

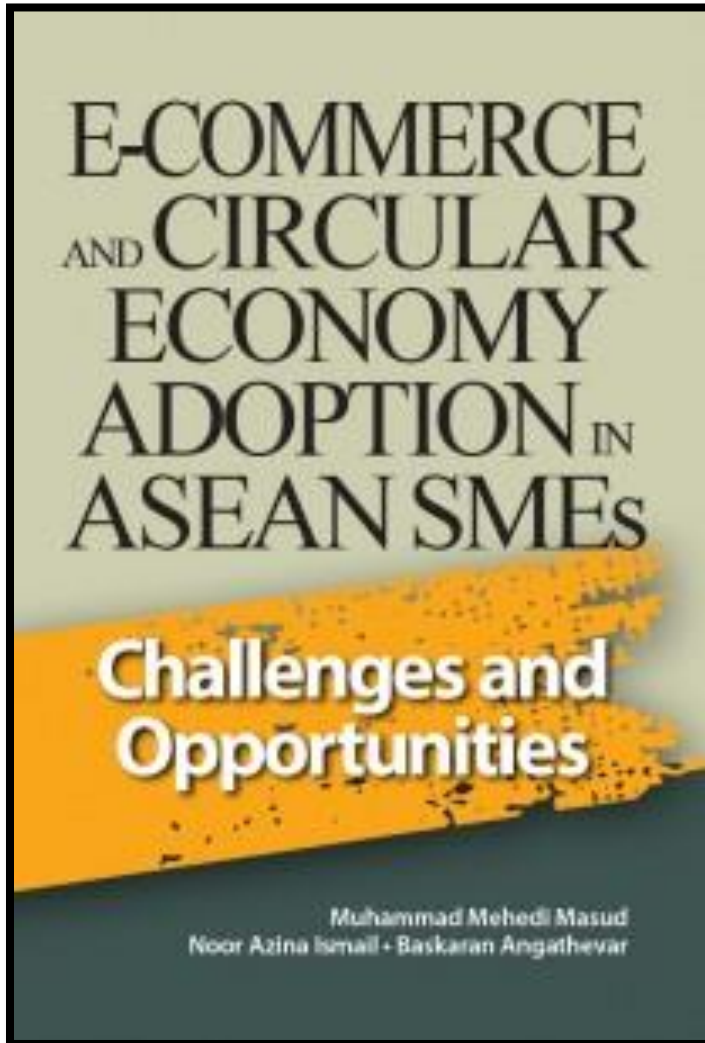


KEMENTERIAN EKONOMI  
JABATAN PERANGKAAN MALAYSIA

# SINOPSIS PILIHAN PERPUSTAKAAN INSTITUT LATIHAN STATISTIK MALAYSIA BIL. 4/2024

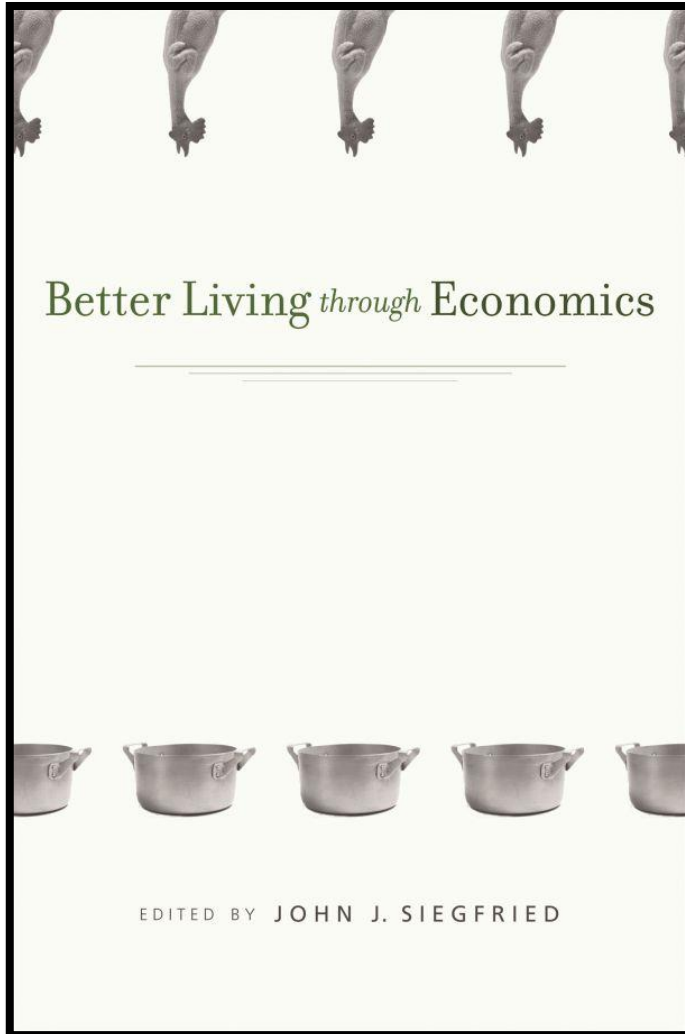
KOLEKSI PINJAMAN BERKELOMPOK  
PERPUSTAKAAN NEGARA MALAYSIA





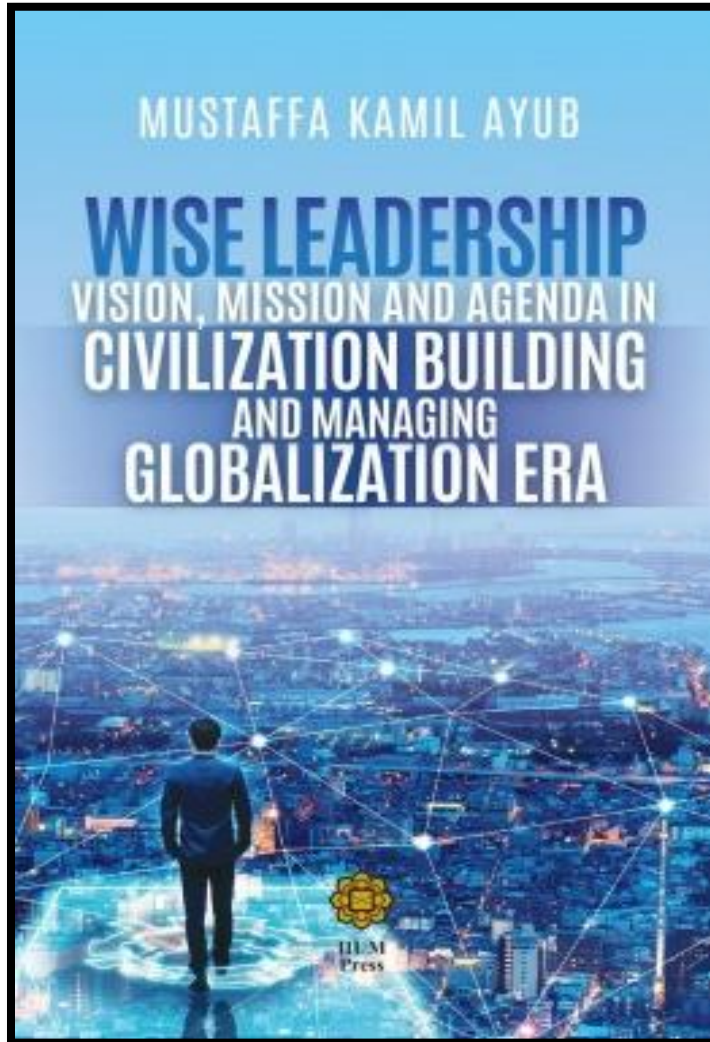
This book addresses several important issues such as e-commerce adoption, cross-border e-commerce, e-commerce regulations and policies, Internet connectivity, as well as circular economy and digitalisation technologies challenges and opportunities for ASEAN SMEs. The Circular Economy strives to restore capital—whether financial, manufactured, human, social, or ecological—and provides opportunities and solutions to all organisations.

This book is the ideal introduction for anybody looking to gain insights rapidly into critical issues related to the Circular Economy transition. It establishes a new framework for refining the notion of a Circular Economy and its application at the industrial level. This book will appeal to entrepreneurs, sustainability practitioners, business and economics academics, policymakers, as well as students.



*Better Living Through Economics* consists of twelve case studies that demonstrate how economic research has improved economic and social conditions over the past half century by influencing public policy decisions.

Economists were obviously instrumental in revising the consumer price index and in devising auctions for allocating spectrum rights to cell phone providers in the 1990s. But perhaps more surprisingly, economists built the foundation for eliminating the military draft in favor of an all-volunteer army in 1973, for passing the Earned Income Tax Credit in 1975, for deregulating airlines in 1978, for adopting the welfare-to-work reforms during the Clinton administration, and for implementing the Pension Reform Act of 2006 that allowed employers to automatically enroll employees in a 401(k).

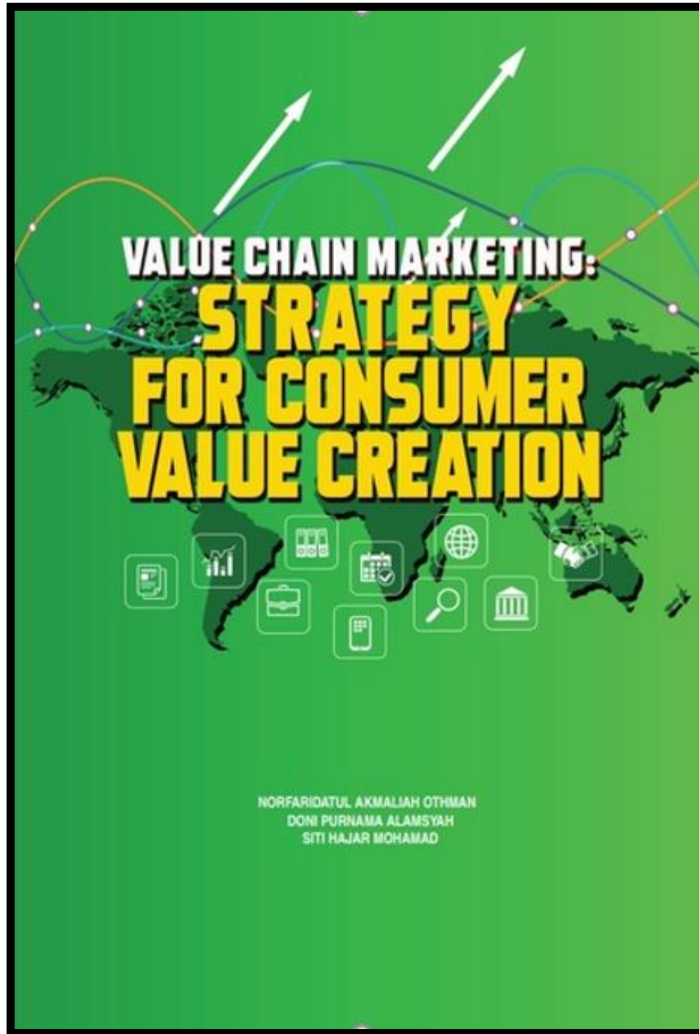


To act as the vicegerent (khalifah) of Allah on earth means we have to be members of the ummah and work together as an organ for the success of our mission entrusted to us by Allah. In order to fulfil this mission, we have to struggle for the development of Islamic personality (shakhsiyyah), Islamic family, Islamic society, Islamic state and Islamic new world order.

The book *Wise Leadership: Vision, Mission and Agenda in Civilization Building and Managing Globalization Era* is published to share some of the ideas especially with the young generation who will be the future leaders of the ummah in building the future civilization of Muslims. This book is actually a collection of speeches and working papers presented by the author in various occasions with some modifications.

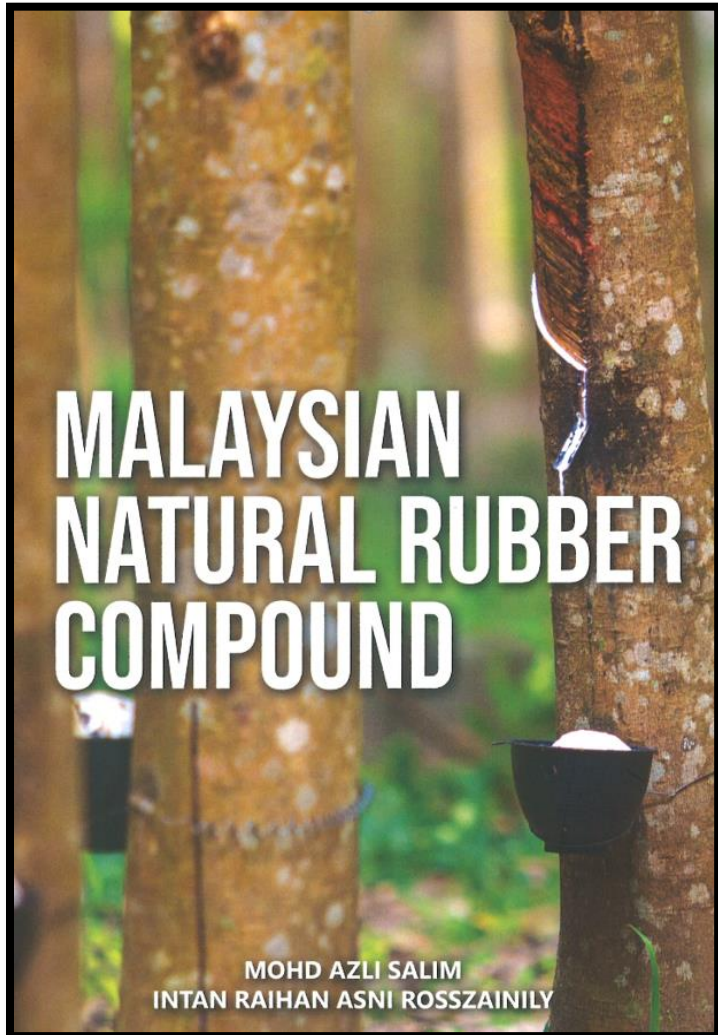


# VALUE CHAIN MARKETING: STRATEGY FOR CONSUMER VALUE CREATION



Companies struggle to develop creative marketing strategies to retain existing consumers and attract new ones in today's highly competitive market environment. However, from a consumer's perspective, increased competition means that consumers have more options to choose. This book aims to profile value chain creation and establish a database framework in various industries.

This book also wishes to demonstrate the creation of superior consumer value as a key element of business success, leading to a sustainable competitive advantage whereby the value a business creates for its consumer cannot be matched by any competitor offers over time. It highlighted the importance to understand and fulfilling consumer wants and needs through value chain marketing. Value chain marketing can be achieved by identifying relevant activities of all parties along the chain to deliver valuable products and services to consumers.



The book focused on the mechanical properties of standard Malaysian natural rubber. On the other hand, it also represents the development of the laminated rubber-metal spring (LR-MS) for vibration isolator application.

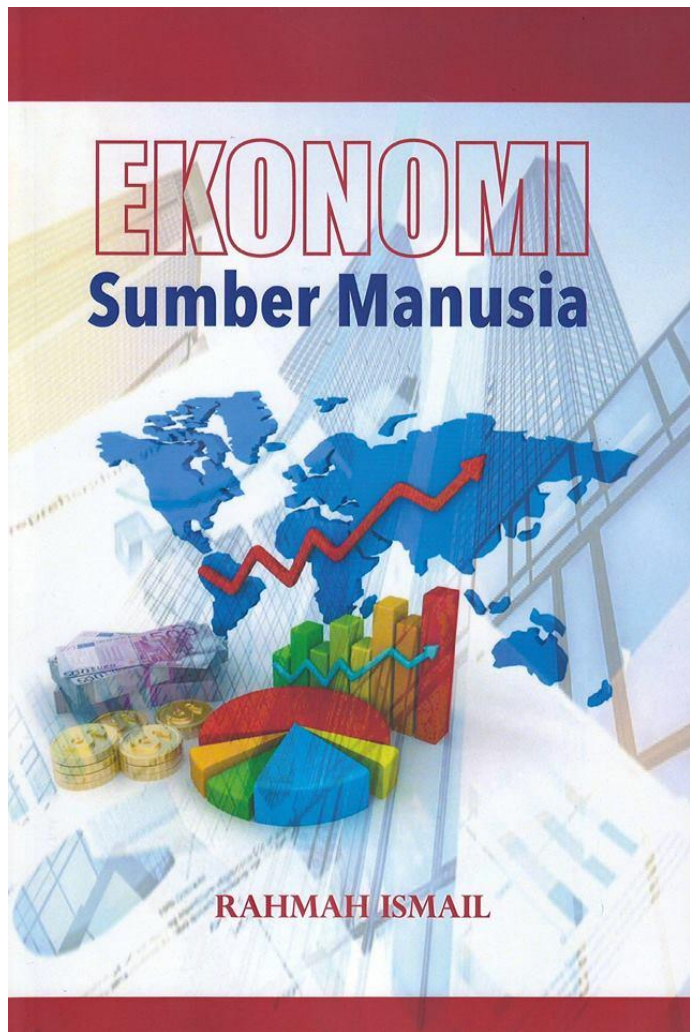
Besides, the aim of the book is to implement the usage of Malaysian natural rubber up to four different mechanical approach, which are tensile, compression, microscopic and nanoindentation. At the end of this book, in concludes the mechanical properties of different types of Malaysian natural rubber.



Pelaburan boleh ditinjau dalam aspek yang berbeza. Pelaburan dalam buku ini memfokuskan kepada perspektif ekonomi. Walaupun buku ini memberi penekanan kepada aspek ekonomi, namun sesuai untuk semua bidang sama ada bidang kewangan atau sains sosial. Oleh itu, buku ini sesuai dijadikan rujukan penting kepada pelajar universiti, ahli akademik dan masyarakat umum yang berminat mengenai pelaburan dalam konteks yang berbeza.

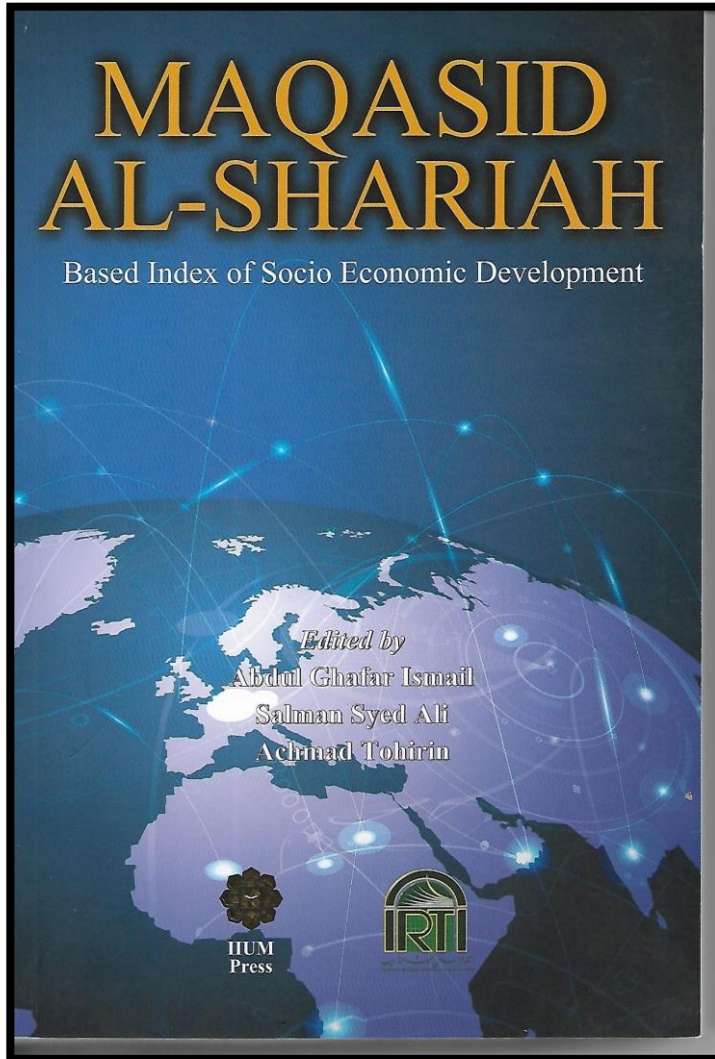
Penyampaian buku ini menggunakan integrasi antara huraian, rajah dan matematik serta contoh-contoh yang bersesuaian. Dengan cara ini, pembaca akan lebih mudah memahami definisi, konsep, teori dan aplikasi yang berkaitan dengan pelaburan, khususnya pelaburan swasta.





Buku ini mengupas ketiga-tiga aspek dengan memberi fokus kepada konsep, teori, pengukuran dan bukti empirik. Buku ini mengandungi sebelas bab. Pada bab pertama sehingga ketujuh, kandungan buku ini berkisar kepada ketersediaan manusia seperti penduduk dan migrasi serta pembangunan sumber manusia seperti pendidikan, latihan dan kesihatan. Bermula daripada bab kelapan, buku ini memuatkan perbincangan tentang perancangan sumber manusia yang termasuk aspek teori dan metodologi, teknik perancangan dan isu perancangan. Pada bab akhir buku ini menyentuh isu dan pengalaman pembangunan dan perancangan sumber manusia di Malaysia



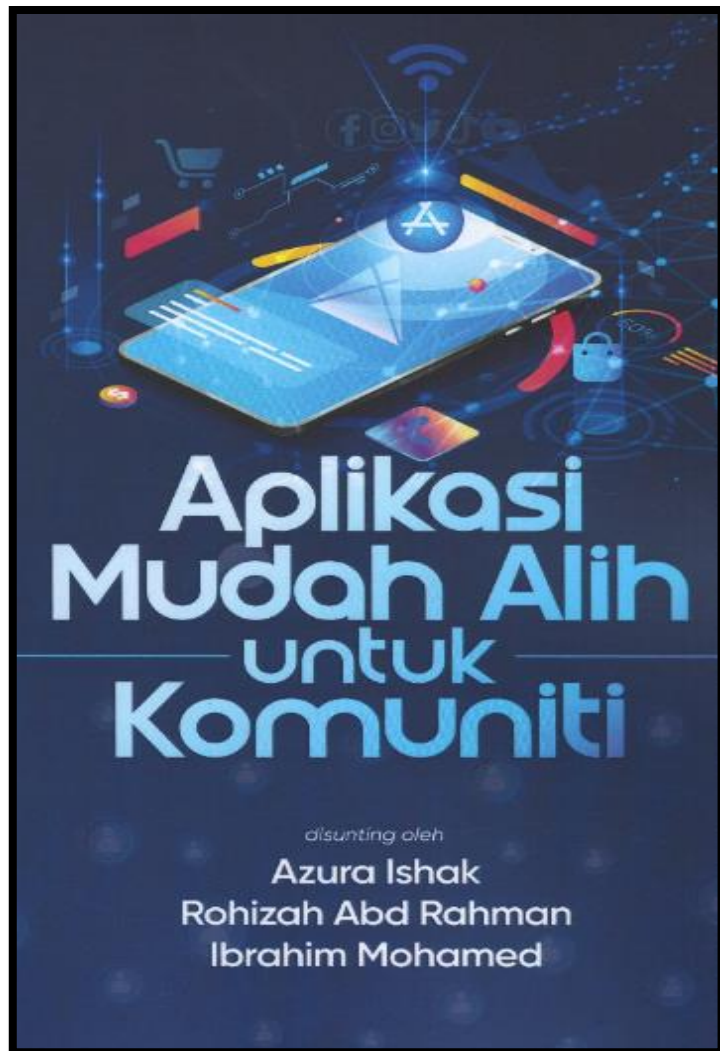


This book also highlights six main areas: first, specifies the definition and conceptualisation of Maqasid al-Shariah as measurable concept; second, suggest various indicators of socio economic development, how they tie with five objectives of the Maqasid al-Shariah; third, evaluate various indicators for the measurement of the multi-dimensions overlap between Maqasid al-Shariah and socio economic development measurable; forth, discovers data availability across various countries that may be relevant / useful in the construction of Maqasid al-Shariah based Socio-Economic index; fifth, searches out the addresses of various countries that have such measurable and help construct Maqasid al-Shariah based Socio-Economic index; and sixth, provide recommendations for further research.



Perbuatan sujud merupakan perbuatan terpenting dalam solat, kerana ia menggambarkan penyerahan diri secara menyeluruh kepada Allah SWT dengan meletakkan semulia-mulia anggota badan di tanah. Oleh itu, perbuatan ini perlu dilakukan dengan sempurna iaitu adanya sebab-sebab yang membolehkan seseorang melakukan sujud sehingga kepada cara sujud yang dilakukan.

Isi kandungan buku ini tidak bercanggah dengan akidah dan kaedah Fiqah serta mazhab tasawuf Ahli Sunah Waljamaah. Perbuatan ini dipilih oleh Allah SWT untuk disyariatkan dalam ibadat yang paling penting iaitu solat. Penerangan yang disampaikan juga amat jelas dan di kupas secara terperinci dengan panduan-panduan bergambar yang disertakan.



Buku Aplikasi Mudah Alih Untuk Komuniti merupakan hasil suntingan beberapa penulisan bagi penyeliaan Projek Tahun Akhir (PTA) beberapa orang tenaga pengajar di Fakulti Teknologi dan Sains Maklumat (FTSM), Universiti Kebangsaan Malaysia (UKM) dan bersama penulis dari Universiti Islam Selangor (UIS). Alhamdulillah, syukur ke hadrat Allah SWT dengan lahirnya buku ini diharap dapat diguna dan dijadikan panduan kepada para pendidik, pelajar dan masyarakat umum berkenaan aplikasi sebegini.

Secara keseluruhannya, buku ini adalah memfokus kepada pengurusan khidmat komuniti, kesihatan dan perniagaan yang dapat digunakan bagi semua lapisan masyarakat. Aplikasi mudah alih untuk komuniti juga dijangka membantu institusi masyarakat mendapat khidmat yang diperlukan menggunakan aplikasi mudah alih melalui telefon pintar masing-masing.

# "Gemilang"

Di arus zaman berubah  
moden dan penuh rintangan  
tetap melangkah dan berevolusi  
dan menuju matlamat jaya

Seiring dan seirama  
bersama tekad di hati  
misi dan visi berinovasi  
Gah di mata dunia



**VIDEO "GEMILANG"**

<https://bit.ly/DOSMGemilang>

## *Chorus*

Gemilang, perangkaan jitu  
data terpelihara  
pelbagai anugerah  
membuktikan kita juga berdaya  
Gemilang, harumkan negara  
di antarabangsa  
berpadu tenaga, berganding bahu  
dan kejayaan di rasa

Langkah strategi di yakini  
kejayaan di kecap  
sejarah yang terukir  
menjadi inspirasi

# TERIMA KASIH



**StatsMalaysia**  
[www.DOSM.gov.my](http://www.DOSM.gov.my)

