

I'm not robot!

Value Proposition

Your value proposition is a short, descriptive paragraph about yourself that contains 5 main value messages that you want to convey to prospective employers. The Value Proposition answers the question, "So, why don't you tell us a little bit about yourself?" It can be general or tailored to a specific situation, such as a job interview. The value proposition is your best effort to market who you are, what you are good at, and why you will add value to an organization. Think of it as your career brand.

Keep it on the tip of your tongue to be used in a job interview, online networking communications, or even during a chance meeting with a potential employer. Use it in your resume within the "Summary of Qualifications" section. This section will give employers a quick snapshot of the value you will bring to their company. Include your value proposition in your cover letter for a job application. Memorize it!

It forces you to honestly evaluate your knowledge, skills, and abilities, and then summarize your best attributes in a short and easily remembered format. It helps you to understand your professional value, leading to increased confidence and better focus on where you will fit in. It helps you develop your resume. It helps you to control what interviewers remember most about you. Most importantly, it **differentiates** you from the competition.

Clarity in research questions and hypotheses

- Research questions and hypotheses add clarity to the statement of the marketing problem.
- A hypothesis is an unproven proposition or a possible solution to a problem.
 - For example, if consumers' attitudes toward a product are changed in a positive direction, consumption of the product will increase.
- A hypothesis should provide information that will be useful in decision-making.

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Your Unique Selling Proposition

What is a unique selling proposition?

A unique selling proposition, or what we call USP, outlines what you offer your clients, why they should buy from you and not your competitors and what is unique about you and your services or products.

Your USP needs to make people take notice of you and get them talking about you. It is often used as your tag line and explains the unique benefits of your services and products. The key word is **UNIQUE**. What can you do better that is different and stands out?

Why do you need a unique selling proposition?

Even though a USP is a must for any business, unfortunately a lot of small business owners forget about creating a unique selling proposition for their business.

In today's marketplace you need to stand out and give your prospects a good reason to choose you as their provider. You must position yourself as the perfect solution for your clients and prospects so that it is completely obvious for them to choose you and no one else.

Proposition of a new conformity criterion for assessment of the concrete compressive strength

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Abstract. A new conformity criterion for concrete strength assessment that could be used at the initial production stage, is proposed. As an innovative conformity criterion was evaluated based on Order Statistics Theory, it is independent from the type probability density function (PDF) in population, estimation of the standard deviation, shape of the specimen and the level of autocorrelation of the test results. Proposed criterion was evaluated and positively verified both AOQL-concept using Monte Carlo simulation and the test results obtained under real production.

Other details: <https://www.scientific.net/SSP.259.106>

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