

BUSINESS UPSIDE

November, 2022 Issue
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Information with
Analytical Insight



FIFA WORLD CUP 2022

AN ANALYSIS

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- A CASE STUDY

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DESTINATIONS
TO VISIT THIS FALL



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**WHY AI FOR MARKETING
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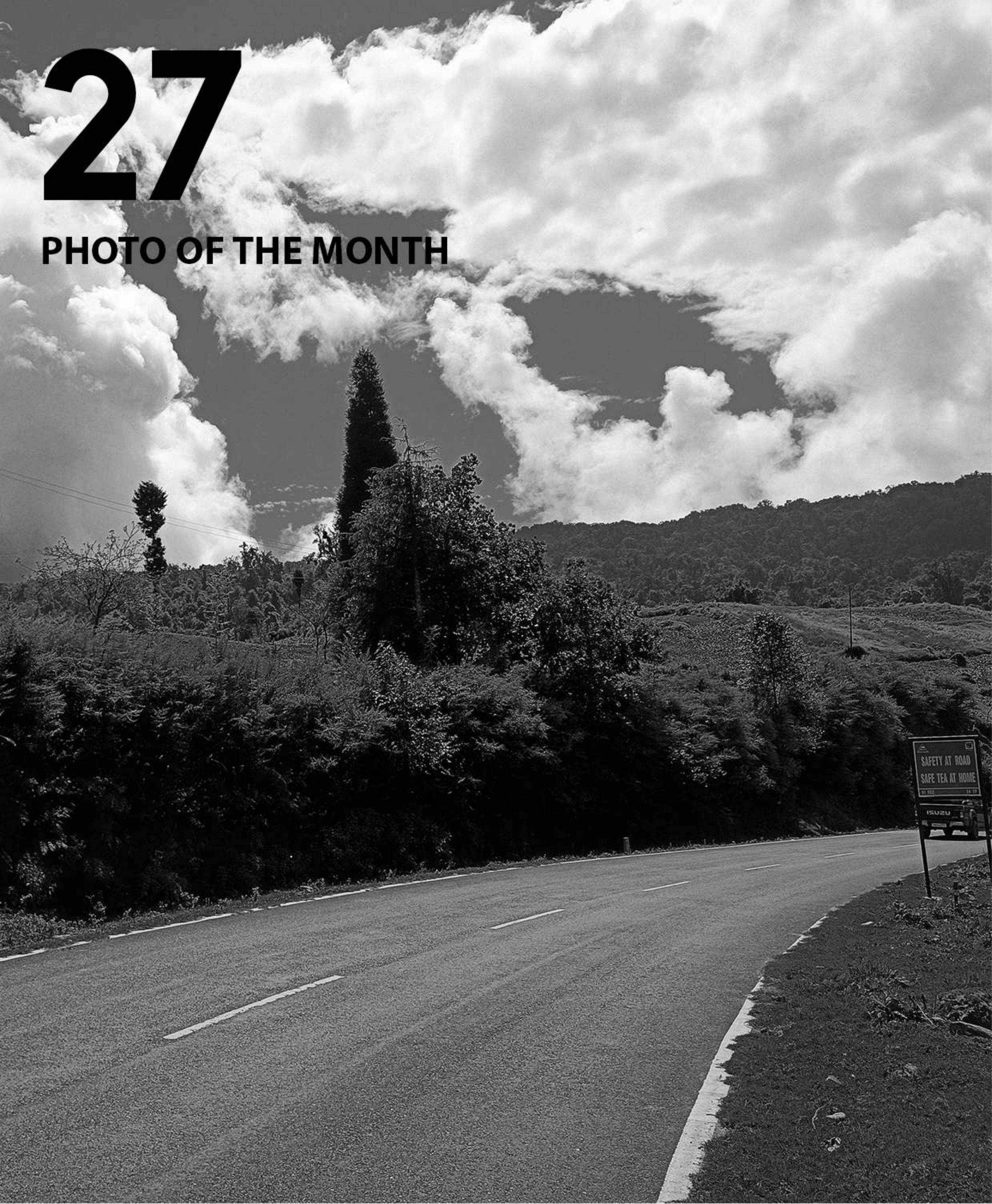
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Turn Stock Losses into Tax Savings: 2 Rules to Cut Tax Bill

Nobody buys stocks to lose money. The primary goal is to increase wealth and outpace inflation. It might not be attainable through more conventional investment methods. However, there are some hazards connected to gains. Even if you cannot eliminate risks, you can increase your income by deducting losses when determining your income tax obligation. If taxpayers have losses from the fiscal year, they can offset them against other income to lower their tax obligation.

So what are stock market transactions' profits taxed?

There are two tax brackets for earnings from share market trades. Monetary loss and profits through work and vocation.

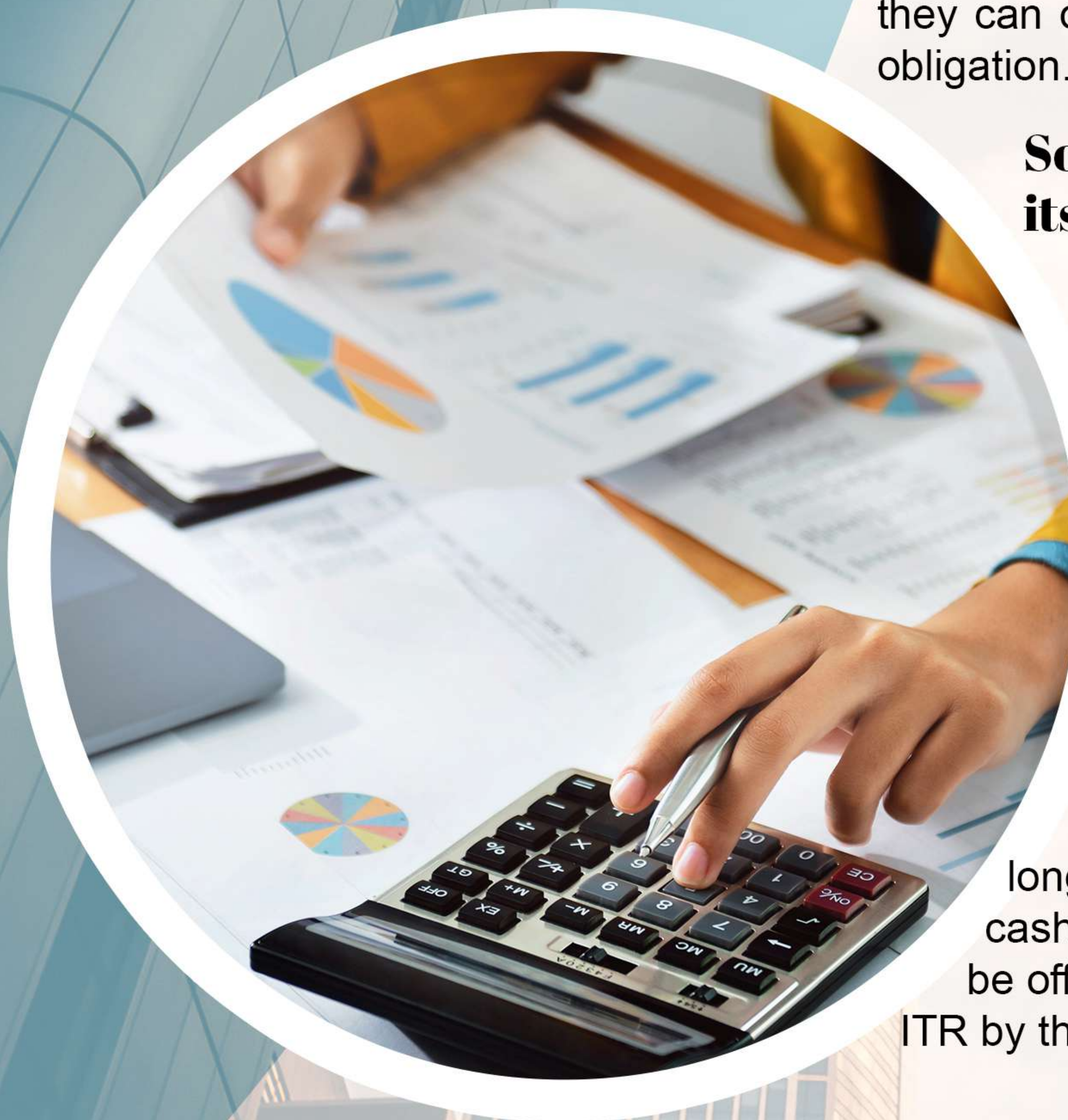
The following income tax regulations will reduce your burden from losses

Stock market failures may be used as an incentive to lower your tax obligation. Based on the time shares were held, earned income is further divided into long-term and short-term categories. Only long-term investment may compensate for a long-term cash outflow. A short-term capital loss, however, cannot be offset by either. Only when the taxpayers submit their ITR by the deadline may it be transferred to the subsequent 8 Years of assessment.

Tax loss harvests can turn economic losses into gains by transforming a portion of your capital losses into tax offsetting. Trading other stocks at a profit can offset earnings from selling other stocks at a deficit. As a result, you will only be responsible for paying taxes on your net profit. It would be calculated by multiplying your profits by your losses. You can trim your tax liability by keeping a record of profit and losses in any other asset via tax-loss recovery. Poorly performing funds must be eliminated from the account, and strong funds must be retained to use tax-loss collecting successfully. Tax harvesting is one method of lowering an industry's tax liability.

ITR filing deadline

Only four days are left to file an ITR, it's July 31. To prevent fines or penalties, taxpayers should electronically send their ITR for the financial year 2021–22 by the deadline. Each respectable citizen of the country is expected to participate in this annual exercise.



How Do Different Types of Trend lines Impact Investments

Trend lines help identify the market trend, whether downward or upward. The trend line is vital for investment and one of the technical analysts' most potent tools. Traders draw those recognizable lines on charts so that they can show valuable data in the best form. It may be a series of investment values or anything else. The resulting trend line provides a concrete idea about where and how to invest and many other things. An upward or downward trend line hints at the upcoming movements of an investment's value.

What is a Trend line?

An investor can take the help of different types of trend lines to decide when he should buy an item and when to sell it. Before discussing the types, it is essential to know what is a trend line.

A trend line is a vertical or horizontal line helping interpretation of data. Diagonal lines join different price points with a single straight line. The lines also interpret the speed of the price changes and describe price contraction-related patterns.

What Trend lines describe

Trend lines indicate probable areas of resistance and support. Looking at the business performance history or other

details may not work, but price action trends can guide investors in the right direction. It helps to determine the direction rightly and can do so at any time. A trend line is like a reliable friend for a technical analyst, and making good trade requires figuring these lines out correctly.

Creating a trend line needs a minimum of two price points. Some analysts use time frames to draw the lines, and others use weekly or daily price trend charts. Identifying trends in any period makes a trend line universal in appeal and usage.

If a company trades at a particular rate, then moves to an increased rate in the next two days, and the rate further increases in another three days, the analyst gets three price points to draw a line on the chart. The line will start from the first rate the company was trading at; then it will connect to the rate reached after two days and end to the rate reached after the next three days. Analysts call it the upward trend. The falling of prices is also tracked similarly to get the downward trend.



Types of Trend lines

There are different types of trend lines. The most common types are logarithmic, power, polynomial, exponential, and linear trend lines.

Linear Trend Lines

Linear trend lines are straight lines that are the best fit when a data set is linearly decreasing or increasing. The rise and fall of the data go parallel with the linear lines.

Polynomial Trend Line

A polynomial trend line is a curved one used when a dataset changes its data values. This line is orderly categorized, and when the data fluctuates, the order can be determined accordingly.

Logarithmic Trend Line

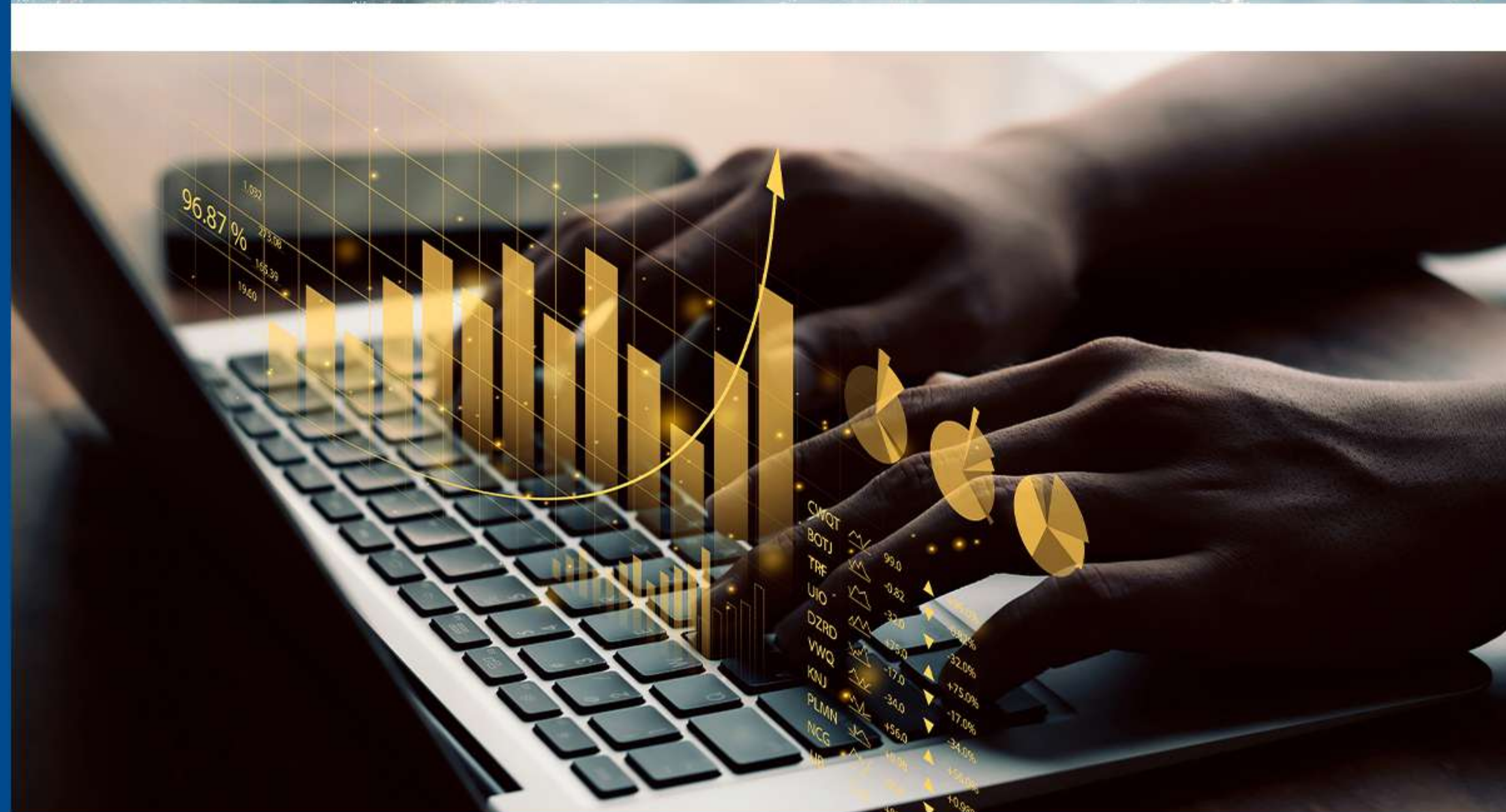
A curved line used for the dataset that may increase, decrease and level out anytime is called a logarithmic trend line. It is helpful in every situation, positive or negative, and the exponential trend line is inverted in the logarithmic trend line.

Power Trend Line

It is just another curved line, but its specialty lies in identifying trends of a dataset that is increasing at a fixed rate. But the problem with this kind of trend line is that it does not work with harmful data or data of zero value. It is pretty symmetrical and similar to curved exponential lines.

Exponential Trend Line

An exponential change in a dataset, be it a fall, or rise, is figured out by the exponential trend line. Just like a power trend line, it also can't be used with negative data or data of zero value.



Conclusion

Financial analysts generally use trend lines. Any investor willing to get an insight into stock, currency, commodity, or any other investment can use the trend line. But a trend line has limitations too, and it has to be changed from time to time with new data, and it can't last long.

TOP

PROJECT MANAGEMENT SOLUTIONS YOU NEED TO KNOW

Whether you are managing a small or a large team, the right approach to project management is essential. How you manage a team can have a lot to do with whether or not it functions well and ultimately completes projects well and in the right time frame. If you are looking for ideas about project management solutions, here are some things to keep in mind.

”

**A GOOD PLAN TODAY IS BETTER
THAN A PERFECT PLAN TOMORROW.**

~ PROVERB

USE THE RIGHT TOOLS



If you want the best project management solutions then you need to make sure that you are using the right tools. From software to messaging systems, your tools can make a difference in how easily you and your teammates complete tasks. While you may not know what tools will work best at the beginning, being open to trying new types of tools can help you to find what works the best and get into the right rhythm.

BE GOAL ORIENTED

Finding out what the goal is and staying focused on it is essential to success. The more familiar you are with project requirements, the easier it will be to keep your eye on the prize. Not only do you need to understand the goals well, but you need to have an understanding of what it will take to reach them, as well as how to communicate to your team what the goals are, and what each of them can do specifically to help achieve them.



BREVITY IS THE SOUL OF WIT.

~ William Shakespeare



FOCUS ON COMMUNICATION

Communication is a key when working with a team. The quality of your communication can make or break your team. Often, a breakdown in communication can lead to tasks being done improperly, or not at all. A breakdown in communication can also lead to poor interpersonal relationships, and misunderstandings, which can further undermine your team and its ability to complete quality work on time. The more that you can promote free and open communication without judgment or negativity, the easier it will be for you to keep everyone on the same page and working towards their goals.

KNOW YOUR TEAM ...

Not only do you need to be able to communicate with your team well, but you also need to take some time to get to know them and figure out what works best for each individual in the team. Your team will work best when you have a person for each role, and not two people who are battling to fill the same role. Along with that, your team will also function better when each person is able to work to their strengths. If you have someone who is better at creative thinking, then giving them organizational tasks may be disheartening, and a waste of their natural mental abilities. Knowing your team is another important component of having an effective team.

LAST THOUGHTS ON PROJECT MANAGEMENT

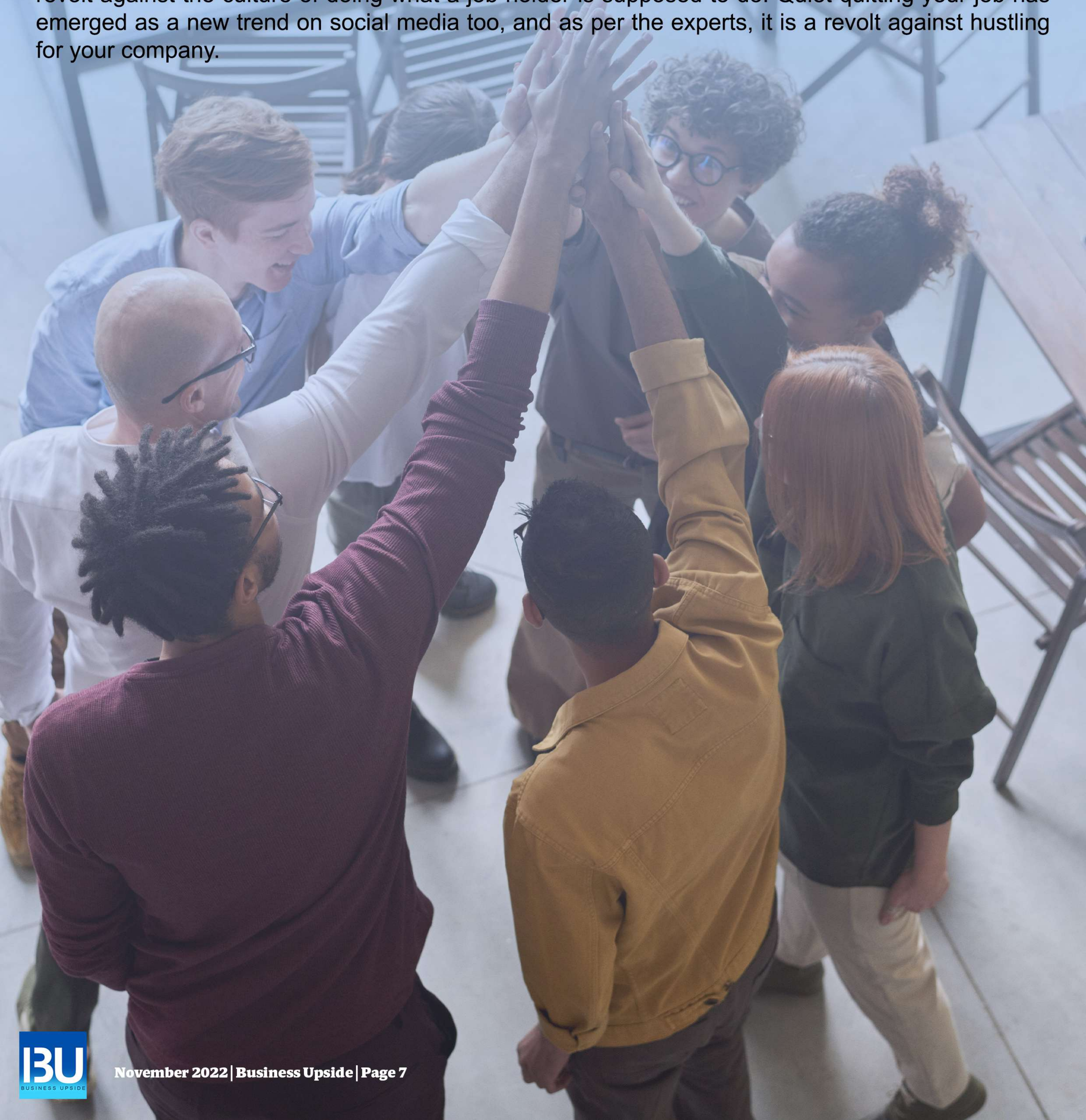
Project management can be tricky and complex at times, especially if you are working with a new team and still trying to figure out the dynamics. The upside is, though, that by using the right tools and taking the time to get to know your team, you can get yourself started out on the track to success.





MOST CRUCIAL THINGS ABOUT QUIET QUITTING

Quiet quitting is the latest trend in workplaces, and it has taken the workplace by storm and is a revolt against the culture of doing what a job holder is supposed to do. Quiet quitting your job has emerged as a new trend on social media too, and as per the experts, it is a revolt against hustling for your company.





What is QUIET QUITTING

There are different concepts about employees leaving a job and quiet quitting work, whether the two are identical, and some say both are the same, some others don't agree it. A quiet quitter generally doesn't have an option to leave the job, and that is when he becomes an effortless routine worker, sets a fixed work boundary and doesn't go beyond it. Social media has emerged as the trend to influence many young professionals.

Young professionals are not nowadays believers in getting hooked into office work all the time. They don't either like purposeless jobs. Instead, they look for purpose and challenges in the job that requires flexibility also. Another two things young job seekers or job holders opt for are flexibility and work-life balance. Before salary, they check on these things.

The old culture HAS GOT A NEW NAME

Quiet quitting work is not new. Being dissatisfied with the workplace, some employees decide to set work boundaries and do the minimum to get paid. Many keep their foot out of the door constantly. But, of course, others are very emotionally and professionally committed to their organization and always eager to give a hundred percent effort to the organization.

On the other hand, the disengaged employees remain stuck within two states, to stay in the company or not. They give minimum effort to the company to get the monthly remuneration and other facilities. They are not believers in hustle culture, the culture of doing everything that can benefit your company or the culture of going beyond and above their job roles. Instead, they wait for salary dates, take the salary home, and whenever they get a chance to leave, they just quit. This trend has been a problem around workplaces forever. Recently, thanks to social media trends, this culture of silent rebellion has got a new name, and that is quite quitting.

The social media TREND

The movement began in countries like China and Australia when posts regarding this movement went viral. People came out to support them and criticized the mentality of organizations forcing workers to choose professional life over personal. Chinese media also covered the movement, which protested against violating the business's labor law and often made employees work more. The movement then spread to Australia. There, people even got themselves demoted to work less. They raised their voices, saying that they didn't get anything after they gave years of dedicated efforts with expectations of getting rewarded.

COMPANIES ARE WORRIED

Some signs of quiet quitting work are arriving late and leaving early, not attending meetings or other events in the office, and less productivity, among others.

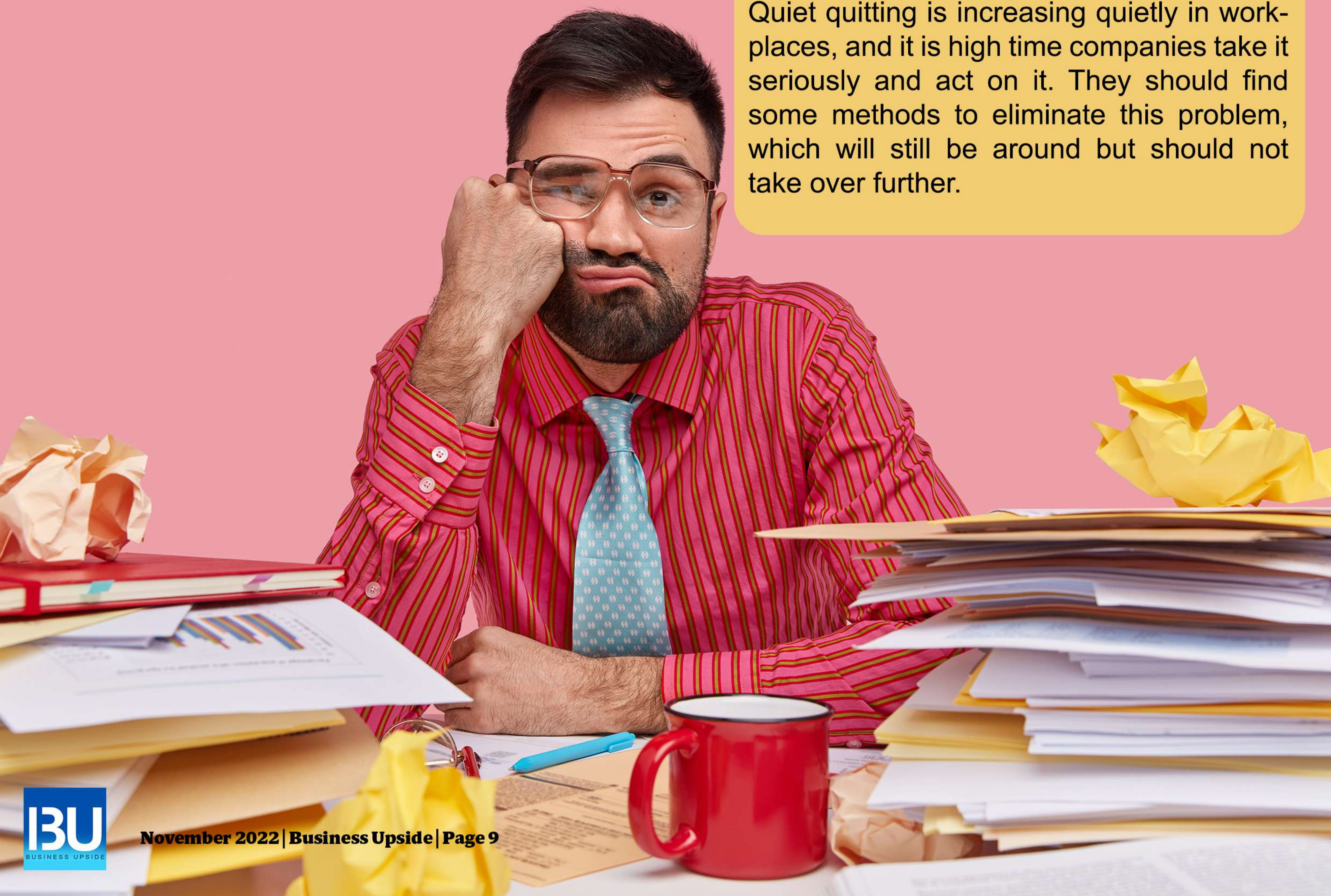
The economic slowdown has already made companies worried. Employees leaving the hustle culture adds to it, as those employees lack productivity. So, companies are lacking profits due to this silent movement.

HOW CAN QUIET QUITTING BE PREVENTED?

The best way is to improve the employee experience. Employers should listen to employees, their demands and complaints, their preferences, and feedback on certain decisions and policies adopted by the management. Maintaining a peaceful environment inside the office and entertaining most minor discrimination are the two other matters companies should consider. Employees should feel relaxed, find something exciting in their job roles, and get rewarded, not every time in terms of money but also in honor and respect.

CONCLUSION

Quiet quitting is increasing quietly in workplaces, and it is high time companies take it seriously and act on it. They should find some methods to eliminate this problem, which will still be around but should not take over further.



FOOTBALL WORLD CUP 2022 KNOCKS THE DOOR

HERE IS EVERYTHING YOU WISH TO KNOW

You need to fasten your seatbelts as we are about to land in Qatar. Yes, this winter, millions of world tourists will flock to this middle-eastern country single or with friends. The world of football will have its best show of talent, skills, and passion in the form of the Football World Cup 2022, and Qatar is the tournament host.



TRENDING NEWS

Before discussing World Cup Qatar 2022, let's have a look at the FIFA world ranking just before the ball is kicked off.

1. Brazil
2. Belgium
3. Argentina
4. France
5. England
6. Italy
7. Spain
8. Netherlands
9. Portugal
10. Denmark

FIFA WORLD CUP 2022

SCHEDULE

World Cup Qatar 2022 will open on November 20, Sunday and run through to December 18, Sunday. Men's world cup is being held for the first time this season between autumn and winter in the region of the Persian Gulf.

Eight stadiums in Qatar are organizing the matches of the FIFA World Cup 2022. The name of the stadiums are

STADIUMS

- Lusail Iconic Stadium
- Ahmad Bin Ali Stadium
- Al Bayt Stadium
- Stadium 974
- Khalifa International Stadium
- Al Thumana Stadium
- Al Wakrah Sports Complex
- Education City Stadium

Qatar World Cup will also be a densely packed, as the maximum distance between the two stadiums will be only seventy kilometers.

Qatar populates almost three million people, with its capital Doha populating more than 80% of the total population.

FIFA 2022 QUALIFIERS

Thirty-two countries have qualified for the FIFA 2022 World Cup tournament. The countries are:-

Qatar, Brazil, Argentina, Spain, France, England, Portugal, Belgium, Netherlands, Germany, Croatia, Uruguay, Denmark, Australia, Poland, Wales, Japan, Mexico, Senegal, USA, Switzerland, Costa Rica, Ecuador, Iran, Ghana, Serbia, Korea Republic, Canada, Morocco, Cameroon, Saudi Arabia, and Tunisia.

GROUPS

There are eight groups for thirty-two teams, each with four teams. The tournament's first phase will have teams playing against the other countries of their groups. Winners will get three points, and both teams will get one point if the match is drawn. Two teams getting the highest points from each group will qualify for the next rounds, called the knock-outs, starting with the round of sixteen.





GROUP A	GROUP B	GROUP C	GROUP D
QATAR	ENGLAND	ARGENTINA	FRANCE
ECUADOR	IRAN	SAUDI ARABIA	AUSTRALIA
SENEGAL	UNITED STATES	MEXICO	DENMARK
NETHERLANDS	WALES	POLAND	TUNISIA
GROUP E	GROUP F	GROUP G	GROUP H
SPAIN	BELGIUM	BRAZIL	PORTUGAL
COSTA RICA	CANADA	SERBIA	GHANA
JAPAN	MOROCCO	SWITZERLAND	URUGUAY
GERMANY	CROATIA	CAMEROON	KOREA REPUBLIC

TEAMS TO MISS OUT ON FIFA WORLD CUP 2022

The most fantastic football show in 2022 will miss some great players and teams. The World Cup winners of four times and current European champions Italy will not play this World Cup. Big teams from Africa and South America, not only Europe, will not play in the tournament. Apart from Italy, Russia, Sweden, Chile, Colombia, Nigeria, Egypt, and Algeria are the teams to miss this World Cup.

QATAR WORLD CUP SCHEDULE

Hosts Qatar from Group A will kick off the tournament against Ecuador on November 20 at 7 pm local time/4 pm CET/3 pm UK/. The opening match will be played at Al Bayt Stadium.

QATAR WORLD CUP DATES

- Opening Ceremony- November 20, Qatar vs. Ecuador will be the opener match (Group A)
- The final round of the group matches will be played on December 2
- Round of 16 will be played from December 3- December 6
- Quarterfinals will be held on December 9- December 10
- Semi-final games will be played on December 13- December 14
- The match deciding the third place will be held on December 17
- The final game will be played on December 18

7th, 8th, 11th, 12th, 15th, and 16th December are the rest days.

TICKETS

More than 2.5 million football lovers have already bought tickets for World Cup Qatar 2022; others can get those from the website [Fifa.com](https://www.fifa.com), but they need to hurry as the last phase of ticket bookings is going on now.

People with official match tickets will only be allowed to enter Qatar during the tournament.

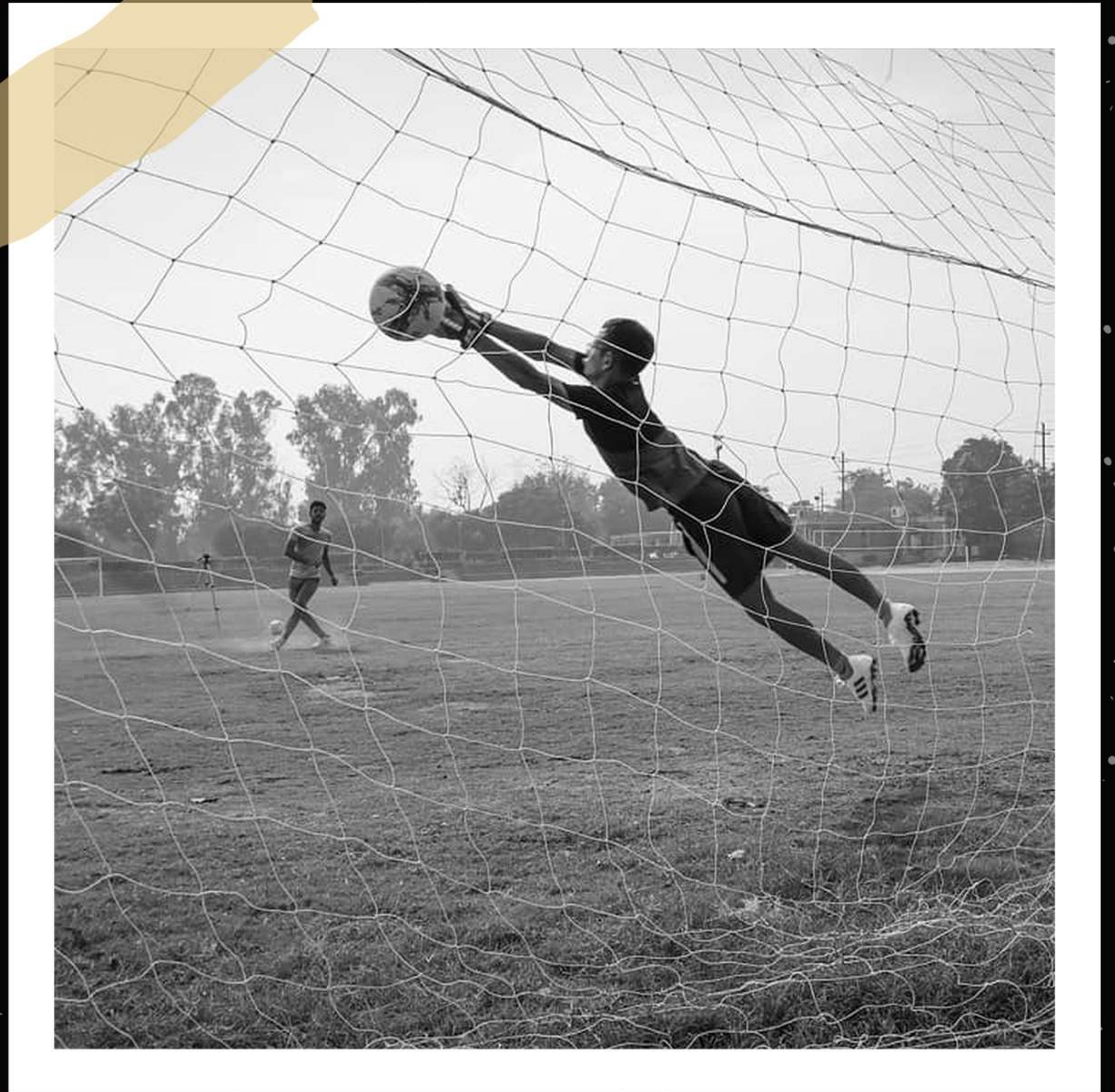


STARS TO WATCH AT

It will probably be the last World Cup tournament for two of the biggest names in world football, Cristiano Ronaldo and Leonel Messi. CR7 is thirty-seven, and LM10 is thirty-five. So, it is pretty apparent that these two players catch all the eyes. Apart from Messi and Ronaldo, there are other players too.

- Paul Pogba, Kylian Mbappe, Antoine Griezmann- France
- Neymar, Rodrygo, Vinicius Junior, Gabriel Jesus, Richarlison, Casemiro, Thiago Silva, Dani Alves- Brazil
- Harry Kane- England
- Phil Foden, Jude Bellingham, Raheem Sterling, Marcus Rashford- England

Luis Suarez from Uruguay, Romelu Lukaku, and Kevin De Bruyne from Belgium, among others.



FIFA'S ANNOUNCEMENT

FIFA announced to distribute an amount of 209 million dollars to the clubs that release international players for the Qatar World Cup. This system was introduced in the 2010 South Africa World Cup to make the European Clubs Association release its members comprising a maximum number of players in any international competition. Every club will get ten thousand dollars this year for each day the players stay with the national team during the World Cup.

WORLD CUP OPENING CEREMONY

Every football fan must be eagerly waiting for the opening ceremony of the World Cup, which will be held at the Al Bayt Stadium in the city of Jor in the middle-eastern nation on November 20.

It is yet to be confirmed by FIFA who the performers are, but rumors are going on that it will be BTS, Shakira, and Dua Lipa.

BTS, the trendy K-Pop band of Korea, will debut on the opening stage of the World Cup, whereas Shakira, the famous Colombian singer whose "Waka Waka" is still remembered, will get other artists as well to accompany her. Though FIFA didn't confirm it, the rumors are enough for the fans to get excited.

It is officially confirmed that Nora Fatehi will have a dance performance in the opening ceremony of FIFA 2022.

OFFICIAL SONGS OF FOOTBALL WORLD CUP

FIFA announced to distribute an amount of 209 million dollars to the clubs that release international players for the Qatar World Cup. This system was introduced in the 2010 South Africa World Cup to make the European Clubs Association release its members comprising a maximum number of players in any international competition. Every club will get ten thousand dollars this year for each day the players stay with the national team during the World Cup.

WORLD CUP MASCOT

La'eeb, the Arabic word, means a super-skilled player. As FIFA described on its official Twitter page, La'eeb has come from the mascot verse. It intends to bring happiness and self-belief to everyone and make people believe in the present.

TROPHY

The gold trophy, which has been used since 1974, will be used this year also for the FIFA World Cup 2022.

CONTROVERSIES

World Cup Qatar 2022 is not exempted from controversies either. There are controversies with the players' shirts of Denmark and the number of visitors.

The players of Denmark will wear shirts with the name and logo of the team's sponsor brand. There have been many talks regarding the issue, and the controversy is not yet over, and the situation could be challenging for the organizers if anything unpleasant happens during the tournament.

Managing the visitors will be another challenge as more than three million people from around the globe are likely to visit Qatar during November and December, which is enormous for a country with three billion people.

The hosts have, however, prepared themselves well with instructions to keep offices and educational institutions closed. Traffic arrangements are being made, and immigrant workers have been told to leave Qatar temporarily and return after the World Cup.

USEFUL TRANSPORT INFORMATION

- Metro services in Doha will run from 6 am to 3 am.
- Metro stations will have private parking.
- There will be a transportation plan with separate arrangements for pedestrians.
- Hayya cardholders will get free transportation from November 10 to December 23.
- There will be over 2,300 buses of six different types for the visitors.
- New bridges, intersections, and tunnels have been constructed to support smooth transportation during the FIFA World Cup 2022.
- There are special transport arrangements in all the airports for the visitors to reach their destinations, including taxis and shuttle buses.
- Locals are being asked to use private vehicles to reach the stadiums so that visitors get comfortable on metro and bus journeys. There will be direct buses to stadiums from all the key locations.
- There will be other services, too, like plate management and traffic diversions, to maintain discipline and peace all over the country.

FIFA president Infantino said in a video that Football World Cup 2022 is likely to be the best edition of the FIFA tournament ever. The world is eagerly waiting for the World Cup to begin, and Qatar is also fully prepared.





CRAFT BEER INDUSTRY

A CASE STUDY

INTRODUCTION

Being a Lager lover the USA has in no way been better. The modern American beer drinker has many choices while he decides to buy beer nowadays. There are more beer alternatives within the liquor shop and in taprooms today than at any other time in history, and the alternatives are on tempo to maintain development. The main driver behind the growing quantity of beers is the increasing number of craft breweries. consistent with American Brewers' affiliation, a craft brewery is "small, impartial, and traditional" and produces fewer than 6,000,000 barrels¹ in step with yr. Underneath the heading of craft breweries, there are four awesome categories: brewpubs, microbreweries, contract brewing groups, and also craft breweries regional.

The progress in the fame of craft beer is the main cause why clients have such a lot of alternatives nowadays. In 1900 this time there had been 1751 independent craft breweries inside America and in 2010 there had been 1759. four regardless of the static nature of the beer enterprise based totally on the ultimate statistic, between 1900 and 2010 there has been notable dynamism within the beer industry. By the way of 1980, there had been fewer than 100 unbiased craft breweries within the US So, in just over 30 years, from 1980 to 2012, the wide variety of craft breweries jumped from fewer than 100 to 1,989 at the most recent memory.

HISTORY

Brewing has been dubbed the second oldest profession, the second simplest to prostitution. Perhaps its simplicity can account for its antique age. It is a beverage with four essential components: malt, flavoring additives (generally, hops, corn, or rice), yeast, and water. The domestication of grains in approximately 8000 BC is thought to be roughly the same generation in which beer was first brewed. Beer being beer, it became popular from the beginning and continued to be popular in seventeenth-century England and the early colonies of the northern US. In 1625, the first recorded public brewery was established in New Amsterdam. The early beer industry in America has become significantly scattered and, in contrast to the contemporary beer-scape, the maximum of the brewing occurred in private families. Brewing beer was even advocated via law within the seventeenth century: Massachusetts passed an act that supported brewing as a shape of

public health and as an attempt to keep lively liquors out of the public area. until the middle of the nineteenth century, the beer consumed would be in large part unrecognizable as beer to the current beer drinker. The beer was unrefined, unscientific, and could be disregarded as trash by these days' drinkers. Brewing is called an Art and a Mystery." but by using approximately 1840 beer started to embark on its present-day trajectory with the creation of lager beer. The beer that is consumed and brewed became a reflection of English tastes and the ensuing brews were more often than not ales, porters, and stouts.

The inflow of German immigrants within the mid-nineteenth century delivered with it the taste for lagers and therefore a vast trade in America's beer records. At the beginning of the 1850s, there were 430 breweries in the USA, however, via 1873 there had been over 4,100 breweries in the US, extensively more than there are these days. Because of this, 1873 is the "excessive watermark" for breweries inside the US. After 1873, the number of breweries started to decline as consolidation and prohibition took the impact and slowly depleted the variety of breweries. The period between world battle II and 1980 turned into especially dynamic for the yank beer enterprise. Before Prohibition, most beer drinkers bought their beer from nearby breweries, and more than 85% of the beer changed into bought from casks at public houses. However, after global warfare II, crucial adjustments took place. For one, as mentioned before, there has been a notable quantity of consolidation in the beer industry.

COMPETITIVE ADVANTAGE

The concept of competitive space, how a firm suits an enterprise at large, is very critical for craft brewers. How a brewery offers itself in the marketplace is barely exclusive for each company, and it's far exactly this positioning that can translate to both achievement or failure for the project. Similarly, a brewery wishes to understand its competition and the way they are attempting to role itself in the marketplace. competitive benefit focuses on what's

being offered, and how the product is made and marketed. For almost all craft brewers the "what" is a top rate fine beer this is claimed to be higher than a regular beer? To whom the beer is offered is completely important for craft brewers. In truth, many brewers have constructed their fulfillment around a positive worldview or ethos that attracts very specific consumers. For craft brewers, how the beer is made is usually by hand with high best components and in small batches.



Snob Effect on Craft Brewers

Some other predominant theoretical trouble surrounding the increase of the craft beer enterprise is the snob impact or the concept of a Veblen precise. The snob impact is the idea that a strong point and price positively affect the demand of the product. A Veblen correct, named after the economist Thorstein Veblen, is an excellent one whose call for will increase as the price will increase. “consistent with Veblen’s concept of conspicuous consumption, people emulate other individuals located at better points in the (social) hierarchy. What Veblen calls “conspicuous consumption” is especially salient inside the craft beer enterprise: “humans invest in artifacts of intake to indicate their wealth to different members of society.” For the craft beer industry, an admirable “worldview” or the advent of being educated may take the region of “wealth” in Veblen’s definition. This component can be illustrated more clearly later in this thesis, but one of the reasons that brewers make ornate designs on their bottles and help non-earnings is so that humans can discover the product. People need to feel good about what they may be buying, and increasingly more humans want to bring what is vital to them via the beer they drink.

“PLAY BY THE RULES,
BUT BE FEROCIOUS.”

CONCLUSION

This takes a look intended to be a glimpse into the modern-day nation of the developing craft beer industry. Because private interviews are the predominant supply of facts and because the number of interviews turned into constrained, that isn't supposed to be an expert on the craft beer industry. Rather, by using the use of the interviews and combining them with some monetary concept, it is meant to offer a snapshot of the time of the modern nation of the craft beer industry. Through studying this photo time, tons may be learned about both the history of the craft beer industry and the rich future it certainly has in store.

One of the most important queries that this observer seeks to reply to is why the craft brewery is growing as rapidly as it is. By searching at this query through an in basic terms theoretical lens, one ought to say that the mature beer enterprise became too homogenous and therefore left the room at the peripherals for experts to

enter the marketplace. Many founders have said that peoples' tastes are evolving and the demand for distinctive alternatives is growing. gone are the days when there has been one faucet in a bar with equal beer being poured because of the bar across the road. Similarly, gone are the times when humans did not care where their beer came from, see you later as it got here. there may be a multiplied call for products produced domestically, conscientiously, and passionately, and the craft beer industry fits flawlessly into the ones set of demands. as long as the demand for local, transparent, and quality merchandise maintains growth, so too will the craft beer industry.



TWITTER FOR BUSINESS 101: HOW TO BUILD YOUR BRAND ON SOCIAL MEDIA



Social media marketing is here, and it's not going away. With almost the entire world on their phones and other mobile devices, businesses have taken on a new form of marketing — social media branding.

One of the most effective platforms for businesses and professionals is Twitter. With over 145 million monthly users, you can be sure that your tweets and retweets are reaching people.

So how can you get started? We've created a guide specifically for those wishing to use Twitter for business purposes. Keep reading to learn how to create your professional business Twitter account.

PROFILE PICTURE & BIO

Your Twitter profile picture and bio help establish your business or personal brand, and can help establish credibility if done right. We recommend taking the time to get a professionally shot photo, like the one used in Guneet Banga's Twitter account.

Our tip is not to overthink it and simply describe your business or who you are. You have just 160 characters to say it, so be sure to get in the essentials.

KEEP YOUR TWEETS RELEVANT

We don't necessarily mean "relevant" in terms of tweeting about things that are trending on Twitter. We mean that you should post things relevant to your business or career.

For example, a corporate Twitter account for a restaurant could tweet about new dishes they serve and special deals. These tweets are relevant to the restaurant's business and provide content that appeal to its audience.



Source: freepik.com

TWEET VISUAL CONTENT

According to this Twitter Business Guide, 97% of users focus on tweets that contain media, such as images, gifs, or videos. The file you attach to the tweet will catch people's eyes, resulting in more people reading the tweet.

Taking our earlier example, a restaurant's Twitter account would probably send images of their food with nearly every tweet they send. This could attract customers to their restaurant in addition to helping them gain followers on Twitter.

CREATE A SCHEDULE

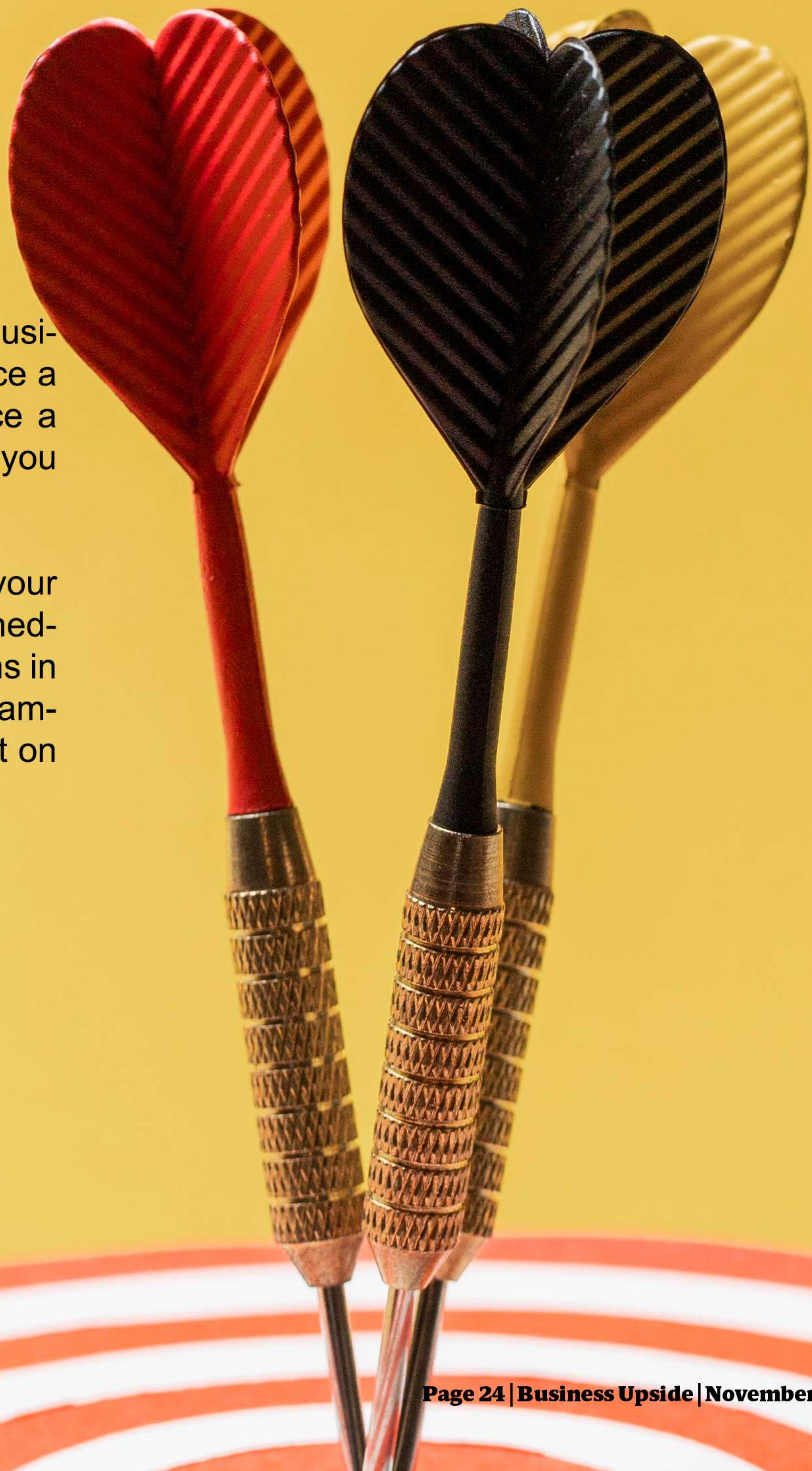
A key component to growing your business on Twitter is consistency. Once a day could be right for you, or once a week — it all comes down to what you do and your target audience.

You must plan what to post so your Twitter stays on topic. With your schedule, you can decide on posts months in advance and not worry about cramming for a Christmas-themed tweet on the 25th.

CREATE GOALS

Setting goals for your social media accounts is a great way to stay motivated. Setting goals allows you to track how well your Twitter account promotes your business/brand.

We highly recommend making your goals tasks that are achievable. "Going viral" is not a goal you should make, for example. However, something like increasing how much traffic you're generating for your company by two or three percent would be a very achievable goal.



10 REASONS

WHY AI FOR MARKETING IS A MUST IN BUSINESSES

Almost every sector is adopting artificial intelligence (AI) today for further growth. Where cold calls do nothing, AI can show its magic in boosting a company's sales. AI has led the way in transforming every industry that adopted it. Not only companies, but AI is also around us in our daily life in many forms. Tech giants like Google and Amazon use AI technology to serve people better.

Companies using artificial intelligence see better sales and revenue. That's why AI for marketing is gaining popularity rapidly. AI in marketing is a powerful weapon to boost the productivity of a business by as much as forty percent. So, the industries are studying more on marketing AI to get diversified ways of using it.



WHAT AI FOR MARKETING IS

AI covers several technologies, including computer vision, machine learning, deep learning, and natural language processing. These technologies offer more personal communication, not instrumental, which is humanly or sometimes even better than manual conversations.

From self-driving cars to voice assistants, AI is used almost everywhere now. AI is intelligent automation that analyses datasets, extracts insights from them, assumes customers' preferences, and thus offers better recommendations and predictions. That's how it improves the capabilities required for sales.

MARKETING AND AI

Marketing and AI, at present, are pretty relatable. Customers expect companies to respond according to their needs and choices, and AI performs the job very efficiently. Here is some top reasons marketing AI is the most trusted strategy today.

1. AI-powered marketing automation is very advanced as it quickly translates data into meaningful insights. Marketers can understand their campaigning strategies and future actions more accurately.

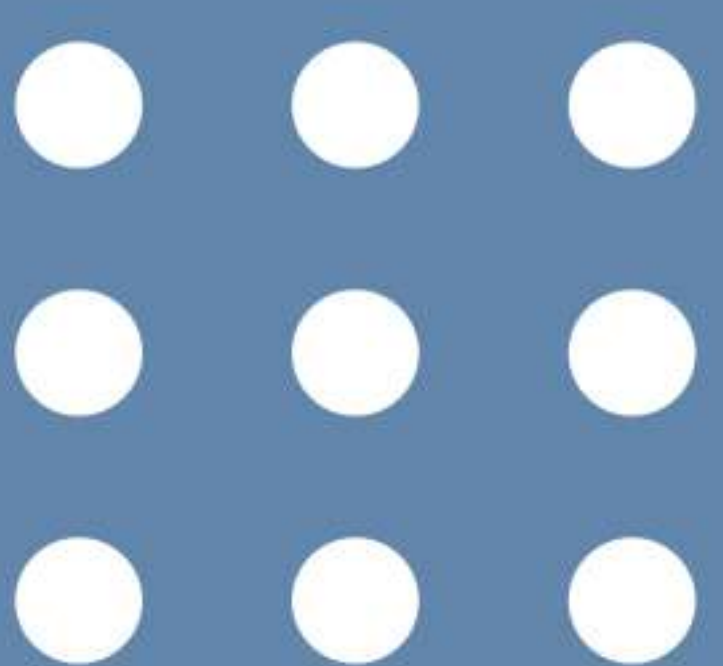
2. One of the most powerful uses of AI in marketing is minimizing errors. It prevents human errors, making businesses more trustworthy.

3. AI can act according to each customer's preferences and choices. Companies using artificial intelligence can provide far better customer experience thus.

4. AI analyses data to suggest the best ways of attracting more customer involvement. The replies to customers in certain circumstances using AI insights are primarily helpful and accurate.

5. Marketers spend massive money on marketing strategies. Marketing AI technologies reduce the cost significantly.

6. Content managers can use AI to get errors fixed and better content generation. AI for sale is also a proven method of sending error-free automated emails to customers in a minimum time.





- 7. Price optimization is another reason why industries should use AI for marketing. AI algorithms offer suggestions on optimal discount rates for different propositions so that a company does not lose money and achieve a successful transaction.
- 8. Advertising AI can boost sales by recommending just the right product for a customer. These AI-powered recommendations are brilliant and prove to be fruitful most of the time.
- 9. Conversing with a customer warmly and recommending exact things according to his preferences naturally help companies to get more significant customer activities and surge in sales.
- 10. Customers and marketing strategy makers get faster and wiser advice from AI technologies. They can take proper actions based on AI insights. Artificial intelligence builds a better environment inside offices too. It bridges the gap often created in offices between sales and marketing departments.



CONCLUSION

Choosing the proper strategy and making it work out are the basics of a successful business. AI for marketing does that perfectly. So companies can use AI in many ways, like PPC advertising, AI insights for recommendations and personalized customer service, content generation with perfection, speech recognition, image recognition, chatbots, and AI in enhancing data privacy and quality, among others. AI is opening new opportunities to marketers. Further innovations and modifications in AI will only empower industries to get higher sales and revenues with the least time and effort.

Photo of the month



Captured by:- Kaustav Bhattacharya

*“I may not have ended up where I intended to go,
but I think I have ended up where I intended to be.”*

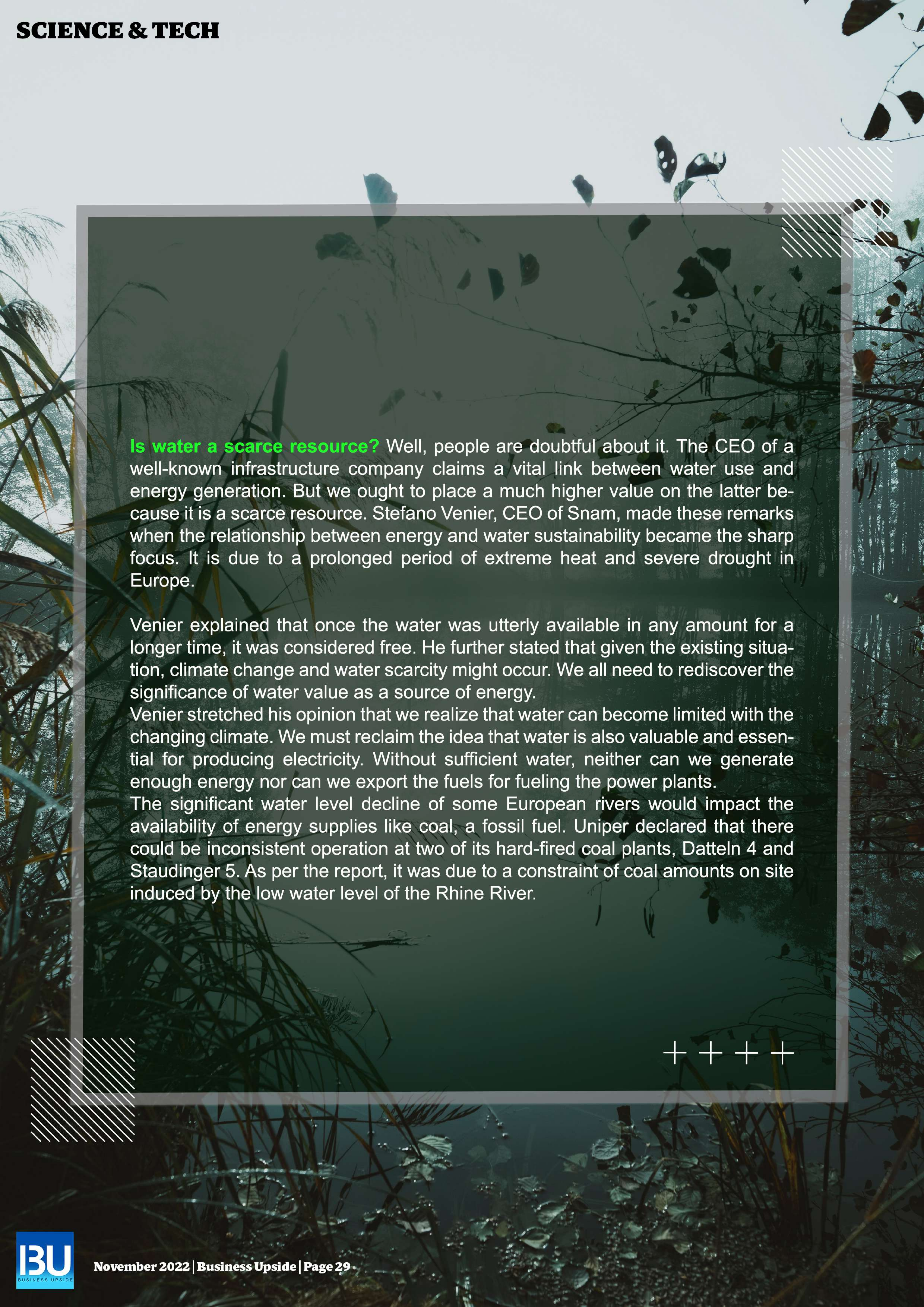
— DOUGLAS ADAMS

Device- Oppo Reno 6

• Focal Length- 4.73 mm • ISO- 102 • Aperture- f/1.7

WATER SCARCITY

**THE BIGGEST PROBLEM
BUT A VITAL RESOURCE IN
GLOBAL ENERGY SECTOR**



Is water a scarce resource? Well, people are doubtful about it. The CEO of a well-known infrastructure company claims a vital link between water use and energy generation. But we ought to place a much higher value on the latter because it is a scarce resource. Stefano Venier, CEO of Snam, made these remarks when the relationship between energy and water sustainability became the sharp focus. It is due to a prolonged period of extreme heat and severe drought in Europe.

Venier explained that once the water was utterly available in any amount for a longer time, it was considered free. He further stated that given the existing situation, climate change and water scarcity might occur. We all need to rediscover the significance of water value as a source of energy.

Venier stretched his opinion that we realize that water can become limited with the changing climate. We must reclaim the idea that water is also valuable and essential for producing electricity. Without sufficient water, neither can we generate enough energy nor can we export the fuels for fueling the power plants.

The significant water level decline of some European rivers would impact the availability of energy supplies like coal, a fossil fuel. Uniper declared that there could be inconsistent operation at two of its hard-fired coal plants, Datteln 4 and Staudinger 5. As per the report, it was due to a constraint of coal amounts on site induced by the low water level of the Rhine River.

+ + + +

WATER ENERGY NEXUS

Is water a scarce resource in Nexus too? The comments made by Venier are relevant to more general discussions about the so-called water-energy Nexus. It refers to the intimate connections between water and energy. The industrialized nations worldwide gradually switch from fossil fuels to renewable sources.

The International Energy Agency states that water is essential for energy production, and energy is necessary for water supply.

In the upcoming years, the value of water and energy is expected to grow more pronounced, with substantial repercussions for energy and water security.

Due to changing climate, growing populations, and increasing pressure for resources, many locations are experiencing both. This link has received attention recently, particularly in Europe. For instance, a Swiss nuclear power plant reduced its performance earlier this summer to keep the river that helps to cool it from reaching temperatures harmful to marine life.

the Swiss Broadcasting Corporation's international division will cite the country's economic public broadcaster, SRF. At that time, the Beznau nuclear power plant was reported to have momentarily toned down operations, and it was to prevent the River Aare's temperature from increasing to levels that are unsafe for fish. Since then, these limitations have been lifted.

According to Reuters, government ministers in Norway, whose household energy needs are primarily met by hydropower, have discussed limiting exports because of decreased reservoir levels. All of those mentioned above are occurring as numerous major European economies look for alternative sources of sustainable energy supplies in the wake of Russia's unwarranted invasion of Ukraine.

Back at the Ambrosetti Forum, Snam's Venier was questioned on the energy independence of Europe and the possibility that Italy and the rest of Europe would have to use foreign gas resources. The course that the administration, the EU, through REPowerEU, and what we are doing at Snam have all established. According to Venier, emerging markets in West Africa or other global regions can supply the gas. Therefore, the question "Is water a scarce resource?" will be resolved if we take essential steps towards sufficient water availability.



FINDING THE BEST AUDIOBOOKS ON SPOTIFY



With audiobooks on Spotify, keeping up with recent releases without hooking on to a physical book is now more accessible. The application already offers quality podcasts and music, and recent books on Spotify have been added to it as audiobooks. The application now possesses enough potential to engage users more, as it will satisfy all kinds of audio needs.

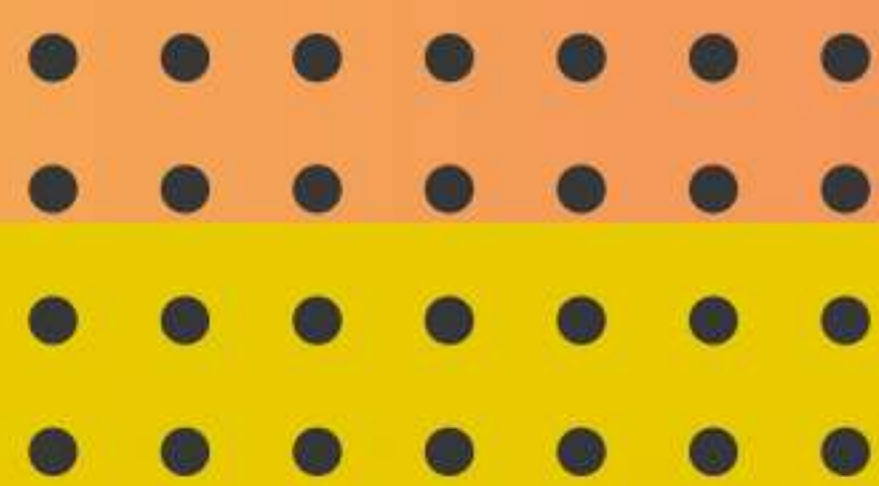


HOW TO FIND BOOKS ON SPOTIFY



The question now arrives on how to find audiobooks on Spotify. How to find books on Spotify is a question that has two answers. A user can log on through the web browser via the address open.spotify.com. The top of the page contains a search bar with the sign of a magnifying glass, and one has to write the book's name or the author there. He may also scroll down and find the option of the audiobook. Pressing the button will allow the user to search for good audiobooks on Spotify or the audiobooks of their choice.

The way to find the best books on Spotify in your mobile app or desktop is also similar. Taping the search bar will allow you to write the title of a book or the author's name. The user can browse the audiobooks option to choose good audiobooks Spotify among the verified collection.



AUDIOBOOKS ON SPOTIFY



The percentage of audiobooks compared to the total physical books in the market is multiplying every year. So, Spotify has entered the audiobook market to attract more consumers. It was already a loved platform among the users, basically for podcasts. Now Spotify wants the users to stick to this platform only.

Spotify, the home to almost 4.5 million podcasts, entered the market of audiobooks on September 20, 2022. But it already offers 300,000 audiobooks and will add more in the future. Books on Spotify include various ranges, like fictional and non-fictional, romantic, historical, mysterious, and most-anticipated audiobooks.



ARE BOOKS ON SPOTIFY FREE?

Listening to the best books on Spotify is not, however, free of cost. It will cost you, although you are a premium member of Spotify. The price range starts from \$3 and ends at \$40. Once purchased, the user can download the audiobook to his device and listen to it offline at any time. As of now, one can buy good audiobooks Spotify via web browser only, not from the desktop or mobile version of the app. One can only know the price and get a link for the purchase via e-mail when he clicks the audiobook on mobile or desktop. The user can buy the audiobook from the link sent to his e-mail.

After purchasing an audiobook, the user will get into his Spotify library. The options like pausing, adjusting the playback speed, setting a sleep timer, and giving ratings will be available after purchasing the audiobook.

COMPARING SPOTIFY AUDIOBOOKS WITH OTHERS

Spotify intends to offer audiobooks different from Amazon's Audible or any other platform. Audible from Amazon offers free audiobooks for its subscribers. For those who don't have a subscription, the price for audiobooks on different platforms like Google, Apple, Audiobooks.com, and Audible doesn't differ much,

ranging from \$15 to \$20. Buying a Spotify audiobook may sometimes cost higher, but subscription charges of other platforms make the difference minimum.

BEST AUDIOBOOKS ON SPOTIFY

Spotify has a wide range of audiobooks. So, finding good audiobooks on Spotify may vary depending on categories and individual preferences. There are diversified categories, including classics, sci-fi, for children, historical and fictional. There are original audiobooks, and there are original classics, contemporary fiction, and super sleuths. There are standalone books and series.

Dracula, Little Woman, 1984, Beauty Queens, Dead Awake, and Me are some of the best audiobooks on Spotify.

CONCLUSION

Rather than choosing from a list of recommended audiobooks, it is better to go through the app to access the variety of audiobooks on Spotify and choose the most suitable ones.



DATE AND PLACE		UPCOMING TOP BUSINESS EVENTS IN THE WORLD
2nd Nov, Ho Chi Minh City, Vietnam		SCIENCE LEAGUES-INTERNATIONAL CONFERENCE ON BUSINESS RESEARCH (ICBUSR)
2nd Nov, Manila, Philippines		IIERD-INTERNATIONAL CONFERENCE BUSINESS AND MANAGEMENT (ICBM)
4th Nov, Tokyo Japan		SCIENCE CITE-INTERNATIONAL CONFERENCE ON GLOBAL BUSINESS, ECONOMICS, FINANCE & SOCIAL SCIENCES (ICGBEFSS)
8th Nov, Rome Italy		IIERD-INTERNATIONAL CONFERENCE ON FUTURE BUSINESSES (ICFUBUS)
12th Nov, Berlin Germany		ASAR-INTERNATIONAL CONFERENCE ON GLOBAL BUSINESS, ECONOMICS, FINANCE & SOCIAL SCIENCES (ICGBEFSS)
9th Nov, Buenos Aires, Argentina		IITER-WORLD CONFERENCE ON SUPPLY CHAIN MANAGEMENT AND BUSINESS (WCSCMB)
17th-18th Nov, Helsinki		SLUSH 2022
1st to 4th Nov 2022		WEB SUMMIT LISBON
23rd to 25th Nov 2022, ONLINE		BIG DATA CONFERENCE EUROPE
9th to 10th Nov 2022, Toronto		AI IN FINANCE SUMMIT
7th to 10th Nov 2022, Delft, Netherlands		THE 12TH INTERNATIONAL CONFERENCE ON THE INTERNET OF THINGS
9th to 10th Nov 2022, Toronto		AI IN FINANCE SUMMIT



7 TIPS

FOR CHOOSING

A TOP CNC MACHINING SHOP



A CNC machine, also known as a computerized numerical control machine, is generally used for cutting and shaping different materials such as metals, plastics, and stones. Different types of CNC machines depend on their use; these include horizontal and vertical milling machines, wire-cutting systems, bridge cranes, router tables, etc.

They were initially developed to improve the accuracy of the manufacturing process by being able to automate specific tasks that had previously been done by hand or with essential tools like saws and drills.

As these machines play an essential role in automotive, metalworking, aerospace, agriculture, packaging, etc., choosing the right CNC machining shop is critical. Following are a few points that will help you do that easily:

1. ASK FOR A SAMPLE

Before making a deal, it is said that one needs a sample. The companies that provide samples can always be trusted. If the company does not hesitate to provide samples, buying equipment parts is a good option. Also, keep in mind your intention to purchase these parts, as they can lead to significant issues in production.



2. CHECK REVIEWS

One way of getting an idea about the manufacturer's reputation in this industry is by checking for reviews. You will know more about the company if you come across a review about the quality of products or any other specific issues that customers might have faced. They will help you decide whether you should invest in that particular manufacturer or not.

3. DESIGN AND PHILOSOPHY

One way of finding out how old the CNC manufacturing company is and how well they have been doing it is to check its designs and philosophy. You can check them on their website or contact them to ask questions. The level of customization they offer is also necessary because some companies do not have any policy for modifying designs that are not in line with their philosophy.

4. RESEARCH

You need to research the company to avoid making mistakes like a few contention areas among manufacturers regarding specifications and tolerances. Then, you will be able to get the perfect machine parts. Also, remember that everyone is different, so it's better to confide in someone with experience in this field.



5. CUSTOMER SERVICE

You need to look at their customer service before making a deal. Getting a company that could provide live chat and phone numbers is always better. This will help resolve your problem immediately and get refunds and other compensation in case of any issues.

6. ASK FOR PROOF OF QUALITY

Choosing a suitable material is very important since some materials might not work with specific machines, or some machines might not be able to handle them. In this case, it is better to ask for proof of quality to know precisely how well this material will work in your machines.

7. INSPECTION

It is also suggested to check if the manufacturer follows an additional inspection step to ensure the customer gets high-quality products.

CONCLUSION

Choosing the right CNC machining shop is a big deal. Many companies could offer the same products, but not all can deliver the best quality and services. So, choose wisely and don't let anyone exploit your needs in this field.

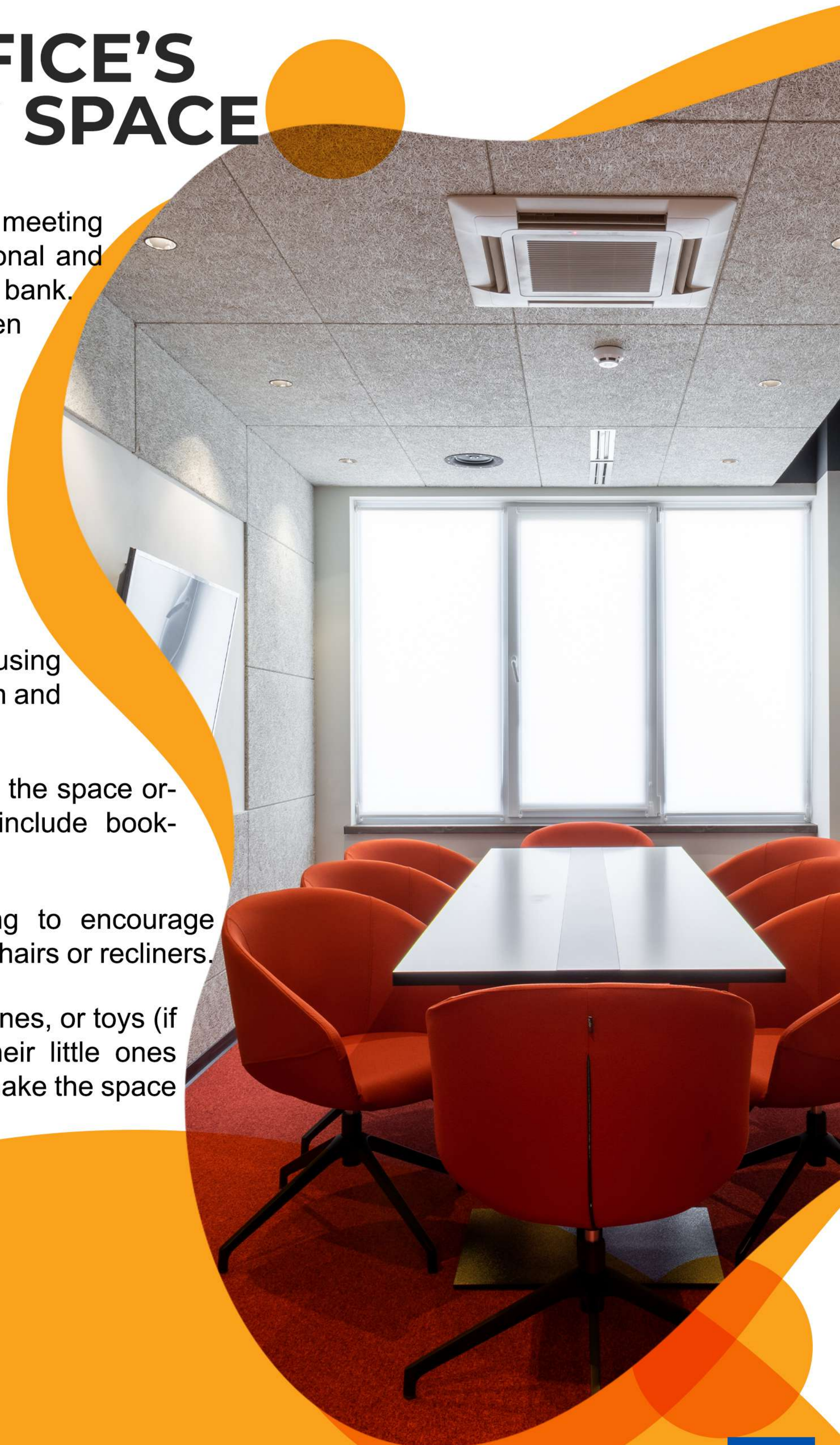
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PRACTICAL DESIGN IDEAS

FOR YOUR OFFICE'S NEW MEETING SPACE

Creating a productive and comfortable meeting space can be tough – you want a functional and stylish space, ideally without breaking the bank. If you're looking for inspiration, here are ten practical design ideas to get you started working with professional office builders.

- 1.** Go for a minimalist look with clean lines and simple furniture – this will give the space a modern feel and make it easy to keep things tidy.
- 2.** Incorporate nature by adding plants or using earthy tones in your décor to create a calm and relaxed atmosphere.
- 3.** Make use of storage solutions to keep the space organized and uncluttered – this could include bookshelves, cabinets, or baskets.
- 4.** Use comfortable and stylish seating to encourage people to stay awhile, such as bean bag chairs or recliners.
- 5.** Bring fun elements like games, magazines, or toys (if you're expecting to have clients with their little ones present from time to time). This will help make the space more inviting and enjoyable to be in.



LIFESTYLE

6. Invest in quality audio/visual equipment so that presentations run smoothly – especially if you use the space for conferences or webinars.

7. Consider your lighting carefully to ensure it's both effective and flattering. Think overhead fluorescent lights or floor lamps with soft bulbs.

8. Make sure the temperature is comfortable by using fans or air conditioners. No one wants to sit in a stuffy room!

9. Add some personal touches with photos, art, or other memorabilia to help make the space feel more like your own and less like a sterile office environment.

10. Make sure there is plenty of outlets for people to charge their laptops, phones, and other electronic devices – no one likes being stuck with a dead battery in the middle of an important meeting.

With these ten practical design ideas, you can create a meeting space that is both functional and stylish. Keep things clean, organized and comfortable, and you'll be sure to impress clients and colleagues alike. Good luck!



GAME ZONE



- **FINAL FANTASY XVI**
- **RESIDENT EVIL 4 REMAKE**
- **THE CALLISTO PROTOCOL**
- **ROUTINE**
- **SKATE STORY**
- **FROGUN**
- **THE ALTERS**
- **SYSTEM SHOCK**

30

BEST DESTINATIONS TO VISIT THIS FALL



There's no denying that Fall in the USA is legendary! Images of beautiful tiny clapboard towns and whitewashed churches beneath the colorful limbs of the trees or isolated roadways dangling above carpets of red and yellow are constantly flooding our television screens. Interestingly, fall is the perfect season for an American adventure for more reasons than just the foliage, and New England doesn't necessarily hold all the cards either. Traveling in the fall is fantastic since there are fewer visitors, cheaper flights, and good deals than in the summer. You can also take in the stunning countryside made even more stunning by the autumn leaves. Any of these fantastic locations is an excellent choice if you're considering the best places to travel this fall.



BEST NOVEMBER VACATION DESTINATIONS

These are a few of the best places in these beautiful United States to visit during the wonderful month of November. Let's get started with the list, which includes both well-known and obscure locations for fall foliage.

1. The Blue Ridge Parkway, Virginia
2. Mammoth Lakes, California
3. Bend, Oregon
4. Rocky Mountain, Colorado
5. Oahu, Hawaii
6. Scottish Highlands, Scotland
7. Switzerland
8. Loire Valley, France
9. Harpers Ferry, West Virginia
10. Allegheny National Forest, Pennsylvania



BEST FALL WEEKEND GETAWAYS

Gone are those golden days when you and your significant other might unexpectedly leave for the weekend with only a tiny backpack. However, now you can't even enjoy some time alone after jobs, family, and kids. Here are some weekend getaway places to visit in the fall. Kick off the hustles and bustles of life and live life truly for some time. The places are:

1. Santa Fe, New Mexico
2. San Diego
3. State College, Pennsylvania
4. Texas Hill Country
5. Burlington, Vermont
6. The Columbia River Gorge, Oregon
7. Dallas
8. Boston, Massachusetts
9. Sedona, Arizona
10. Leavenworth, Washington

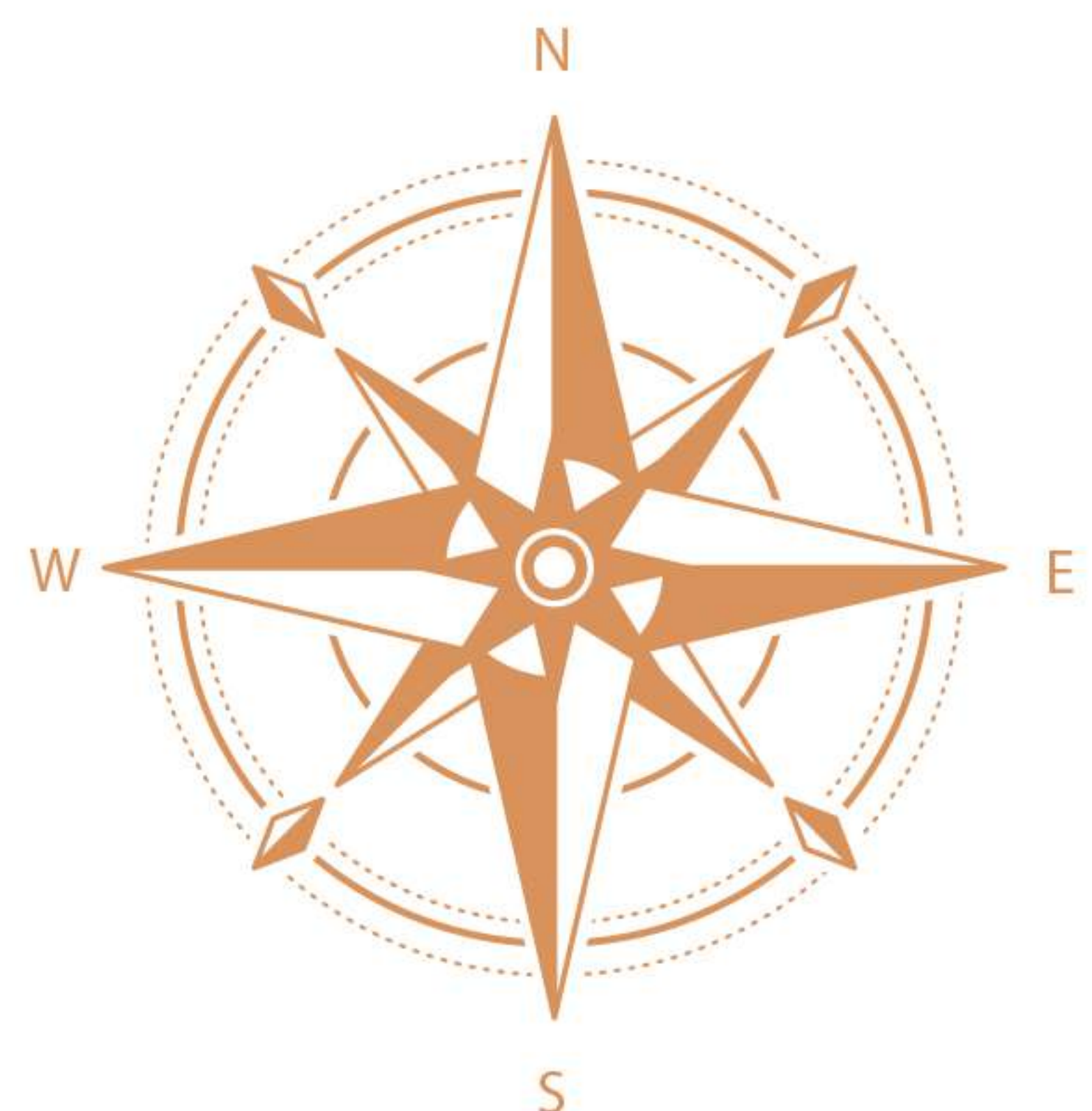
So, choose one of these locations for your fall vacation or, at the very least, a weekend trip and take in the captivating season.

BEST NATIONAL PARKS TO VISIT IN NOVEMBER

The beginning of crunchy weather and Mother Nature's yearly display of fall colors make the months of Sep-Nov the most gorgeous months of the season. It's also the great outdoors because there are fewer people around, wildlife seems to be livelier, and sweater weather is starting. For the most incredible outdoor adventures this fall, check out these top national parks to visit in November.

1. Yosemite National Park, California
2. North Cascades National Park, Washington
3. Everglades National Park, Florida
4. The Great Smoky Mountains National Park, North Carolina
5. Glacier National Park, North-western Montana
6. Shenandoah National Park, Virginia
7. Grand Canyon National Park, Arizona
8. Dry Tortugas National Park, Florida
9. Death Valley National Park, California
10. Arches National Park, Utah

You genuinely would like to spend some time outdoors again since the weather is ideal—things have cooled off, but that's still not too chilly! Make it count by going exploring over the weekend. In each way, the best places to travel this fall are much less congested at this time of the year, and occasionally you may even find special off-season pricing. Pack the kids for a family-friendly vacation, leave them home, and go on a romantic weekend getaway with your special someone to refresh. After all, it's not necessarily summered to take a memorable trip to Niagara Falls or to Michigan for a quiet weekend in the fall.



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