on how the National Planning Policy Framework can be used to protect Nature Improvement Areas; fully assess the benefits and costs of environmental regulation, to prevent a perception that environmental protection imposes a drag on the UK economy; publish the Government's response to advice from the Natural Capital Committee. The report also concludes that: biodiversity offsetting can deliver positive impacts on the natural environment; the target to end all peat use by 2030 shows a lamentable lack of ambition and a review of progress must be brought forward to 2014; Defra must set a target to increase public engagement with nature, since local authorities, NGOs and charities can only secure funding for environmental projects when they can demonstrate measurable success; the Department for Health and the Department for Education must define measurements which demonstrate how greater public engagement with nature delivers gains in public health and educational attainment; the entire coastal path around England should be in place within 10 years. The tenth edition of The Manual of Photography is an indispensable textbook for anyone who is serious about photography. It is ideal if you want to gain insight into the underlying scientific principles of photography and digital imaging, whether you are a professional photographer, lab technician, researcher or student in the field, or simply an enthusiastic

amateur. This comprehensive guide takes you from capture to output in both digital and film media, with sections on lens use, darkroom techniques, digital cameras and scanners, image editing techniques and processes, workflow, digital file formats and image archiving. This iconic text was first published in 1890 and has aided many thousands of photographers in developing their own techniques and understanding of the medium. Now in full colour, *The Manual of Photography* still retains its clear, reader-friendly style and is filled with images and illustrations demonstrating the key principles. Not only giving you the skills and know-how to take stunning photographs, but will also allowing you to fully understand the science behind the creation of great images. This work is the definitive guide for IT managers and agile practitioners. It elucidates the principles of agile risk management and how these relate to individual projects. Explained in clear and concise terms, this synthesis of project risk management and agile techniques is illustrated using the major methodologies such as XP, Scrum and DSDM. Although the agile community frequently cites risk management, research suggests that risk is often narrowly defined and, at best, implicitly treated, which in turn leads to an inability to make informed decisions concerning risk and reward and a poor understanding of when to engage in risk-related activities. Moreover, the absence of reference to enterprise risk management means that project managers are unable to clearly articulate scope or tailor their projects in line with the wider expectations of the organisation. Yet the agile approach, with its rich toolset of techniques, is very well equipped to effectively and efficiently deal with the risks that arise in projects. Alan Moran addresses the above issues by proposing an agile risk-management process derived from classical risk management but adapted to the circumstances of agile projects. Though his main focus is on the software development process, much of what he describes could be applied to other types of IT projects as well. This book is intended for anyone who is serious about balancing risk and reward in the pursuit of value for their stakeholders, and in particular for those directly involved in agile software development who share a concern for how risk should be managed. Whilst a thorough background in risk management is not presumed, a basic

level of familiarity with or exposure to agility is helpful. This book describes the framework of the next generation of Business Information Services Library, BiSL®. BiSL Next is a public domain standard for business information management with guiding principles, good practices and practical templates. It offers guidance for digitally engaged business leaders and those who collaborate with them, with the ultimate goal to improve business performance through better use of information and technology. Twelve elements - four drivers, four domains and four perspectives - are the basis of the guidance in BiSL Next. Target audience of this book are business managers, business information managers, business analysts, CIO's and IT managers, as well as consultants in this field. While describing the twelve elements, the book offers them insight in the best way to manage, execute and profit from business information management in their enterprise. The book is also the official literature for the BiSL® Next Foundation exam.

Ziel ist, aus dem Blickwinkel renommierter internationaler Autoren auf unterschiedliche betriebliche Handlungsfelder zu schauen und Erfahrungen, Ergebnisse, Konzepte und Instrumente interdisziplinär zu diskutieren. Nicht reaktive, auf Grund eines wirtschaftlichen Leidensdruckes initiierte Konzepte sollen vorgestellt werden. Vielmehr wollen die Autoren vorausschauende, aktive Strategien und Instrumente offenlegen, die ein nachhaltiges organisatorisches Lernen ermöglichen. Anschauliche Case-Studies mit innovativen Lösungsansätzen tragen besonders zur Aktualität von "Nachhaltiges Change Management" bei.

This white paper aims to provide Northern and Southern Development partners and decision-makers with a better understanding of a) why spillover of disease from wildlife to humans occurs, and why these zoonotic disease outbreaks can spread and become epidemics and pandemics such as COVID-19 and b) what they can do to prevent, detect and respond to future spillover events, with a special focus on priority interventions at the human-wildlife-livestock interfaces. It has been produced as part of the Sustainable Wildlife Management (SWM) Programme, which will deliver critical lessons on how to prevent, detect and respond to future spillover events with appropriate national and transboundary policies and practices in the context of the SWM partner sites. The SWM

Programme is a major international initiative to improve the conservation and sustainable use of wildlife in forest, savannah and wetland ecosystems. Field projects are being implemented in 13 African, Caribbean and Pacific countries. The aim is to: improve how wildlife hunting is regulated; increase the supply of sustainably produced meat products and farmed fish; strengthen the management capacities of indigenous and rural communities; and reduce demand for wild meat, particularly in towns and cities. It is being implemented by a dynamic consortium of four partners with expertise in wildlife conservation and food security: Food and Agriculture Organization of the United Nations (FAO), Center for International Forestry Research (CIFOR), French Agricultural Research Centre for International Development (CIRAD) and Wildlife Conservation Society (WCS). For more information, please visit the SWM Programme website: www.swm-programme.info. Derived from the renowned multi-volume International Encyclopaedia of Laws, this book provides a systematic approach to legislation and legal practice concerning energy resources and production in South Africa. The book describes the administrative organization, regulatory framework, and relevant case law pertaining to the development, application, and use of such forms of energy as electricity, gas, petroleum, and coal, with attention as needed to the pervasive legal effects of competition law, environmental law, and tax law. A general introduction covers the geography of energy resources, sources and basic principles of energy law, and the relevant governmental institutions. Then follows a detailed description of specific legislation and regulation affecting such factors as documentation, undertakings, facilities, storage, pricing, procurement and sales, transportation, transmission, distribution, and supply of each form of energy. Case law, intergovernmental cooperation agreements, and interactions with environmental, tax, and competition law are explained. Its succinct yet scholarly nature, as well as the practical quality of the information it provides, make this book a valuable resource for energy sector policymakers and energy firm counsel handling cases affecting South Africa. It will also be welcomed by researchers and academics for its contribution to the study of a complex field that today stands at the foreground of comparative law. The

French White Paper on Defence and National Security sets forth a detailed roadmap for defending the nation's territory and security interests in a globalised world. It also describes how France can contribute to a wider and more effective role for Europe on the international scene. Upon being elected President of the French Republic, Nicolas Sarkozy appointed a wide-ranging Commission to appraise France's defence and security strategy. The resulting White Paper surveys today's uncertain world and addresses key questions in the field of international security. It embraces European developments, the transatlantic partnership, the evolution of the United Nations and the changing position of the Western world and its relations with the Asian and African powers. It tackles key changes in French defence and security policy in the coming years, and the essential role of knowledge-based security and intelligence gathering, nuclear deterrence, the protection of citizens, as well as of French and European territory, and future operations abroad. The book considers questions that lie at the heart of modern military and political strategy. Issues dealt with include Jihadist-inspired terrorism, proliferation of ballistic missiles, preparing for massive cyber attacks, the future shapes of warfare, and the tools for building peace that globalisation affords. This White Paper will interest everyone concerned about international security and the role of citizens in contributing to their own security. This book examines China's involvement in international governance, international regimes, and globalization. Peter Kien-hong Yu offers a new framework with which to understand 'international regimes' and applies it to important Chinese case studies such as arms control, disarmament, and non-proliferation; the counter-piracy regime and the environmental issue. Whilst internationally important matters related to such systems are identified, Yu's discussions attempt to find out whether any particular system works better in relation to China, and asks if not, why not? After examining eight different cases, the author concludes that these regimes are working but there is ample room for improvement and that the Chinese (Communists) for one have to enhance their understanding of international governance and try to export their experience to other parts of the world. International Governance and Regimes will be appeal to anyone interested in

International Politics, Chinese Studies, Political theory and International Relations. White Paper Cm. 6374 (ISBN 010163742X) was published 16th November 2004. Blockchain is one of the frontier technologies significantly affecting the way businesses operate while revolutionizing numerous innovation ecosystems, including the intellectual property (IP) ecosystem. This white paper explores potential applications and opportunities presented by blockchain to the existing IP ecosystems. It also identifies the challenges and issues that should be addressed to determine feasibility and cost-efficiency.

History of the Internet in Korea
Internet Statistics Part 1 Services 1. History of the Internet in Korea 2. Internet Convergence Services 3. History of the Internet in Korea 4. History of the Internet in Korea 5. Internet Economy Part 2 Utilization 1. Internet Use 2. Promotion of Internet Use 3. Internet Security Part 3 Infrastructure 1. Internet Infrastructure 2. Internet Address Resources 3. Internet Technologies 4. Acts and Regulations for the Internet List of major Internet-related organizations List of Korean ISPs About KISA

A fast and easy way to write winning white papers! Whether you're a marketing manager seeking to use whitepapers to promote your business, or a copywriter keen to break into this well-paying field, *White Papers For Dummies* gives you a wealth of practical, hands-on advice from one of the world's leading experts in the field. The fact-based documents known as white papers have been called the "king of content." No other B2B marketing piece can do more to generate leads, nurture prospects, and build mindshare. Where white papers were once used only by technology firms, they are becoming "must-have" items in the marketing toolkit for almost any B2B firm. Practically every startup must produce a white paper as part of its business planning. But writing effective white papers is a big challenge. Now you can benefit from the experience of a white paper specialist who's done more than 200 projects for clients from Silicon Valley to Finland, from mighty Google to tiny startups. Author Gordon Graham—also known as That White Paper Guy—provides dozens of tips and tricks to help your project come together faster and easier. *White Papers For Dummies* will help you to: Quickly determine if your B2B firm could benefit from a whitepaper Master the three phases of every white paper project:

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Decide which elements to include and which to leave out Learn the best practices of seasoned white paper
researchers and writers Choose from 40 different promotional tactics to get the word out Avoid common
mistakes that many beginners make

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