

# Consumer Behavior Tenth Edition

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Environmental Psychology - Linda Steg  
2019-01-22

The updated edition of the essential guide to environmental psychology Thoroughly revised and updated, the second edition, Environmental Psychology: An Introduction offers an

overview of the interplay between humans and their environments. The text examines the influence of the environment on human experiences, behaviour and well-being and explores the factors influencing environmental behaviour, and ways to encourage pro-

environmental behaviour. The revised edition is a state-of-the art review of relevant theories and research on each of these topics. With contributions from an international panel of noted experts, the text addresses a wealth of topics including the main research methods in environmental psychology; effects of environmental stress; emotional impacts and meanings of natural environment experience; aesthetic appraisals of architecture; how to measure environmental behaviour; cognitive, emotional and social factors explaining environmental behaviour; effects and acceptability of strategies to promote pro-environmental factors; and much more. This important book: Discusses the environmental factors that threaten and promote human wellbeing Explores a wide range of factors influencing actions that affect environmental conditions Discusses the effects and acceptability of approaches that aim

to encourage pro-environmental behavior Presents research results conducted in different regions in the world Contains contributions from noted experts Written for scholars and practitioners in the field, the revised edition of Environmental Psychology offers a comprehensive review of the most recent research available in environmental psychology.

**Sales Management** - Thomas N Ingram  
2015-03-26

Updated throughout with new vignettes, boxes, cases, and more, this classic text blends the most recent sales management research with real-life "best practices" of leading sales organizations. The text focuses on the importance of employing different sales strategies for different consumer groups, and on integrating corporate, business, marketing, and sales strategies. It equips students with a strong foundation in current trends and

issues, and identifies the skill sets needed for the 21st century.

**Words that Sell** - Richard Bayan 1987

"A thesaurus that works as hard as you do . . . you'll wonder how you ever managed without it." -- Advertising Age Listing more than 2,500 high-powered words, phrases, and slogans, Words That Sell is the ultimate reference for anyone who needs instant access to the key words that make the difference in selling. Arranged by category for handy reference, it covers everything from "snappy transitions" to "knocking the competition," from "grabbers" to "clinchers." There are 62 ways to say "exciting" alone; 57 variations on "reliable"! Whether you are selling ideas or widgets, Words That Sell guarantees the expert sales professional an expanded, rejuvenated repertoire and the novice a feeling of confidence. Features: Cross-referencing of word categories to stimulate creative thinking Advice on

targeting words to your specific market Tips on word usage A thorough index A concise copywriting primer A special section on selling yourself The first real improvement to the thesaurus since Roget, Words That Sell is an indispensable guide to helping you find great words fast. *Global Consumer Behavior* - Chantal Ammi 2013-03-01 Globalization is a leading force for industry worldwide, especially the new technology sector. This presents both problems and opportunities in the emergence of a new type of consumer and the effects of globalization on industry in terms of culture, economics, marketing, and social issues at every scale from local to global. The main aim of the book is to enhance the reader's knowledge - especially from a multidisciplinary perspective rather than from an individual functional perspective - of international consumer behaviour. It also explores

the role of globalization in the evolving world of the new technology sector and provides an overview of the development of international consumer behavior from historical, geographical and social perspectives, while focusing on new technology products and services. Professionals, students and researchers working in the fields of new technologies and information and communication technologies (ICT) as well as specialists of marketing and management are the target audience for this book. At the same time, the book will be pitched at a level so as to also appeal to a more general readership interested in globalization.

**Consumer Behaviour** - Leon Schiffman  
2013-10-15

A trusted resource for Consumer Behaviour theory and practice. Consumer Behaviour explores how the examination and application of consumer behaviour is central to the

planning, development, and implementation of effective marketing strategies. In a clear and logical fashion, the authors explain consumer behaviour theory and practice, the use and importance of consumer research, and how social and cultural factors influence consumer decision making. The sixth edition of this Australian text provides expanded coverage of contemporary topics.  
*Consumer Behaviour* - Roger D. Blackwell 2006

Psychology and Work Today, 10th Edition - Duane P. Schultz 2020-07-24  
For undergraduate-level courses in Industrial and Organizational Psychology, Business Psychology, Personnel Psychology and Applied Psychology. Psychology and Work Today provides an invaluable foundation for anyone entering today's global business and industrial world. This informative, sophisticated, and entertaining text teaches students

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about the nature of work in modern society. By focusing on the practical and applied rather than the scientific ideal, the authors demonstrate how industrial-organizational psychology directly impacts our lives as job applicants, trainees, employees, managers, and consumers.

**Strategic Advertising Management** - Larry Percy 2012-03-29

"An online resource centre accompanies this title with additional resources for students and lecturers . . ."--P. 4 of cover.

Essentials of Statistics for the Behavioral Sciences - Frederick J Gravetter 2013-06-25

A proven bestseller, ESSENTIALS OF STATISTICS FOR THE BEHAVIORAL SCIENCES, 8e gives you straightforward instruction, unrivaled accuracy, built-in learning aids, and plenty of real-world examples to help you understand statistical concepts. The authors

take time to fully explain statistical procedures so that you can go beyond memorizing formulas and begin gaining a conceptual understanding of statistics. They also take care to show you how having an understanding of statistical procedures will help you comprehend published findings--ultimately leading you to become a savvy consumer of information. Available with InfoTrac Student Collections <http://goengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

*Microeconomics and Behavior* - Robert Frank 2009-09-24  
Robert Frank's Microeconomics and Behavior covers the essential topics of microeconomics while exploring the relationship between economics analysis and human behavior. The book's clear narrative appeals to

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students, and its numerous examples help students develop economic intuition. This book introduces modern topics not often found in intermediate textbooks. Its focus throughout is to develop a student's capacity to "think like an economist."

**Computer Organization & Architecture**

7e - Stallings 2008-02

**Debates on Media & Communication studies** - Emrah Doğ an 2019-10-01

The purpose of this book is to understand how new technologies change media and communication. The rapid change in technology has affected public space, interpersonal relations, social media, marketing and marketing strategies, cinema and gender relations. This change in media and communication has created some challenges, but also created opportunities. Today, communication and media studies seek to understand these opportunities and challenges.

In this context, the first chapter of this book covers topics related to the representation of feminism and death in cinema, electronic culture, the psycho-political economy of new media and news production processes. The second part of the book includes interpersonal relations, the third part is about social and new media, the fourth part is about marketing and advertising and the last part is about gender and communication.

*Consumer Behavior (10th Edition)*

[Paperb -

**Service Management** - Cengiz Haksever 2013

Includes bibliographical references and index.

**Service and Operations Management** - Cengiz Haksever 2017-12-26

The purpose of this book is to provide cutting-edge information on service management such as the role services play in an economy, service strategy, ethical issues in services

and service supply chains. It also covers basic topics of operations management including linear and goal programming, project management, inventory management and forecasting. This book takes a multidisciplinary approach to services and operational management challenges; it draws upon the theory and practice in many fields of study such as economics, management science, statistics, psychology, sociology, ethics and technology, to name a few. It contains chapters most textbooks do not include, such as ethics, management of public and non-profit service organizations, productivity and measurement of performance, routing and scheduling of service vehicles. An Instructor's Solutions Manual is available upon request for all instructors who adopt this book as a course text. Please send your request to sales@wspc.com.

**Power of Marketing** - Nelly Nailatie Ma'arif 2008

**Consumer Behaviour** - Michael Solomon  
2013-02-05

Explore the "act of buying" and beyond. A long-standing leader in the field, Solomon goes beyond the discussion of why people buy things and explores how products, services and consumption activities contribute to shape people's social experiences. A new author team introduces a uniquely Canadian perspective, and integrates cutting-edge topics and research in the ever-changing field of consumer behaviour. Note: the Companion Website is not included with the purchase of this product.

**Advertising & IMC** - Sandra Ernst Moriarty 2014-04-03

For introductory courses in advertising An accessible, well-written, and student-friendly approach to advertising. Advertising tracks the changes in today's dynamic world of media and marketing communication—as well as the implications of these changes to

traditional practice—and presents them to students through an accessible, well-written approach. The Tenth edition highlights the increasing importance of consumers as the driving force in today's advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus.

Canadian Organizational Behaviour - Steven Lattimore McShane 2009  
The Seventh Edition of Canadian Organizational Behaviour is truly a "new and improved" McShane: new trim size, fresh new design, new co-author, reorganized table of contents, improved examples, and even enhanced readability. The McShane brand is known for its cutting edge research and scholarship, recognized for its "for Canadians, by Canadians" approach to content, and respected for its firm anchoring of Canadian material within a global context. No

other OB book offers the kind of comprehensive coverage in such an accessible, readable format. Canadian Organizational Behaviour continues to lead the way as the most innovative OB text on the market. McShane was the first OB textbook to include topics such as workplace emotions, appreciative inquiry, social identity theory, future search events, virtual teams, workaholism, and emotional intelligence. The innovation continues in the seventh edition with new and expanded coverage of topics such as employee engagement, resilience, four-drive theory, blogs and wikis, psychological harassment, learning orientation, Schwartz's values model, and separating socioemotional from constructive conflict. The pedagogical features have been completely overhauled to speak to new and emerging topics in OB worldwide, including the opening vignettes, the photo essays in each chapter, and many of the end-of-



chapter exercises and end-of-part cases.

**Consumer Guide to Home Energy Savings**

- Alex Wilson 1996

The updated 5th edition of Consumer Guide to Home Energy Savings identifies the most energy-efficient home appliances by brand name and model number. Reader-friendly and packed with illustrations, this handbook helps any homeowner save energy and money. Chapters include: - energy use and the environment -- insulating and sealing air leaks -- new window options -- space heating - cooling and air conditioning -- water heating -- refrigeration -- lighting...and much more This book is as compact and efficient as its subject matter. Its 274 pages are crammed with money-saving information. A directory of manufacturers helps the reader access purchase information on recommended appliances.

*Consumer Behavior* - Leon G. Schiffman

2010

Taking a market segmentation approach, this latest edition of a respected text carefully balances consumer behaviour concepts, research and applied marketing examples.

**Advertising Promotion and Other Aspects of Integrated Marketing Communications** - Terence A. Shimp

2012-02-28

Market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition discusses all aspects of marketing communications, from time-honored methods to the newest developments in the field. Comprehensive treatment of the fundamentals focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special attention in this edition, such as the enormous popularity of social media outlets, online and digital practices, viral

communications, and personal selling, along with all of their effects on traditional marketing. Revised to make ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition the most current I.M.C. text on the market, chapters address must-know changes to environmental, regulatory, and ethical issues, as well as Marcom insights, place-based applications, privacy, global marketing, and of course, memorable advertising campaigns. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Consumer Behavior** - Wayne D. Hoyer  
2012-08-10

CONSUMER BEHAVIOR combines a foundation in key concepts from marketing, psychology, sociology, and anthropology with a highly practical focus on real-world applications for today's business environment. The new

edition of this popular, pioneering text incorporates the latest cutting-edge research and current business practices, including extensive coverage of social media influences, increased consumer power, emerging neuroscience findings, and emotion in consumer decision making. In addition, the Sixth Edition includes an increased emphasis on social responsibility and ethics in marketing. With even more real-world examples and application exercises, including new opening examples and closing cases in every chapter, CONSUMER BEHAVIOR provides a thorough, yet engaging and enjoyable guide to this essential subject, enabling students and professionals alike to master the skills they need to succeed. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Global Marketing, Global Edition** -

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Warren J. Keegan 2015-04-30  
For undergraduate and graduate courses in global marketing The excitement, challenges, and controversies of global marketing. Global Marketing reflects current issues and events while offering conceptual and analytical tools that will help students apply the 4Ps to global marketing. MyMarketingLab for Global Marketing is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress.

#### **Consumer Behavior and Culture -**

Marieke de Mooij 2019-06-10  
Marieke de Mooij answers the fundamental questions about consumption in this new edition, using her own model of consumer

behavior that integrates culture in the self, in personality and in people's relationships with others. *Retailing Management* - Michael Levy 2014-03

#### International Management: Culture, Strategy and Behavior W/ OLC Card MP

- Richard M. Hodgetts 2005-02-16  
As a discipline of academy inquiry, International Management applies management concepts and techniques to their contexts in firms working in multinational, multicultural environments. Hodgetts' Luthans: International Management was the first mainstream International Management text in the market. Its 6th edition continues to set the standard for International Management texts with its research-based content and its balance between culture, strategy, and behavior. International Management stresses the balanced approach and the synergy/connection between the text's four parts:

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Environment (3 chapters): Culture (4 chapters), Strategy and Functions (4 chapters) and Organizational Behavior /Human Resource Management (4 chapters).

*Strategic Marketing Management - The Framework, 10th Edition* - Alexander Chernev 2019-01-01

Strategic Marketing Management: The Framework outlines the essentials of marketing theory and offers a structured approach to identifying and solving marketing problems. This book presents a strategic framework to guide business decisions involving the development of new offerings and the management of existing products, services, and brands.

Advances in Business, Management and Entrepreneurship - Ratih Hurriyati 2020-12-07

The GCBME Book Series aims to promote the quality and methodical reach of the Global Conference on Business Management & Entrepreneurship, which is intended as a high-quality

scientific contribution to the science of business management and entrepreneurship. The Contributions are expected to be the main reference articles on the topic of each book and have been subject to a strict peer review process conducted by experts in the fields. The conference provided opportunities for the delegates to exchange new ideas and implementation of experiences, to establish business or research connections and to find Global Partners for future collaboration. The conference and resulting volume in the book series is expected to be held and appear annually. The year 2019 theme of book and conference is "Transforming Sustainable Business In The Era Of Society 5.0". The ultimate goal of GCBME is to provide a medium forum for educators, researchers, scholars, managers, graduate students and professional business persons from the diverse cultural backgrounds, to present and discuss

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their research, knowledge and innovation within the fields of business, management and entrepreneurship. The GCBME conferences cover major thematic groups, yet opens to other relevant topics: Organizational Behavior, Innovation, Marketing Management, Financial Management and Accounting, Strategic Management, Entrepreneurship and Green Business.

**Consumer Behavior** - Delbert I. Hawkins 2003-03  
Consumer Behavior, 9/e, by Hawkins, Best, & Coney offers balanced coverage of consumer behavior including the psychological, social, and managerial implications. The new edition features current and exciting examples that are tied into global and technology consumer behavior issues and trends, a solid foundation in marketing strategy, integrated coverage of ethical/social issues and outlines the consumer decision process. This text is known for its

ability to link topics back to marketing decision-making and strategic planning which gives students the foundation to understanding consumer behavior which will make them better consumers and better marketers.

**Deviant Behavior** - Erich Goode  
2019-04-23

Deviant Behavior offers an engaging and wide-ranging discussion of deviant behavior, beliefs, and conditions. It examines how the society defines, labels, and reacts to whatever, and whoever, falls under this stigmatizing process—thereby providing a distinctly sociological approach to the phenomenon. The central focus in defining what and who is deviant is the audience—members of the influential social collectivities that determine the outcome of this process. The discussion in this volume encompasses both the explanatory (or positivist) approach and the constructionist (or

labeling) perspectives, thereby lending a broad and inclusive vista on deviance. The central chapters in the book explore specific instances or forms of deviance, including crime, substance abuse, and mental disorder, all of which share the quality that they and their actors, believers, or bearers may be judged by these influential parties in a negative or derogatory fashion. And throughout *Deviant Behavior*, the author emphasizes that, to the sociologist, the term "deviant" is completely non-pejorative; no implication of inferiority or inherent stigma is implied; what the author emphasizes is that specific members of the society—social circles or collectivities—define and treat certain parties in a derogatory fashion; the sociologist does not share in this stigmatizing process but observes and describes it.

**HALAL LIFESTYLE: Theory and Practice in Indonesia** - Hendri Hermawan

Adinugraha

The implications of the "halalization" phenomenon in Indonesia today involve not only the food sector but also other sectors. Starting with travel, medication in case of illness, fashion, make-up equipment for women to support their appearance, and other lifestyle models. A person's habit of consuming goods/services oriented towards a halal frame of mind is also known as a halal lifestyle. Practising a halal lifestyle can ensure and manage the morality of everything that is done by someone involved in it. At the same time, the halal lifestyle also maintains human self-esteem, dignity, and respect; human self-control; and maintaining human integrity and individuality. Practising the halal lifestyle in this life is every Muslim's right, but it is a privilege for any non-Muslim. Therefore, let's start a halal lifestyle from an early age because halal is good for oneself

and others.

*Consumer Behavior* - James F. Engel  
1973

**Consumer Behavior** - Michael R.  
Solomon 2012

In this textbook on consumer behaviour the author looks at how the field of marketing is influenced by the actions of consumers and also how we, as consumers, are influenced by marketers.

**Recipes for Living** - Deborah Brown  
2016-12-20

"Is your Life a banquet of experiences? Taste them all to discover the treats that stimulate your mind, satisfy your heart and feed your soul." ~ Barbara Schiffman & Deborah Louise Brown At Coloring Journals for Healthy Living we've created a series of Recipes for Living transformational coloring journals to share the knowledge and inspiration of experts in Body, Mind, Spirit, Business and Planet Wellness.

Each unique edition offers a smorgasbord of useful tools, practical tips and uplifting advice along with our exclusive coloring pages. In this curated collection, we proudly present the expertise of eight members of the Holistic Chamber of Commerce: Bette Steflik, Debbie Spector Weisman, Hamad Shirazi, Karen Sachs, Linda Orr Easthouse, Lynne Growsky, Nand Harjani and Wing Piderman. The enlivening essays, insightful journaling prompts and invigorating exercises from our wellness experts infuse this multi-media "life cookbook" with a full spectrum of creative opportunities designed to stimulate brain balance - - visual (seeing, reading), auditory (listening), kinesthetic (coloring, writing), left brain (listing, planning, journaling) and right brain (coloring, doodling, visualizing). We invite you to enjoy the feast! Chapters include: \* Feng Shui Bedroom Design for Peace and Harmony by Bette

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Steflik \* Revealing the Hidden  
Guidance in Dreams by Debbie Spector  
Weisman \* Primal Movement for Vital  
Health by Hamad Shirazi \* Finding  
Your Essence Through Art by Karen  
Sachs \* Natural Healing Approaches  
for Inflammation by Linda Orr  
Easthouse, MA \* Sound Healing with  
Your Voice by Lynne Grobsky \*  
Understanding the Aura as a Healing  
Tool by Nand Harjani \* Soul Energy  
Healing by Wing Piderman, CAIEHP  
\*\*\*\*\* Recipes for Living books are  
edited by Barbara Schiffman and  
Deborah Louise Brown, and designed  
and illustrated by Deborah Louise  
Brown.

*Consumer Behavior* - Leon G. Schiffman  
2004

With a strong empirical and market  
segmentation approach, this book  
focuses on how the Internet has  
changed the way people obtain  
information about potential  
purchases, giving readers the most  
up-to-date material on how technology

is changing their lives as consumers.  
The Thirty-two mini-cases help  
readers learn by applying the theory,  
drawing on current business news to  
demonstrate specific consumer  
behavior concepts. This edition now  
includes thirty-two Active Learning  
mini-cases. A clear consumer decision  
making model is set out in each  
chapter to facilitate learning--  
presented in the first chapter, this  
model serves as a structural  
framework for the concepts--the  
building blocks--examined in the  
following chapters. The book's final  
chapter ties all of these concepts  
together so readers see the  
interrelationships and relevance of  
individual concepts to consumer  
decision-making. For those studying  
consumer behavior and/or marketing.  
*Understanding Research Methods* -  
Mildred L. Patten 2017-06-26  
A perennial bestseller since 1997,  
this updated tenth edition of  
*Understanding Research Methods*



provides a detailed overview of all the important concepts traditionally covered in a research methods class. It covers the principles of both qualitative and quantitative research, and how to interpret statistics without computations, so is suitable for all students regardless of their math background. The book is organized so that each concept is treated independently and can be used in any order without resulting in gaps in knowledge—allowing it to be easily and precisely adapted to any course. It uses lively examples on contemporary topics to stimulate students' interest, and engages them by showing the relevance of research methods to their everyday lives. Numerous case studies and end-of-section exercises help students master the material and encourage classroom discussion. The text is divided into short, independent topic sections, making it easy for you to

adapt the material to your own teaching needs and customize assignments to the aspect of qualitative or quantitative methods under study—helping to improve students' comprehension and retention of difficult concepts. Additional online PowerPoint slides and test bank questions make this a complete resource for introducing students to research methods. New to this edition: New topic section on design decisions in research Additional material on production of knowledge and research methods Significant development of material on ethical considerations in research Fresh and contemporary examples from a wide variety of real, published research Topic-specific exercises at the end of each section now include suggestions for further steps researchers can take as they build their research project.

Consumer Behavior - Solomon 1973

**Introduction to Criminology** - Frank E. Hagan 2018-11-29  
Introduction to Criminology, Tenth Edition, is a comprehensive introduction to the study of criminology, focusing on the vital core areas of the field—theory, method, and criminal behavior. With more attention to crime typologies than most introductory texts, authors Frank E. Hagan and Leah Elizabeth Daigle investigate all forms of criminal activity, such as organized crime, white collar crime, political crime, and environmental crime. The methods of operation, the effects on society and policy decisions, and the connection between theory and criminal behavior are all explained in a clear, accessible manner. New to the Tenth Edition: New “Applying Theory” scenarios are included with the theory chapters in Part II. These application exercises encourage critical thinking by asking you to use criminological theory to explain

the criminal behavior of Aileen Wuornos. Updated “Crime and the Media” boxes highlight the effect that the media has on public perception of crime. New topics include the #MeToo movement, media coverage of the opioid crisis, popular shows like Breaking Bad and The Wire, online dating fraud, and cyberbullying. Over 170 new “Learning Check” questions and answers have been added throughout the book to help you review your understanding of key concepts and increase reading comprehension. Examination of important new topics, like what works in criminology, the relationship between immigration and crime, the impact of neuroscience and genetic studies on criminology, recent shootings and terrorist attacks, and the continuing battle between over-criminalization and under-criminalization, deepens your understanding of the field. Updated figures, tables, and statistics

throughout the book ensure that you have access to the most current information available.

**Consumer Behavior** - Roger D. Blackwell 2006

CONSUMER BEHAVIOR, 10th Edition offers a practical, business approach, designed to help students apply consumer behavior principles to their studies in business and marketing, to their future business careers, and also to their private lives, as consumers. This multi-disciplinary field can tempt both students and instructors to stray

from the basic business principles they should take away from the course. Blackwell keeps students focused on consumer decision making as it applies specifically to an overall understanding of business theory and practices through the CDP (Consumer Decision Process) model. CONSUMER BEHAVIOR 10e focuses on why as well as how consumers make specific decisions and behave in certain ways - what motivates them, what captures their attention, and what retains their loyalty, turning "customers" into "fans" of an organization.