

CORRIDOR BUSINESS JOURNAL

CORRIDOR BUSINESS JOURNAL IS AN ESSENTIAL RESOURCE FOR PROFESSIONALS AND BUSINESSES OPERATING IN THE CORRIDOR REGION, PARTICULARLY IN AREAS SUCH AS CEDAR RAPIDS AND IOWA CITY. THIS PUBLICATION SERVES AS A PLATFORM FOR LOCAL BUSINESSES, ENTREPRENEURS, AND COMMUNITY LEADERS TO SHARE NEWS, INSIGHTS, AND DEVELOPMENTS THAT IMPACT THE LOCAL ECONOMY AND BUSINESS LANDSCAPE. IN THIS ARTICLE, WE WILL EXPLORE THE SIGNIFICANCE OF THE CORRIDOR BUSINESS JOURNAL, ITS ROLE IN FOSTERING LOCAL COMMERCE, THE TYPES OF CONTENT IT OFFERS, AND HOW BUSINESSES CAN LEVERAGE IT FOR GROWTH AND VISIBILITY. ADDITIONALLY, WE WILL DISCUSS THE IMPACT OF LOCAL JOURNALISM ON COMMUNITY ENGAGEMENT, THE DIGITAL TRANSFORMATION OF BUSINESS REPORTING, AND THE FUTURE OF BUSINESS PUBLICATIONS IN THE CORRIDOR REGION.

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UNDERSTANDING THE CORRIDOR BUSINESS JOURNAL

THE CORRIDOR BUSINESS JOURNAL IS A PROMINENT PUBLICATION THAT FOCUSES ON THE ECONOMIC LANDSCAPE OF THE CORRIDOR REGION IN IOWA. IT PROVIDES IN-DEPTH COVERAGE OF BUSINESS NEWS, ECONOMIC TRENDS, AND LOCAL DEVELOPMENTS AFFECTING BUSINESSES AND ENTREPRENEURS. THIS JOURNAL SERVES AS A VITAL COMMUNICATION CHANNEL FOR SHARING INFORMATION THAT CAN HELP BUSINESSES NAVIGATE THE COMPLEXITIES OF THE LOCAL MARKET.

FOUNDED TO SUPPORT ECONOMIC GROWTH AND COMMUNITY DEVELOPMENT, THE CORRIDOR BUSINESS JOURNAL AIMS TO CONNECT BUSINESS LEADERS, POLICYMAKERS, AND RESIDENTS. IT HIGHLIGHTS SIGNIFICANT MILESTONES, SUCCESS STORIES, AND CHALLENGES FACED BY LOCAL ENTERPRISES, ENSURING THAT STAKEHOLDERS REMAIN INFORMED AND ENGAGED.

THE MISSION AND VISION OF THE CORRIDOR BUSINESS JOURNAL

THE MISSION OF THE CORRIDOR BUSINESS JOURNAL IS TO EMPOWER BUSINESSES WITH THE KNOWLEDGE THEY NEED TO THRIVE IN A COMPETITIVE ENVIRONMENT. BY PROVIDING TIMELY AND RELEVANT INFORMATION, THE JOURNAL FOSTERS A SENSE OF COMMUNITY AND ENCOURAGES COLLABORATION AMONG LOCAL BUSINESSES.

ITS VISION ENCOMPASSES CREATING A WELL-INFORMED BUSINESS COMMUNITY THAT IS PROACTIVE IN ADDRESSING ISSUES, SEIZING OPPORTUNITIES, AND DRIVING ECONOMIC DEVELOPMENT WITHIN THE CORRIDOR REGION. THE PUBLICATION STRIVES TO BE THE LEADING SOURCE OF BUSINESS NEWS AND INSIGHTS, SHAPING THE FUTURE OF LOCAL COMMERCE.

THE IMPORTANCE OF LOCAL BUSINESS NEWS

LOCAL BUSINESS NEWS PLAYS A CRUCIAL ROLE IN THE ECONOMIC DEVELOPMENT OF ANY REGION. IT ALLOWS BUSINESSES TO STAY INFORMED ABOUT MARKET TRENDS, REGULATORY CHANGES, AND COMPETITIVE DYNAMICS. BY REPORTING ON LOCAL ECONOMIC ACTIVITIES, THE CORRIDOR BUSINESS JOURNAL HELPS BUSINESSES MAKE INFORMED DECISIONS AND DEVELOP EFFECTIVE STRATEGIES.

IMPACT ON DECISION-MAKING

ACCESS TO TIMELY AND ACCURATE BUSINESS NEWS CAN SIGNIFICANTLY INFLUENCE DECISION-MAKING PROCESSES. LEADERS RELY ON THE CORRIDOR BUSINESS JOURNAL TO PROVIDE INSIGHTS THAT CAN AFFECT THEIR OPERATIONS, INCLUDING:

- MARKET TRENDS AND CONSUMER BEHAVIOR
- EMERGING INDUSTRIES AND SECTORS
- LOCAL GOVERNMENT POLICIES AND REGULATIONS
- NETWORKING OPPORTUNITIES AND PARTNERSHIPS
- SUCCESS STORIES AND CASE STUDIES FROM LOCAL BUSINESSES

BY STAYING INFORMED THROUGH LOCAL JOURNALISM, BUSINESS OWNERS CAN ADAPT TO CHANGES IN THE MARKETPLACE AND ENHANCE THEIR COMPETITIVE EDGE.

TYPES OF CONTENT OFFERED

THE CORRIDOR BUSINESS JOURNAL OFFERS A DIVERSE RANGE OF CONTENT TAILORED TO MEET THE NEEDS OF ITS READERS. THIS INCLUDES NEWS ARTICLES, FEATURE STORIES, OPINION PIECES, AND EVENT COVERAGE, ALL AIMED AT PROVIDING VALUABLE INSIGHTS INTO THE LOCAL BUSINESS ENVIRONMENT.

NEWS AND FEATURES

REGULAR NEWS UPDATES COVER A VARIETY OF TOPICS, FROM NEW BUSINESS OPENINGS TO SIGNIFICANT ECONOMIC DEVELOPMENTS. FEATURE STORIES OFTEN DELVE DEEPER INTO SPECIFIC INDUSTRIES OR BUSINESS CHALLENGES, OFFERING EXPERT OPINIONS AND ANALYSES THAT CAN BENEFIT LOCAL ENTREPRENEURS.

OPINION AND EDITORIAL SECTIONS

THE OPINION SECTION OF THE CORRIDOR BUSINESS JOURNAL INVITES LOCAL LEADERS AND INDUSTRY EXPERTS TO SHARE THEIR PERSPECTIVES ON PRESSING BUSINESS ISSUES. THESE ARTICLES PROVOKE THOUGHT AND DISCUSSION, FOSTERING A SENSE OF COMMUNITY DIALOGUE AROUND IMPORTANT TOPICS.

EVENT COVERAGE AND NETWORKING OPPORTUNITIES

IN ADDITION TO WRITTEN CONTENT, THE CORRIDOR BUSINESS JOURNAL FREQUENTLY COVERS LOCAL BUSINESS EVENTS, WORKSHOPS, AND CONFERENCES. THESE EVENTS PROVIDE INVALUABLE NETWORKING OPPORTUNITIES FOR LOCAL PROFESSIONALS AND ARE OFTEN HIGHLIGHTED IN THE JOURNAL TO ENCOURAGE ATTENDANCE AND PARTICIPATION.

LEVERAGING THE CORRIDOR BUSINESS JOURNAL FOR BUSINESS GROWTH

BUSINESSES CAN GREATLY BENEFIT FROM ENGAGING WITH THE CORRIDOR BUSINESS JOURNAL. BY LEVERAGING ITS RESOURCES, THEY CAN ENHANCE THEIR VISIBILITY, CONNECT WITH POTENTIAL CLIENTS, AND ESTABLISH THEMSELVES AS THOUGHT LEADERS IN THEIR RESPECTIVE FIELDS.

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

ONE OF THE MOST EFFECTIVE WAYS TO GAIN EXPOSURE IS THROUGH ADVERTISING IN THE CORRIDOR BUSINESS JOURNAL. BUSINESSES CAN CHOOSE FROM A VARIETY OF ADVERTISING OPTIONS, INCLUDING:

- PRINT ADVERTISEMENTS IN THE JOURNAL
- ONLINE ADS ON THE PUBLICATION'S WEBSITE
- SPONSORSHIP OF LOCAL EVENTS AND FEATURES

THROUGH THESE AVENUES, BUSINESSES CAN REACH A TARGETED AUDIENCE OF INFLUENTIAL DECISION-MAKERS AND POTENTIAL CUSTOMERS.

CONTRIBUTING CONTENT

BUSINESSES CAN ALSO CONTRIBUTE CONTENT TO THE CORRIDOR BUSINESS JOURNAL, SUCH AS GUEST ARTICLES OR PRESS RELEASES. BY SHARING THEIR EXPERTISE OR ANNOUNCING SIGNIFICANT DEVELOPMENTS, COMPANIES CAN POSITION THEMSELVES AS INDUSTRY LEADERS AND GAIN CREDIBILITY WITHIN THE COMMUNITY.

THE ROLE OF LOCAL JOURNALISM IN COMMUNITY ENGAGEMENT

LOCAL JOURNALISM, EXEMPLIFIED BY THE CORRIDOR BUSINESS JOURNAL, PLAYS A VITAL ROLE IN FOSTERING COMMUNITY ENGAGEMENT. BY PROVIDING A PLATFORM FOR DISCUSSION AND COLLABORATION, IT BRINGS TOGETHER BUSINESS LEADERS, RESIDENTS, AND POLICYMAKERS.

BUILDING A SENSE OF COMMUNITY

THE CORRIDOR BUSINESS JOURNAL NOT ONLY INFORMS BUT ALSO BUILDS COMMUNITY SPIRIT. IT HIGHLIGHTS LOCAL ACHIEVEMENTS, CELEBRATES MILESTONES, AND ADDRESSES CHALLENGES FACED BY BUSINESSES, FOSTERING A SENSE OF BELONGING

AMONG READERS.

ENCOURAGING CIVIC PARTICIPATION

BY COVERING CIVIC ISSUES AND LOCAL GOVERNANCE, THE CORRIDOR BUSINESS JOURNAL ENCOURAGES READERS TO ENGAGE WITH THEIR COMMUNITY. IT INFORMS CITIZENS ABOUT IMPORTANT DECISIONS AND DEVELOPMENTS, MOTIVATING THEM TO PARTICIPATE IN LOCAL AFFAIRS AND CONTRIBUTE TO THE REGION'S GROWTH.

FUTURE TRENDS IN BUSINESS PUBLICATIONS

THE LANDSCAPE OF BUSINESS JOURNALISM IS EVOLVING RAPIDLY, AND THE CORRIDOR BUSINESS JOURNAL IS ADAPTING TO MEET NEW CHALLENGES AND OPPORTUNITIES. THE RISE OF DIGITAL MEDIA AND CHANGING CONSUMER PREFERENCES ARE SHAPING THE FUTURE OF LOCAL PUBLICATIONS.

DIGITAL TRANSFORMATION

THE TRANSITION TO DIGITAL FORMATS HAS ALLOWED THE CORRIDOR BUSINESS JOURNAL TO REACH A WIDER AUDIENCE. WITH AN ONLINE PRESENCE, READERS CAN ACCESS NEWS AND INSIGHTS ANYTIME, ANYWHERE, MAKING IT CONVENIENT TO STAY INFORMED ABOUT LOCAL BUSINESS DEVELOPMENTS.

EMPHASIS ON MULTIMEDIA CONTENT

TO ENGAGE READERS EFFECTIVELY, THE JOURNAL IS INCREASINGLY INCORPORATING MULTIMEDIA CONTENT, SUCH AS VIDEOS, PODCASTS, AND INFOGRAPHICS. THIS APPROACH CATERS TO DIVERSE LEARNING PREFERENCES AND ENHANCES THE OVERALL USER EXPERIENCE.

FAQs

Q: WHAT IS THE CORRIDOR BUSINESS JOURNAL?

A: THE CORRIDOR BUSINESS JOURNAL IS A PUBLICATION THAT FOCUSES ON LOCAL BUSINESS NEWS, ECONOMIC TRENDS, AND COMMUNITY DEVELOPMENTS IN THE CORRIDOR REGION OF IOWA.

Q: HOW CAN BUSINESSES ADVERTISE IN THE CORRIDOR BUSINESS JOURNAL?

A: BUSINESSES CAN ADVERTISE THROUGH PRINT ADS, ONLINE ADS, AND SPONSORSHIPS OF LOCAL EVENTS FEATURED IN THE JOURNAL.

Q: WHAT TYPES OF CONTENT DOES THE CORRIDOR BUSINESS JOURNAL PUBLISH?

A: THE JOURNAL PUBLISHES NEWS ARTICLES, FEATURE STORIES, OPINION PIECES, AND EVENT COVERAGE RELEVANT TO THE LOCAL BUSINESS COMMUNITY.

Q: HOW DOES THE CORRIDOR BUSINESS JOURNAL CONTRIBUTE TO COMMUNITY ENGAGEMENT?

A: THE JOURNAL FOSTERS COMMUNITY ENGAGEMENT BY HIGHLIGHTING LOCAL ACHIEVEMENTS, ENCOURAGING CIVIC PARTICIPATION, AND PROVIDING A PLATFORM FOR DISCUSSION ON BUSINESS AND ECONOMIC ISSUES.

Q: CAN BUSINESSES CONTRIBUTE ARTICLES TO THE CORRIDOR BUSINESS JOURNAL?

A: YES, BUSINESSES CAN CONTRIBUTE GUEST ARTICLES OR PRESS RELEASES TO SHARE THEIR EXPERTISE AND ANNOUNCEMENTS WITH THE COMMUNITY.

Q: WHAT IS THE FUTURE OF THE CORRIDOR BUSINESS JOURNAL?

A: THE CORRIDOR BUSINESS JOURNAL IS FOCUSING ON DIGITAL TRANSFORMATION AND MULTIMEDIA CONTENT TO ADAPT TO CHANGING CONSUMER PREFERENCES AND ENHANCE READER ENGAGEMENT.

Q: WHY IS LOCAL BUSINESS NEWS IMPORTANT?

A: LOCAL BUSINESS NEWS IS CRUCIAL AS IT PROVIDES INSIGHTS INTO MARKET TRENDS, REGULATORY CHANGES, AND NETWORKING OPPORTUNITIES, HELPING BUSINESSES MAKE INFORMED DECISIONS.

Q: HOW CAN I STAY UPDATED WITH THE CORRIDOR BUSINESS JOURNAL?

A: READERS CAN SUBSCRIBE TO THE CORRIDOR BUSINESS JOURNAL'S NEWSLETTER OR FOLLOW THEM ON SOCIAL MEDIA FOR REGULAR UPDATES ON LOCAL BUSINESS NEWS AND EVENTS.

Q: WHAT IMPACT DOES LOCAL JOURNALISM HAVE ON LOCAL ECONOMIES?

A: LOCAL JOURNALISM PLAYS A SIGNIFICANT ROLE IN LOCAL ECONOMIES BY INFORMING BUSINESSES AND CONSUMERS, FOSTERING COLLABORATION, AND STIMULATING ECONOMIC GROWTH THROUGH INFORMED DECISION-MAKING.

Q: ARE THERE NETWORKING OPPORTUNITIES ASSOCIATED WITH THE CORRIDOR BUSINESS JOURNAL?

A: YES, THE CORRIDOR BUSINESS JOURNAL OFTEN COVERS LOCAL EVENTS THAT PROVIDE NETWORKING OPPORTUNITIES FOR PROFESSIONALS, FOSTERING CONNECTIONS WITHIN THE BUSINESS COMMUNITY.

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Mushfigur Rahman, Andrea Appolloni, Betül Hayrullohoğlu, 2025-08-19 This volume features a collection of selected papers presented at the 4th Current Issues in Business and Economic Studies (CIBES) Conference, held in Frascati (Rome) from June 20-22, 2024. The CIBES Conference offers global perspectives on business and economic research, incorporating analysis at the micro-individual, meso-organizational, and macro-national levels. This book provides a comprehensive overview of contemporary research topics such as sustainable business practices, the impact of digital transformation on global markets, the dynamics of global trade, the future of work, the economic effects of global health challenges, innovation in entrepreneurship, and issues of equality, diversity, and inclusion. Additionally, it proposes frameworks and recommendations to assist organizations and researchers in addressing and managing the complexities of the global business and economic environment effectively. Through this lens, the book seeks to contribute valuable insights and methodologies to the fields of business and economics, serving as a vital resource for academics, practitioners, and policymakers engaged in understanding and navigating the intricate landscape of global business and economic challenges.

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corridor business journal: *ICLSSEE 2021* Meida Rachmawati , Fibry Jati Nugroho, Eko Eddy Supriyanto, Herie Saksono , Aji Nur Cahyo, Frisca Natalia , Shinta Silviana , Elpino Windy, 2021-05-05 This book contains the proceedings of the The International Conference on Law, Social Science, Economics, and Education (ICLSSEE 2021). Where held on 6 Maret 2021 in Salatiga, Central Java. This conference was held in collaboration Nusantara Training and Research (NTR) with Borobudur University Jakarta and the Research and Development Agency of the Ministry of Home Affairs. The papers from these conferences collected in a proceedings book entitled: *Proceedings of The International Conference on Law, Social Science, Economics, and Education (ICLSSEE 2021)*. The presentation of such conference covering multi disciplines will contribute a lot of inspiring inputs and new knowledge on current trending about: Law, Social Science, Economics, and Education. Thus, this will contribute to the next young generation researches to produce innovative research findings. Hopefully that the scientific attitude and skills through research will promote the development of knowledge generated through research from various scholars in various regions Finally, we would like to express greatest thankful to all colleagues in the steering committee for cooperation in administering and arranging the conference. Hopefully these seminar and conference will be continued in the coming years with many more insight articles from inspiring research. We would also like to thank the invited speakers for their invaluable contribution and for sharing their vision in their talks. We hope to meet you again for the next conference of ICLSSEE.

corridor business journal: Sustainable Business Geoffrey Wells, 2013-01-01 'This is an immensely useful and important book. By applying sustainability theory and practice to all areas of

business management for firms of all sizes it has the potential to make a significant difference to the long term viability of businesses and the societies in which they operate.' – Juliet Roper, The University of Waikato, New Zealand Recent surveys of international CEOs confirm that companies increasingly see sustainability as critical to their business strategy. The rigorous academic framework for the field of sustainable business required to respond to this need is now emerging. This book presents important new work in the theory of the sustainable firm, in the application of sustainability principles to key management disciplines, in sustainable business in practice, and in the international challenges that are critical to sustainability demands. Sustainable Business will prove invigorating for both undergraduate and graduate students on business, society and sustainability themed courses. Policymakers and practitioners will find the urgent global sustainability issues and sub-disciplines essential.

corridor business journal: Statement of Disbursements of the House United States. Congress. House, 1996 Covers receipts and expenditures of appropriations and other funds.

corridor business journal: Virtual Teams in Higher Education Madelyn Flammia, Yvonne Cleary, Darina M. Slattery, 2016-07-01 In recent years, virtual teams have become a feature of most corporate workplaces, yet few academic programs prepare students to work in virtual teams, and few textbooks support the development of key skills for virtual teamwork. The primary purpose of this book is to enable higher education students to participate in virtual teams with students from other institutions, who potentially operate in different countries, time zones, and/or cultures. The book guides students through the process of working in virtual team projects for their classes, and helps them to engage with the learning experiences, and to respond to potential challenges. The book is directed towards students within any of the following disciplines: Business; Information Technology; Communication Studies; and Engineering. One section of the book also guides teachers through the process of organizing virtual team projects, and explores the teacher/teacher collaboration that is an inevitable consequence of organizing inter-institutional student virtual team projects. It provides advice for teachers on how to manage administrative challenges such as conflicting institutional schedules and grading mechanisms. In addition, it discusses research themes and data gathering and analysis techniques for teachers who wish to publish findings about the virtual team process and outcomes. As well as students and teachers, the book is also useful for researchers exploring any of the following themes: Technology use in virtual teams; Communication strategies and international communication in virtual teams; Communities of learning, e-learning, and virtual teams; Challenges of virtual teamwork; Planning a virtual team collaboration project; and Gathering and analyzing data about virtual collaboration.

corridor business journal: Resistance Jeff Biggers, 2019-08-06 This powerful, urgent narrative history of resistance campaigns throughout history and how they affect today's battles (Jeff Chang, author of *We Gon' Be Alright*)--from the American Revolution and the defeat of fascism during WWII, to landmark battles for civil rights and the new movements for equity. Across cities, towns, and campuses, Americans are grappling with overwhelming challenges and the daily fallout from the most authoritarian White House policies in recent memory. In this inspiring narrative history, Jeff Biggers reframes today's battles as a continuum of a vibrant American tradition. Resistance is a chronicle of the courageous resistance movements that have insured the benchmarks of our democracy--movements that served on the front lines of the American Revolution, the defense of the Constitution and Bill of Rights, the defeat of fascism during World War II, and landmark civil rights and environmental protection achievements. Legendary historian Studs Terkel praised Biggers's *The United States of Appalachia* as a how-to book in the tradition of the American Revolution. With *Resistance*, Biggers opens a new window into American history and its meaning today. In a recovery of unsung heroes, including Revolutionary forefather Thomas Paine, *Resistance* is a provocative reconsideration of the American Revolution, bringing alive the early struggles of Indigenous peoples and people of color, and immigration, women's rights, and environmental justice movements. With lucidity, meticulousness, and wit, Biggers unfolds one of our country's best-kept secrets: in dealing with the most challenging issues of every generation, resistance to duplicitous

civil authority has defined our quintessential American story. Resist we must, resist we will--and as this volume powerfully reminds us, in so doing we are acting on the deepest American instincts.

—Bill McKibben, author of *Radio Free Vermont: A Fable of Resistance*

corridor business journal: *The Habitual Entrepreneur* Paul Westhead, Mike Wright, 2016-10-04 Increasingly, entrepreneurship research recognizes a wide variety in entrepreneurial behaviour. One such difference is marked between experienced or habitual entrepreneurs and novices. This book, authored by established experts in the field, introduces and explores the habitual entrepreneur phenomenon. Building upon an international body of research, the authors analyse business behaviour to demonstrate how experience relates to the performance of new ventures. In employing a range of methodological techniques, the authors provide insight into how prior business ownership experience produces different outcomes when it comes to the key success factors associated with entrepreneurial ventures. With detailed coverage of finance, networking, opportunity discovery, and learning, the book is a uniquely comprehensive resource. This concise book is a complete research guide which provides an introduction for advanced students and researchers of entrepreneurship worldwide.

corridor business journal: *Issues in Transportation Research and Application: 2013 Edition*, 2013-05-01 *Issues in Transportation Research and Application: 2013 Edition* is a ScholarlyEditions™ book that delivers timely, authoritative, and comprehensive information about Transport Geography. The editors have built *Issues in Transportation Research and Application: 2013 Edition* on the vast information databases of ScholarlyNews.™ You can expect the information about Transport Geography in this book to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of *Issues in Transportation Research and Application: 2013 Edition* has been produced by the world's leading scientists, engineers, analysts, research institutions, and companies. All of the content is from peer-reviewed sources, and all of it is written, assembled, and edited by the editors at ScholarlyEditions™ and available exclusively from us. You now have a source you can cite with authority, confidence, and credibility. More information is available at <http://www.ScholarlyEditions.com/>.

corridor business journal: *Amazing Iowa* Michelle Murray, 2025-03-15 Whether you're a native, a recent resident, or just passing through, these stories of the weird, wild, and wonderful people and places of the great state of Iowa are waiting for you. Take a peek inside and you'll find people you've heard about in the news . . . as well as those you should have heard about. Learn about mobsters and artists (and why they loved to hide out here), musicians and authors (and why they seemed to flourish here), astronauts and inventors (and how they dreamed big), and athletes and coaches (and how they put Iowa in the spotlight). Of course, you'll discover the only remaining Frank Lloyd Wright-designed hotel in the world, Iowa's Hollywood and Broadway connections, and tantalizing foods that will make your mouth water. If that's not enough, check out the world record holder for hiccups; the woman whose daughter never had a Rice Krispie Treat, although her mom invented them; or some of the most haunted buildings and bridges in America, all found in this amazing state! Let Michelle Sprout Murray be your tour guide of her home state and prepare to be amazed!

corridor business journal: *Beyond Edge Cities* Richard D. Bingham, William M. Bowen, Yosra Amara, 2013-05-13 In his influential 1991 book *Edge City*, Joel Garreau argued that every American city is growing in the fashion of Los Angeles, with multiple urban cores. He named these cores edge cities because they perform all of the city functions, but rise in places that were farmlands or villages only decades ago, far from the old downtowns. This new book expands and clarifies Garreau's pioneering concept as it develops a comprehensive theory of edge city growth and functions. The contributors draw on their expertise as geographers, political scientists, economics planners, and sociologists to offer a wide range of insights and analyses.

corridor business journal: *Co-Crafting the Just City* James A. Throgmorton, 2022-03-23 The 2016 election in Iowa City would provide an opportunity that planning faculty have long desired: the opportunity for one of their own to serve as mayor. In this new book, former Iowa City Mayor and

Professor Emeritus James A. Throgmorton provides readers a sense of what democratically-elected city council members and mayors in the United States do and what it feels like to occupy and enact those roles. He does so by telling a set of “practice stories” focusing primarily, but not exclusively, on what he, a retired planning professor at the University of Iowa, experienced and learned as a council member from 2012 through 2019 and, simultaneously, as mayor from 2016 through 2019. The book proposes a practical, action-oriented theory about how city futures are being (and can be) shaped, showing that storytelling of various kinds plays a very important but poorly understood role in the co-crafting process, and demonstrating that skillful use of ethically-sound persuasive storytelling (especially by mayors) can improve our collective capacity to create better places. The book documents efforts to alleviate race-related inequities, increase the supply of affordable housing, adopt an ambitious climate action plan, improve relationships between city government and diverse marginalized communities, pursue more inclusive and sustainable land development codes/policies, and more. It will be of great interest to urban planning faculty and students and elected officials looking to collaboratively craft better cities for the future.

corridor business journal: *Modern Health Care Marketing* Gamini Gunawardane, 2020-06-05 This book aims to comprehensively address several modern concepts and practices in health care marketing not sufficiently addressed by existing literature. This includes the integrated nature of health care marketing, operations management, IT and human resource management; increased use of digital technology and social media; emphasis on enhancing customer-patient experience when strategizing and implementing health care marketing; application of modern services marketing concepts to health care marketing mix, among others. It also addresses recent changes in the U.S. health care industry. Some key issues covered are the increase in federal and state government involvement and oversight of health care delivery; increase in laws and regulations affecting health care management and marketing; growth of specialized health care markets such as Medicare, Medicaid and Affordable Care Act; globalization of health care and greater focus on legal and ethical health care marketing practices. *Modern Health Care Marketing* is an essential read to understand the integrated nature of health care marketing in the technologically driven, customer/patient-focused and globalized environment. It is also a useful reference for professionals to pick up best practices on addressing challenges faced in the modern health care industry.

corridor business journal: *Fashion and Film* Peter Bug, 2019-09-17 This book aims to explore various aspects of the use of moving images in fashion retail and fashion apparel companies in-store or online. The use of moving images is growing in numbers and in relevance for consumers. Films can be used in various forms by fashion businesses in traditional media like cinema or TV and in modern forms like in social media or moving images in high street stores. The book provides a data-oriented analysis of the state-of-the-art with certain future outlooks. Additional areas of covering fashion in moving images, such as ‘fashion company identity films’ or ‘fashion and music videos’ are covered in order to get a more complete analysis from a consumer influenced perspective.

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corridor business journal: *The Systematic Search for Entrepreneurial Discoveries* James O. Fiet, 2002-07-30 Entrepreneurs do much more than manage small businesses. At the heart of entrepreneurship is the discovery process. An idea is conceived and then exploited for profit. But if the idea is neither useful nor unique, its exploitation will generate only average profits. Therefore, the idea and the process that leads to its discovery are of the utmost importance to the success of any new venture. Can the discovery process be taught, or must one be born with the talent to unearth promising opportunities? Fiet argues that entrepreneurial discovery can indeed be taught, and he proposes a theory of the informational elements that constitute the discovery process. Entrepreneurship as an academic discipline has often been criticized for lacking intellectual rigor

and a theoretical foundation. Fiet supplies both in this scholarly book, which approaches entrepreneurial competence from an academic perspective. There are three primary characteristics of entrepreneurial competence: tacit knowledge of an entrepreneur's field of endeavor, which can be improved by trial and error; the knowledge of decision rules that enable one to make rational informational investments based upon the signals of opportunities; and the unequal distribution of entrepreneurial competence among the population. Recognizing that entrepreneurs start out at different stages of competence, Fiet asserts that anyone can improve using his book as a pedagogical aid. This volume fills a void in the entrepreneurship literature, which too often is indistinguishable from that which informs courses on small business management.

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