Chapter 1 : Business Development: The Basics | Investopedia

JavaScript for the Business Developer (Business Developers series) [Mike Faust] on racedaydvl.com *FREE* shipping on qualifying offers. In JavaScript for the Business Developer, author Mike Faust builds the case for integrating JavaScript into business applications and then shows the application programmer how JavaScript can help them create.

What Is Business Development? This includes increasing revenues, growth in terms of business expansion, increasing profitability by building strategic partnerships, and making strategic business decisions. Business Development Across Departments Business development activities extend across different departments, including sales, marketing, project management, product management and vendor management. Networking, negotiations, partnerships , and cost-savings efforts are also involved. All these different departments and activities are driven by and aligned to the business development goals. Sales personnel focus on a particular market or a particular set of client s , often for a targeted revenue number. With such set goals, the sales department targets the customer base in the new market with their sales strategies. Business development initiatives may allocate an estimated marketing budget. Higher budgets allow aggressive marketing strategies like cold calling , personal visits, road shows, and free sample distribution. Strategic Initiatives or Partnerships: To enter a new market, will it be worth going solo by clearing all required formalities, or will it be more sensible to strategically partner with local firms already operating in the region? Assisted by legal and finance teams, the business development team weighs all the pros and cons of the available options, and selects the one that best serves the business. Will the latter option require an additional facility in the base country? Such decisions are finalized by the business development team based on their cost-, and time-related assessments. Regulatory standards and market requirements vary across countries. A medicine of a certain composition may be allowed in India but not in the U. These requirements drive the work of product management and manufacturing departments, as decided by the business strategy. Cost consideration, legal approvals and regulatory adherence are all assessed as a part of a business development plan. Will the new business need external vendors? For example, will shipping of product need a dedicated courier service? Or will the firm partner with any established retail chain for retail sales? What are the costs associated with these engagements? The business development team works through these questions. Negotiations, Networking and Lobbying: A few business initiatives may need expertise in soft skills. For example, lobbying is legal in some locales, and may become necessary for penetrating the market. Other soft skills like networking and negotiating may be needed with different third-parties such as vendors, agencies, government authorities, and regulators. All such initiatives are part of business development. Business development is not just about increasing sales, products and market reach. Strategic decisions are also needed to improve the bottom line , which include cost-cutting measures. An internal assessment revealing high spending on travel, for instance, may lead to travel policy changes, such as hosting video conference calls instead of on-site meetings, or opting for less expensive transportation modes. Strategic partnerships needed for these initiatives are a part of business development. The business development scenario discussed above is specific to a business expansion plan, whose impact can be felt by almost every unit of the business. For example, in the case of a merger, significant cost savings can be accomplished by integrating the common functions of the housekeeping, finance, and legal departments of the two firms. In essence, business development involves high level decision-making based on a realistic assessment of all potential changes and their impact. It is not sales, it is not marketing, it is not partnering. Instead, it is the eco-system encompassing the entire business and its various divisions, driving overall growth. Businesses often encourage employees to come up with innovative ideas, which can help in improving the potential of the overall business. However, these entities assist in business establishment and the necessary fine-tuning only during the early stages of business setup. As a business matures, it should aim to build its business development expertise internally. What Should a Business Developer Know? Since business development involves high-level decision making, the business developer

should remain informed about the following: The current state of the business in terms of SWOT analysis strengths, weaknesses, opportunities, and threats. Due to the wide open scope of business development and activities, there are no standard practices and principles. From exploring new opportunities in external markets, to introducing efficiencies in internal business operations, everything can fit under the business development umbrella. Those involved in business development need to come up with creative ideas, but their proposals may prove to be unfeasible or unrealistic. The Bottom Line Business development may be difficult to define concisely, but it can be easily understood using a working concept. Beyond the ideation, implementation, and execution of a business development idea, the end results matter the most. Trading Center Want to learn how to invest? Get a free 10 week email series that will teach you how to start investing. Delivered twice a week, straight to your inbox.

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The first version of the Web browser, Mosaic Netscape 0. Within four months it had already taken three-quarters of the browser market and became the main browser for the Internet in the s. To avoid trademark ownership problems with the NCSA, the browser was subsequently renamed Netscape Navigator in the same year, and the company took the name Netscape Communications. Netscape Communications realized that the Web needed to become more dynamic. Marc Andreessen , the founder of the company believed that HTML needed a "glue language" that was easy to use by Web designers and part-time programmers to assemble components such as images and plugins, where the code could be written directly in the Web page markup. In , Netscape Communications recruited Brendan Eich with the goal of embedding the Scheme programming language into its Netscape Navigator. To defend the idea of JavaScript against competing proposals, the company needed a prototype. Eich wrote one in 10 days, in May Although it was developed under the name Mocha, the language was officially called LiveScript when it first shipped in beta releases of Netscape Navigator 2. There is a common misconception that JavaScript was influenced by an earlier Web page scripting language developed by Nombas named Cmm not to be confused with the later C-- created in JScript was also available for server-side scripting in Internet Information Server. Some developers took on the difficult task of trying to make their sites work in both major browsers, but many could not afford the time. Microsoft initially participated and implemented some proposals in their JScript. Over time it was clear though that Microsoft had no intention of cooperating or implementing proper JavaScript in Internet Explorer, even though they had no competing proposal and they had a partial and diverged at this point implementation on the. But Tamarin and ActionScript 3 were too different from web JavaScript to converge, as was realized by the parties in and Alas, there was still turmoil between the various players; Douglas Crockford â€”then at Yahoo! This community effort was sparked in when Jesse James Garrett released a white paper in which he coined the term Ajax , and described a set of technologies, of which JavaScript was the backbone, used to create web applications where data can be loaded in the background, avoiding the need for full page reloads and leading to more dynamic applications. This resulted in a renaissance period of JavaScript usage spearheaded by open source libraries and the communities that formed around them, with libraries such as Prototype , jQuery , Dojo Toolkit , MooTools , and others being released. In July , the disparate parties on either side came together in Oslo. The result was a proliferation of comprehensive frameworks and libraries , improved JavaScript programming practices, and increased usage of JavaScript outside Web browsers, as seen by the proliferation of Server-side JavaScript platforms. In January , the CommonJS project was founded with the goal of specifying a common standard library mainly for JavaScript development outside the browser.

Chapter 3 : Developers | ArcGIS Blog

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Chapter 4 : Skype for Business: A Developer's Guide â€” ThoughtStuff

Building the case for integrating JavaScript in business applications and then showing the business-application programmer how to use JavaScript effectively, this book boasts techniques that add the dynamic element that users are becoming accustomed to in "out of the box" applications.

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HTML for the Business Developer is the business developer's guide to the essence of these technologies. Led by these two knowledgable and experienced authors, you will be able to develop and implement a complete browser-based business application in no time at all.

Chapter 7 : â€˜The Dresden Filesâ€™ Fantasy Novels Optioned By Fox21 TV Studios For Series Develop

In JavaScript for the Business Developer, author Mike Faust builds the case for integrating JavaScript into business applications and then shows the application programmer how JavaScript can help them create dynamic business applications with Web browser interfaces.

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