

Yemeksepeti

Yeter Demir Uslu

Digital Management Abdulselami SARIGÜL, Emre SEYREK, Fetullah BATTAL, Halil Hakdan ÖZ, İbrahim DURMUŞ, 2022-12-25 Digital Management, Livre de Lyon

Effective Management Dietmar Sternad, 2019-10-30 This brand new textbook has been designed to help your students to acquire or enhance their abilities in leading and developing themselves, others, and organizations. Grounded in the findings of both classic and recent management and leadership research, it translates the theory into rigorous yet practical advice so that students will have the skills to manage effectively and sustainably. The book takes an innovative learner-centric approach, structured around different levels of management from individual effectiveness, through to interpersonal effectiveness, and then team and organizational effectiveness. With a global focus, lively writing style, and an eye on current and future developments, it provides a succinct, accessible, and engaging look at what it means to be a manager. Thanks to its extensive features from thought-provoking questions to global case studies, this textbook will provide you with all the necessary tools to run an introductory management course which prepares students for the managerial challenges of the 21st century. Accompanying online resources for this title can be found at bloomsburyonlineresources.com/effective-management. These resources are designed to support teaching and learning when using this textbook and are available at no extra cost.

01 Company Book - RETAIL TRADE Serhat Ertan, 2021-05-01 This book is the largest referral for Turkish companies.

Design, User Experience, and Usability. Design for Contemporary Interactive Environments Aaron Marcus, Elizabeth Rosenzweig, 2020-07-10 This book constitutes the refereed proceedings of the 9th International Conference on Design, User Experience, and Usability, DUXU 2020, held as part of the 22nd International Conference on Human-Computer Interaction, HCII 2020, in Copenhagen, Denmark, in July 2020. The conference was held virtually due to the COVID-19 pandemic. From a total of 6326 submissions, a total of 1439 papers and 238 posters has been accepted for publication in the HCII 2020 proceedings. The 50 papers included in this volume were organized in topical sections on interactions in intelligent and IoT environments, usability aspects of handheld and mobile devices, designing games and immersive experiences, and UX studies in automotive and transport.

BELIEVE IN YOURSELF UĞUR ÖRS, 2020-08-26 The first step for everyone in your life to believe in you is your self-belief. People who have never been recognized but have a million-dollar fortune will revitalize your hopes and inspire you. We all face challenges in our lives, and this book, which can create a route determination of how we can tackle these challenges, will retain its place on your shelves for years and you will want to read it over and over again. This book contains over-confidence. You will live this life once. Dream so big that you give all your strength to make it happen. Be so in love so you can take the whole world. Make such friendships so that it's real and sincere. This book will be your bedside book and will be on your shelf as a work that will allow you to change the perspective of your life as a work that you will read over and over again over the years. Remember, everything happens to you in life. And with this book, you'll see you've done a lot of things that you say you can't, which will transcend the hard times of your life. Your outlook on life will change and you will create a me again, which will reduce your stress and anxiety. Are you ready for change? Don't worry! You will succeed... No, losing hope and being thrown in the dark. Remember, I'm not going to Living under the same sky, is a resistance.

Green Entrepreneurship In Turkey Ferda Ulutaş, Emrah Alkaya, 2010-05-03 Regional Activity Centre for Cleaner Production, Mediterranean Plan

Advanced Perspectives on Global Industry Transitions and Business Opportunities Saruchera, Fanny, 2021-03-18 As more companies shift their operations between countries to take advantage of lower costs and greater profit, the global market continues to change rapidly, resulting in global hypercompetition that can be detrimental to a business. Firms must remain updated with the latest research as they navigate cultural differences, communication challenges, and inconsistent standards in order to thrive. *Advanced Perspectives on Global Industry Transitions and Business Opportunities* is

an essential, comprehensive reference book that explores the current global business environment and the challenges that have arisen due to contemporary globalization and the resulting global hypercompetition. With a broad scope, the book covers the implications of industry transitions from small and medium-sized companies to multinational businesses and large enterprises and discusses opportunities for both born global and born-again global firms. Featuring topics that deal with innovation, digitalization, disruptive technologies, and international collaboration, this is an ideal source for executives, managers, entrepreneurs, global businesses and businesses looking to transition to the global market, academicians, researchers, and students.

Turkey and Transatlantic Relations Sasha Toperich, Aylin Ünver Noi, 2018-05-08 Turkey's position in transatlantic alliances goes back in the 1950s. Turkish Foreign Policy "Fresh Look" was launched just prior to the failed coup d'état last July, and was intended to mend ties with its neighbors with whom Turkey has strained relationships. Turkey's new pragmatic reconciliation policy strives to build bridges without damaging existing transatlantic alliance. The goal of developing good relations with its neighbors that surround the Mediterranean and the Black sea, presents Turkey with a number of challenges. Turkey is seen as a bridge between West and East due to its geographic location. This volume intends to shed more light into past, present and future Turkey-Transatlantic relations, focusing on a history of Turkey-Transatlantic relations, the impact of current developments in Turkey and its neighbors, and Turkish domestic and foreign policies in Transatlantic relations. Authors include: Hülya Kevser Akdemir, Serdar Altay, Altay Atılı, Enes bayraklı, Münevver Cebeci, Filiz Cicioğlu, Şükrü Cicioğlu, İsmail Çağlar, Beril Dedeoğlu, Mehmet Uğur Ekinci, Emre Erşen, Tea Ivanovic, Donald N. Jensen, Edward P. Joseph, Kılıç Buğra Kanat, Erdal Tanas Karagöl, Christina Lin, Jennifer Miel, Nona Mikhelidze, Çiğdem Nas, Aslı Şirin Öner, Yonca Özer, Nicolò Sartori, Merve Seren, Eduard Soler i Lecha, Melike Janine Sökmen, Sasha Toperich, Aylin Ünver Noi, Alida Vračić, and Murat Yerlitaş

New Normal Beyond The Pandemic: Rethinking Alienation From Local To Global / Pandemiyle Birlikte Yerelden Küresele Yabancılaşmayı Yeniden Düşünmek Zeynep Banu Dalaman, 2021-11-16 The Covid-19 crisis, with all the horrors it has caused, has offered humanity an opportunity to reflect on itself and evaluate its point, even if it is delayed. In a very short time, we found ourselves worried about whether we could reach the objects we needed, whether we would lose our jobs or keep our freedom. Alienation is described as withdrawing or separation of a person or a person's affections from an object or position of former attachment: alienation viewed as a sense of detachment from the values of one's society, family, and even from one's own feelings from the values of one's society and family (S. L. Halleck). Different forms of alienation, such as cultural alienation, professional alienation, and religious alienation, are among the current issues. It is obvious that we need to define different forms of alienation along with the pandemic. I believe this book will not be the first nor the last research book published on the Covid-19 pandemic. Our aim is to leave a resource on the subject for the next generation of researchers. I would like to thank everyone who contributed to the book and hope it will be beneficial for the academic community. Covid-19 krizi yaşattığı tüm dehşetle birlikte insanlığın kendi üzerinde düşünmek, gelmiş bulunduğu noktayı değerlendirmek için de, gecikmeli olsa bile bir imkan sunmuştur. Kendimizi çok kısa bir süre içerisinde ihtiyacımız olan nesnelere ulaşip ulaşamayacağımız, işimizi kaybedip kaybetmeyeceğimiz ya da özgürlüklerimizi elimizde tutup tutamayacağımız hakkında kaygılanır bulduk. Kelime anlamı itibarı ile yabancılaşma bir şeyin veya kimsenin başka bir şeyden veya kimseden uzaklaşması, başka bir şeyle veya kimseyle olan fonksiyonel veya anlamsal paylaşımının sona ermesi durumunu ifade etmektedir (S.L.Halleck). Kültürel yabancılaşma, mesleki yabancılaşma, dinsel yabancılaşma gibi farklı yabancılaşma biçimleri de günümüzün aktüel konularındandır. Pandemi ile birlikte farklı yabancılaşmaları da tanımlamamız gerektiği aşikârdır. Bu kitabın amacı, yeni sürecin yarattığı yabancılaşmayla birlikte, melezleşme sürecini yeniden inşa etmek, küresel ve yerel arasındaki kültürel karşılaşmalara alternatif yaklaşımları anlamaya katkı sunmaktır. CONTENTS PREFACE / SUNUŞ COVID-19: The Great Unequalizer - Göran Therborn PART 1. IMPACTS OF COVID-19 PANDEMIC ON SOCIAL POLICIES AND RESEARCHES /Covid-19 Pandemisinin Sosyal Politikalara ve Araştırmalara Etkileri Protective Face Mask-wearing Behaviour Patterns in Turkey and Across the Globe in the

Context of the COVID-19 Pandemic / COVID-19 Pandemisi Bağlamında Türkiye'de ve Dünya Genelinde Koruyucu Yüz Maskesi Kullanma Davranış Kalıpları - Nilufer Narlı, and Solveig Beyza Narlı Evenstad Mexico's Health System in the Face of Neo-liberalism, Its Commodification and Covid-19 / Neoliberalizm Karşısında Meksika'nın Sağlık Sistemi Metalaşması ve Covid-19 - Rodolfo García Zamora, Selene Gaspar Olvera, Dellanira Ruíz de Chávez Ramírez, Cristina Almeida Perales, and Pascual García Zamora Pending Agenda for Post-Pandemic Social Protection - An Integral Systematic Interdisciplinary Look From the Law of Emergency / Post-Pandemi Dönemi Sosyal Koruma için Bekleyen Gündem - Olağanüstü Hal Kanunu Üzerinden Bütünleyici Sistemli Disiplinlerarası Bir Bakış - Jorge Isaac Torres Manrique Riskler ve Belirsizlikler Kısacında Pandemi Araştırmacı Olmak: Otoetnografik Bir Çalışma / Being a Researcher in a Pandemic in the Grip of Risks and Uncertainties: An Autoethnographic Study - Cemre Erciyes, Aleyna Yıldırım, and Meryem Erol Aggrievement and Identity during a Pandemic Due to Conflicts, Policy Decisions and the Media / Çatışmalar, Politika Kararları ve Medya Nedeniyle Salgın Sırasında Mağduriyet ve Kimlik - William L. Rosenberg PART 2. IMPACTS OF COVID-19 PANDEMIC ON GLOBAL POLITICS / Covid-19 Pandemisinin Küresel Politikaya Etkileri Covid-19 Pandemisi Sırasında Yakın Çevrede Türkiye'nin Güvenliğiyle İlgili Gelişmeler / Developments related to Turkey's Security nearby of its Region during the Covid-19 Pandemic - Celalettin Yavuz Covid-19 Salgınında Türkiye'deki Hava Yolcu Trafiğinin Durumu: Sosyo-Ekonomik Açından Bir Değerlendirme / The Situation of Air Passenger Traffic in Turkey in the Covid-19 Pandemic: A Socio-Economic Evaluation - Gülaçtı Şen and Erhan Bütün Yeni Düşman Pandemi Sonra Uluslararası Sistem / The International System After the New Enemy Pandemic - Ali Poyraz Gürson and Can Telemeci Küresel Sistem ve Korona Virüs Salgını: Yerelleşen Küreselleşme / Global System and Corona Virus Outbreak: Localized Globalization - Suat Dönmez A Crisis Like No Other: Will Covid-19 Change Capitalism? / Diğerlerine Benzemeyen Bir Kriz: Covid-19 Kapitalizmi Değiştirecek mi? - Gökhan Ak Kamu Diplomasisi Olarak Türkiye'nin Covid-19 Yardımları / Covid-19 Aid and Public Turkish Public Diplomacy - Abdulmennan Baycar PART 3. THE ECONOMIC AND SOCIAL IMPACT OF COVID-19 PANDEMIC ON WOMEN / COVID-19 Pandemisinin Kadınlar Üzerindeki Ekonomik ve Sosyal Etkisi Pandemi Kadınların Durumu ve Artan Ev içi Şiddet / Women in Pandemic and Increasing Domestic Violence - Aslıhan Ardiç Çobaner and Canan Dural Tasouji Impact of Covid-19 on Female Labour Force in Turkey / Covid-19'un Türkiye'de Kadın İşgücü Üzerindeki Etkisi - Zeynep Banu Dalaman Covid-19 Pandemisinde Uzaktan Çalışma, 7/24 Mesai ve Gözetim: Sıradan Bir Yabancılaşmanın "Olağan" Anatomisi / Teleworking, 24/7 Working and Surveillance in the Covid-19 Pandemic: The Extra "ordinary" Anatomy of an Ordinary Alienation - Hasan Saf PART 4. IMPACT OF THE COVID-19 PANDEMIC ON THE EDUCATION AND TRAINING SYSTEM / Covid-19 Pandemisinin Eğitim ve Öğretim Sistemine Etkileri School and Lockdown in Italy - Pandemic and Education / İtalya'da Okul ve Kilitlenme - Pandemi ve Eğitim - Anna Di Giusto Eğitimde Hizmet Kalitesinin Ölçüm Metotları ve Covid-19 Süreci / Measurement Methods of Service Quality in Education and the Covid-19 Pandemic - Bora Gündüzyeli Education in 'New Normal': Problems and Prospects of Tertiary Level Students in Bangladesh / Eğitimde 'Yeni Normal': Bangladeşte Meslek Eğitimindeki Öğrencilerin Problemleri ve Geleceği - Manzuma Ahsan Using Classroom Pedagogy to Promote Mental Health in Secondary School Setting / Ortaokul Ortamında Ruh Sağlığını Geliştirmek için Sınıf Pedagojisini Kullanmak - Madhuvanti Mukherjee, Priyanka Ghosh, and Indrani Banerjee PART 5. REFLECTIONS OF COVID-19 PANDEMIC ON MARKETING COMMUNICATION AND MEDIA / Covid-19 Pandemisinin Pazarlama İletişimi ve Medyaya Yansımaları Pandemi Sürecinde Marka İletişimini Analiz Etmek: KİGİLİ / Analyzing Brand Communication in the Pandemic Process: KİGİLİ - Arzu Kızbaz and Bahşende Çoban Pandemi Sürecinde Sürdürülebilir Pazarlama: United Colors of Benetton Marka İncelemesi / Sustainable Marketing During the Pandemic: United Colors of Benetton Brand Review - Bahşende Çoban and Arzu Kızbaz Covid-19 Salgını İklım Krizi İle Birlikte Düşünmek: Türkiye'de İklım Haberleri Üzerine Bir Değerlendirme / Thinking Climate Crisis with The Covid-19 Pandemic: Reflecting on Climate News in Turkey - Aslıhan Ardiç Çobaner PART 6. REFLECTIONS OF THE COVID-19 PANDEMIC ON CINEMA AND LITERATURE / Covid-19 Pandemisinin Sinema ve Edebiyata Yansımaları Ütopik Kurgudan Distopik Gerçekliğe: Pandemi Yönetimi Perspektifinde Güney Kore ve Japon Sineması / From Utopic Fiction to

Dystopic Reality: South Korean and Japanese Cinema in the Pandemic Administration Perspective - Sevil Zengin and Özlem Babacı Mapping Alienation, Intimacy and Loneliness onto Cinematic Existence / Yabancılaşma, Mahrem ve Yanlızlığı Sinematik Eksende Anlamak - Sweta Kushwaha Eski İspanyol Nezlesinin Puslu Perdesinde Yeni Dünya Düzeni, Yeni Hayat ve Yeni Edebiyatın Yüz Yıllık "Yeni Normal" İzleri / The Centenarian "New Normal" Traces of New World Order, New Life and New Literature at the Hazy Curtain of the Old Spanish Flu - Nuri Sağlam

Digital Stractics Chris Outram, 2016-04-29 In the world of digital business, the line between strategy and tactics is blurring. Traditionally large companies would adopt strategic frameworks which planned over three- to five-year timescales, while most digital start-ups had little interest in comprehensive and rigorous strategic processes and simply set themselves vision and worked out how to get there along the way. In today's digital economy even large companies are finding that their planning horizons are being measured in months rather than years or quarters (if not yet in the weeks or even days of startups). On the other hand, investors are less swayed by the excitement of 'digital' and expect harder and more rigorous medium term planning from start-ups. As a result, while the empirical process of learning by doing is becoming part of traditional companies' strategy processes, digital pure plays are no longer just making it up as they go along, but actively learning and changing as they go along. In short: on the battlefield of online commerce, strategy blends with tactics. Indeed, the distinction between pure play and hybrid is increasingly redundant as more holistic business models begin to emerge. Digital Stractics captures the experience and insights of some 60 entrepreneurs, CEOs and chairmen of both pure plays and hybrids to formulate frameworks within which both pure plays and hybrids can shape their strategy and business models. As timescales between 'plan' and 'do' collapse strategy and tactics have to blend. The world of STRACTICS is upon us.

The Future of Service Post-COVID-19 Pandemic, Volume 2 Jungwoo Lee, Spring H. Han, 2021-02-10 This book adds to the discussion from Volume 1 by providing insights and stimulating new thinking about the changing nature of services and marketing, service work and workers, and service experiences during and after the COVID-19 pandemic in 2020, particularly focusing on services marketing. This book serves as a useful resource for business practitioners and academics in the areas of service management and marketing responses during a pandemic. Each chapter deals with specific current issues within these industries due to COVID-19 and issues that will come up post-pandemic. As COVID-19 is expected to change the service practice and promote the utilization of novel methods, such as untact marketing, untact service, telecommuting, alternative work arrangements, job crafting, and new work skills, a range of examples and cases are provided to elaborate on applying these emerging new concepts within the service sector.

Handbook of Research on Interdisciplinary Perspectives on the Threats and Impacts of Pandemics Omeraki Çekirdekci, ?ahver, ?ngün Kark??, Özlem, Gönülta?, Suna, 2021-11-26 The COVID-19 pandemic shook the world to its core. After a brief pause, organizations of all kinds had to adapt to the new circumstances given to them with very little time. The presence of the pandemic caused multiple threats that caused several disruptions to the norms, beliefs, and practices in various domains of everyday life. Both from macro and micro perspectives, individuals, households, markets, institutions, and governments developed strategies to respond to the new environment—responses that hope to eliminate or at least decrease the threats of the COVID-19 pandemic. The Handbook of Research on Interdisciplinary Perspectives on the Threats and Impacts of Pandemics explores the COVID-19 pandemic from an interdisciplinary perspective and determines how future pandemics may impact society. Beginning as a health threat, the pandemic has led the way to economic, social, psychological, political, and informational crises necessitating the examination of the phenomenon from different academic disciplines. Covering topics such as distance education, human security, and predictions, this handbook of research is an essential resource for scholars, managers, media representatives, governors, health officials, government officials, policymakers, students, professors, researchers, and academicians.

Restoran Hizmetlerinde Mobil Yemek Siparişi Uygulamalarının Kullanımı Ahmet Ünal, Bu çalışmada

genel olarak mobil yemek siparişi uygulamaları ele alınmaya çalışılmıştır. Çalışma, restoranların bu uygulamaları sunan üçüncü parti hizmet sağlayıcılarla olan ilişkilerini analiz ederek, işletmelerin bu yeni iş fikrine bakışını ortaya koymayı amaçlamaktadır. Bu kapsamda çalışma, üç bölümden oluşmaktadır. İlk bölümde, restoran hizmetleri genel bir bakış açısıyla ele alınmıştır. İkinci bölümde ise mobil yemek siparişi uygulamaları; mobil uygulamalardan başlayan ve mobil yemek siparişi uygulamalarında müşteri memnuniyeti ve sadakatine uzanan bir şekilde temel başlıklarla incelenmiştir. Ayrıca bu bölümde, çalışmanın hazırlandığı dönemde etkisi devam eden Covid 19 pandemisi sürecinde mobil yemek siparişi uygulamalarının kullanımı ve etkilerine yönelik bir başlığa yer verilmiştir. Üçüncü bölümde ise restoranların mobil yemek siparişi uygulamalarına yönelik görüşlerini belirlemeye yönelik gerçekleştirilen bir alan çalışmasının sonuçları yer almaktadır.

GİRİŞİMCİLİK OKULU E. AYSAN DOĞANER, Türkiye'nin hızla zenginleşerek refah toplumu haline gelmesi şart. Bu nedenle girişimcilik büyük önem taşıyor. Ama bugün kurulan her 100 işletmenin 10 yıl sonra 90'ı hayatta olmayacak. Yirmi birinci yüzyılda dünya ekonomisi kökten değişiyor. "Girişimci düşünce" zenginlik yaratmanın itici gücü haline gelirken girişimci de, girişimcilik de dönüşüme uğruyor. Hiçbir şey eski, babadan kalma yöntemler veya geleneksel yollarla yürümüyor. KOSGEB, ABİGEM ve STK'larda verdiği girişimcilik eğitimleri sayesinde her profilden girişimciyi tanıma imkânı bulan, kendisi de yirmi yıllık bir girişimci olan E. Aysan Doğaner bilgi ve deneyimlerini bu kitapta topluyor. Yeni iş kuracak veya mevcut işini büyütecek girişimciler için bir rehber niteliğinde olan Girişimcilik Okulu, satış ve pazarlama yöntemleri geliştirmekten iş planı yazmaya, finansman kaynakları yaratmaktan büyüme stratejisi belirlemeye kadar her girişimcinin ihtiyacı olan konuları titizlikle ele alıyor. İbrahim Betil, Hüsnü Özyeğin, Ayşen Zamanpur ve Ali Sabancı gibi ünlü girişimcilerin ilginç başarı hikâyelerini farklı bir bakışla aktaran Doğaner özellikle de KOBİ'lerin sorunlarına eğiliyor ve girişimcilere başarıya ulaşma yolunda yararlanabilecekleri güçlü, yeni araçlar sunuyor.

Analytic Hierarchy Process with Fuzzy Sets Extensions Cengiz Kahraman, Selcuk Cebi, 2023-10-28 This book presents a comprehensive guide to Analytic Hierarchy Process with Fuzzy Sets Extensions. Written by prominent researchers, it offers readers a step-by-step approach to decision-making that can be applied to a wide range of real-world problems. With clear explanations and practical examples, this book is an essential resource for researchers, lecturers, and postgraduate students pursuing research on Analytic Hierarchy Process with Fuzzy Sets Extensions. Each chapter in the book provides a wealth of both basic and advanced concepts, including Interval Type-2 Fuzzy AHP, Intuitionistic Fuzzy AHP, Hesitant Fuzzy AHP, Pythagorean Fuzzy AHP, Picture Fuzzy AHP, q-Rung Orthopair Fuzzy AHP, Spherical Fuzzy AHP, Circular Intuitionistic Fuzzy AHP, and Decomposed Fuzzy AHP. To foster a better understanding, all the chapters include relevant numerical examples or case studies, making it easy to apply the concepts in practice. Moreover, the book extends all the main aspects of Analytic Hierarchy Process with Fuzzy Sets Extensions, presenting a dynamic snapshot of the field that is expected to stimulate new directions, ideas, and developments. In summary, this book is an essential reference guide for anyone seeking to gain a deep understanding of Analytic Hierarchy Process with Fuzzy Sets Extensions. It is written in a rigorous and scholarly manner, making it a valuable resource for researchers and academics. Order your copy today and discover the practical insights and strategies for decision-making offered by this authoritative volume.

Yeni Nesil İş Modeli: Pazarlama 5.0 Fatih Anıl, 2019-01-01 Yeni Nesil İş Modeli kitabı, satış ve pazarlamanın dinamiklerini tanımlarken esasen değişimin ve dönüşümün yolunu aralıyor. Ürün ve paranın aynı anda dolaşım sağladığı, ticaretin yerel dengelerden uluslararası gelişmeler ve değişimler paralelinde her gün yeni boyutlar kazandığı bir döneme doğru ışık tutuyor. Sistemin adı: Yeni nesil iş modeli! Bu tanımla birlikte ticaret hızla dijital platformlara taşınıyor. Bu model; ulusal ve uluslararası ticareti kolaylaştıran, mal ve ürünleri yerli ve yabancı pazarlarda daha kolay satma imkânı yakalayan online satış operasyon kanallarıdır. Geleneksel iş modelleriyle mevcut iş süreçlerini yönetmek ve yeni nesil tüketici ihtiyaçlarını karşılamak pek mümkün değil. Bu kitap; yüksek maliyetli fiziksel yatırımlardan hızla uzaklaşmak ve e-ticaret satış operasyon kanallarına yönelmek ve üretim, ticari, ekonomik büyüme hedeflerini doğru planlamak için kılavuz. Pazarlama 5.0: Süreç yönetimi (process)

P5 Yeni nesil pazarlama olarak da adlandırabileceğimiz bu dönemde artık süreç yönetimi önem kazanıyor! - "Siyasi, askeri zaferler ne kadar büyük olursa olsunlar, iktisadi zaferler ile taçlandırılmazlarsa meydana gelen zaferler devamlı olamaz, az zamanda söner. En kuvvetli silahımız ekonomideki genişlik, dayanıklılık ve başarımız olacaktır." Mustafa Kemal Atatürk (Söylev: 1923/İzmir İktisat Kongresi)

Sevdiğin İşi Yap Mustafa Açıkgöz, Şanslıydım, çünkü daha hayatımın başında neyi istediğimi bulmuştum" ...Ben babamdan çalışarak kazanmayı ve her şeyi sıfırdan var etmeyi öğrendim. Ticareti esnaflığı da babamdan öğrendim. Babamın oğluyum ben. Babam babasından sadece meslek öğrenmiş bu onun için büyük bir değer. Ben ise ondan hem meslek öğrendim hem de ticaretin inceliklerini öğrendim. İş hayatına erken atılmam, çocuk yaştan itibaren gözlem yapmam da etkili tabii ki... ...Bir defa sevdiğiniz bir şeyi inandığınız bir şeyi yapıyorsanız zaten başarının ilk adımını atmış durumdasınız. ÖMER ÜRÜNDÜL ...birçok uykusuz gece, stres dolu saatler haftalar ve birçok başarısızlıklarla başarılı olabiliyor insan. FUAT SAMİ ...Akli başında her girişimci bu kitabı elinden bırakmamalı defalarca okuyarak öğrendiklerini hayatına dahil etmelidir. ATAMAN ÖZBAY ...Bu kitap genç girişimciler için özellikle cesaretlenmeleri konusunda yol gösterici olabilir. DAVUT DOĞAN

Modern İşletme Yeter Demir Uslu,2017-04-19 Son yarım yüzyıl içerisinde en çok gelişme gösteren alanlardan biri de işletme bilimidir. İşletme bilimi yükselen değerleriyle, iş ve insan hayatını etkilemiş ve etkilemeye de devam etmektedir. Ekonomik faaliyetlerde bulunan hemen hemen her alanın işletmecilikle ilişkisi az ya da çok bulunmaktadır. Dolayısıyla hızlı, ekonomik, teknolojik değişme ve gelişmelere sahne olan dış dünyaya uyum sağlayabilmek adına ve bilgi çağını yakalayabilme çabası içinde olan iş dünyamızın da çabalarına uygun düşen bir gelişmedir. Artan bir hızla ve sürekli olarak değişen çevrenin, işletmelerle olan karşılıklı bağımlılığı, söz konusu işletmeleri de bu değişikliğe uymaya zorlamaktadır. İşletmeler varlıklarını sürdürebilmek için bu değişiklikleri önceden tahmin etmek ve güçlü bir rekabet ortamında üstünlük sağlamak durumundadır. İşletmeciliğin yükselen değer olması noktasında, yenilikçi ve farklı fikirlerin, bilgi ve birikimlerin, seçkin bilim insanları arasında münazaralarla olgunlaştığı, geliştirildiği ve desteklendiği çalışmalar, bilimsel altyapılara katkı sunması noktasında önemlidir. Bu anlayışla hazırladığımız kitabımızda akademik anlamda bir değer ve bilgi kaynağı olabildiğini hedeflemekteyiz.

Kendine İnan - UĞUR ÖRS UĞUR ÖRS,2020-07-16 Hayatındaki Herkesin Sana İnanması için gereken İlk Adım Senin Kendine İnanmadır. Sıfırdan Zirveye ulaşan türkiyenin tanınmış ünlüleri hiç tanınmayan ama milyonluk servete sahip olan kişiler umut ışıklarınızı tekrardan canlandıracak ve size esin kaynağı olacak. Hayatımızda hepimiz zorluklar yaşarsınız işte bu zorluklarla nasıl mücadele edebileceğimizi rota tayini oluşturabilecek bu kitap yıllar boyunca raflarınızda yerini koruyacak ve tekrar tekrar okumak isteyeceksiniz. Bu kitap aşırı özgüven içerir. "Bu hayatı bir kez yaşayacaksınız. Öyle büyük hayaller kurun ki gerçekleştirmek için tüm gücünüzü verin. Öyle âşık olun ki tüm dünyayı karşınıza alabilin. Öyle arkadaşlıklar edinin ki gerçek ve samimi olsun." Bu kitap sizin başucu kitabınız olacak ve hayatınızın bakış açısını değiştirmenizi sağlayacak bir eser olarak yıllar boyunca tekrar tekrar okuyacağınız bir eser olarak rafınızda yerini alacak. Unutmayın hayatta insanın başına her şey geliyor. İşte bu kitap sayesinde hayatınızın zor zamanlarını aşacak, yapamam dediğiniz birçok şeyi yaptığınızı göreceksiniz. Stres ve kaygınızı azaltacak hayata olan bakış açınız değişecek ve yeniden bir ben yaratacaksınız. Değişime hazır mısınız? Korkmayın! Başaracaksınız... Yok öyle umutları yitirip karanlıkta savrulmak. Unutma; aynı gökyüzü altında, bir direniştir yaşamak.

<https://www.instagram.com/ugurorscom>

Rekabet Oyunları Barış Ekdi,2021-09-01 Rekabeti bilen, işin hukuk kısmını da avukatlarına paslamayı düşünen iş insanlarının, yöneticilerinin milyonluk cezalardan kaçınmasını sağlamak amacıyla yazarın yirmi yıllık deneyiminden yola çıkarak yazılan öykü tadında, eğlenceli bir rekabet hukuku kitabı... Çok başarılı bir iş insanı iseniz, rekabeti rakiplerinizden çok daha iyi bildiğinize, bu oyunu onlardan daha iyi oynadığınıza hiç şüphe yok. Hukuk söz konusu olunca da konuyu avukatlarınıza havale etmek en doğal, en makul görünen seçenektir çoğumuz için, değil mi? Ancak, bu kitapta yer alan yirmi yıllık deneyime baktığınızda, bu şekilde düşünmek çok pahalıya, mesela cironuzun yüzde onuna mal olabilir: Dağda gezen kurdu görür misali, herhangi bir piyasada faaliyet

gösteriyorsanız yolunuzun bir noktada rekabet hukuku ile kesişmesi kaçınılmaz. Eğer işi hafife almışsanız, Rekabet Uzmanları kapınıza dayandığında avukatlarınızın geçmişte yaptığınız basit hataları değiştiremeyeceğini, olsa olsa uğrayacağınız cezayı veya zararı en aza indirmeye çalıştıklarını göreceksiniz, bazılarının yaptığı gibi ilgili mevzuatı bir gecede ezberleyecek, hep kaçırdığınız o rekabet hukukunu asgari düzeyde de olsa bilmenin bir iş insanı için ne kadar da elzem olduğunu fark edeceksiniz.

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