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Principles of Management Openstax 2022-03-25 Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well as behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters. Contributing Authors David S. Bright, Wright State University Anastasia H. Cortes, Virginia Tech University Eva Hartmann, University of Richmond K. Praveen Parboteeah, University of Wisconsin-Whitewater Jon L. Pierce, University of Minnesota-Duluth Monique Reece Amit Shah, Frostburg State University Siri Terjesen, American University Joseph Weiss, Bentley University Margaret A. White, Oklahoma State University Donald G. Gardner, University of Colorado-Colorado Springs Jason Lambert, Texas Woman's University Laura M. Leduc, James Madison University Joy Leopold, Webster University Jeffrey Muldoon, Emporia State University James S. O'Rourke, University of Notre Dame

Revitalizing Higher Agricultural Education in India P. M. Tamboli 2011 This book sets out to critical review and evaluate developments that have taken place in higher agricultural education in India in the last four decades (1970-2010) in the context of its role and importance in country's performance in the agricultural sector. The book summarizes historical developments, discusses the rise and fall of the higher education system, and suggests future directions to meet the challenges of the 21st century in the globalized world.

Human Behavior at Work Keith Davis 1977

Real-time Strategy and Business Intelligence Marko Kohtamäki 2017-07-05 This book discusses and conceptualizes practices on real-time strategy, focusing on the interplay between strategy and business intelligence. Combining strategic practices and business intelligence systems, the authors demonstrate how managerial practices can be developed in the age of digitization. Also developing the concept of strategic agility, the book provides perspectives from a range of disciplines including strategic practices and decision making, customer relationship management, human resource management, competitive intelligence, supplier network management and business intelligence systems. Presenting managerial frameworks and guidelines, Real-time Strategy and Business Intelligence explores how to improve utilization of business intelligence systems in real-time decision making. Providing practical and future-oriented insights backed by examples and best practices, the authors present a clearly conceptualized

theoretical framework.

Free Prize Inside Seth Godin 2004-05-11 How to find the soft innovation that will make your product, service, school, church, or career worth talking about. We live in an era of too much noise, too much clutter, too many choices, and too much spam. And as Seth Godin's 200,000-copy bestseller Purple Cow taught the business world, the old ways of marketing simply don't work anymore. The best way to sell anything these days is through word of mouth and the only real way to get word of mouth is to create something remarkable. Free Prize Inside, the sequel to Purple Cow, explains how to do just that. It's jammed with practical ideas you can use right now to make your product or service remarkable, so that it will virtually sell itself. Remember when cereal came with a free prize inside? Even if you already liked the cereal, it was the little plastic toy that made it irresistible. Godin explains how you can think of a bonus that will make your customers feel just as excited, no matter what business you're in. Consider these free prizes: • The Tupperware party, which turned buying plastic bowls into a social event • Flintstones vitamins, which turned a serious product into something fun • The free change-counting machine at every Commerce Bank branch • The little blue box from Tiffany, which makes people happy before they even open it This book offers a way to create free prizes quickly, cheaply, and reliably and persuade others in your organization to help you bring them to life.

The New Digital Age Eric Schmidt 2013-04-25 'This is the most important - and fascinating - book yet written about how the digital age will affect our world' Walter Isaacson, author of Steve Jobs From two leading thinkers, the widely anticipated book that describes a new, hugely connected world of the future, full of challenges and benefits which are ours to meet and harness. The New Digital Age is the product of an unparalleled collaboration: full of the brilliant insights of one of Silicon Valley's great innovators - what Bill Gates was to Microsoft and Steve Jobs was to Apple, Schmidt (along with Larry Page and Sergey Brin) was to Google - and the Director of Google Ideas, Jared Cohen, formerly an advisor to both Secretaries of State Condoleezza Rice and Hillary Clinton. Never before has the future been so vividly and transparently imagined. From technologies that will change lives (information systems that greatly increase productivity, safety and our quality of life, thought-controlled motion technology that can revolutionise medical procedures, and near-perfect translation technology that allows us to have more diversified interactions) to our most important future considerations (curating our online identity and fighting those who would do harm with it) to the widespread political change that will transform the globe (through transformations in conflict, increasingly active and global citizenries, a new wave of cyber-terrorism and states operating simultaneously in the physical and virtual realms) to the ever present threats to our privacy and security, Schmidt and Cohen outline in great detail and scope all the promise and peril awaiting us in the coming decades. A breakthrough book - pragmatic, inspirational and totally fascinating. Whether a government, a business or an individual, we must understand technology if we want to understand the future. 'A brilliant guidebook for the next century . . . Schmidt and Cohen offer a dazzling glimpse into how the new digital revolution is changing our lives' Richard Branson

Communities Dominate Brands Tomi T. Ahonen 2005 Communities Dominate Brands: Business and marketing challenges for the 21st century is a book about how the new phenomenon of digitally connected communities are emerging as a force to counterbalance the power of the big brands and advertising. The book explores the problems faced by branding, marketing and advertising facing multiple radical changes in this decade. Communities Dominate Brands discusses how disruptive effects of digitalisation and connectedness introduce threats and opportunities. The authors compellingly illustrate how modern consumers are forming communities and peer-groups to pool their power resulting in a dramatic revolution of how businesses interact with their customers. The book provides

practical guidance of how to move from obsolete interruptive advertising to interactive engagement marketing and community based communications, with dozens of real business examples from around the world. Communities Dominate Brands addresses its topic from a marketing (including advertising and branding) perspective and maintains a rigorous focus on business and profit dimensions of the issues involved.The book discusses such recent phenomena as blogging, virtual environments, mobile phone based swarming and massively multiplayer games. The book introduces a new generation of consumers called Generation-C (for Community). The book also discusses such new concepts as the Connected Age, Reachability, the Four C's, Alpha Users, and introduces Communities as an unavoidable new element into the traditional communication model. Combining the digital trends, modern management theories, and emerging new customer behaviour, Communities Dominate Brands arrives to its conclusion, that traditional marketing methods are increasingly ineffective and even becoming counterproductive. The power of the brands and the abuses by marketing have created a vacuum for a counterbalance, and digitally connected communities, the blogosphere, gamers, and especially the always-on connectedness of those on mobile phone networks, are emerging as the counterforce to redress the balance. The power of smart mobs and digitally enlightened communities will react rapidly to marketing excesses as the natural force balancing the power of the brands.The way a business can and must interact with the powerful new communities is through engagement marketing, by enticing the communities to interact with the brands. Communities Dominate Brands covers the major changes taking place in business and industry worldwide from leading digitally connected societies such as Finland, Korea, Japan, Hong Kong, UK and the USA. The authors discuss the business relevance of such community related technologies and phenomena such as blogging, CANs, iPod, MMOGs, MVNOs, PVRs, Ringing Tones, SMS text messaging, swarming, VOD. This is the definitive business book on the impact of new technologies, not explaining how technology works, but showing what businesses need to do to make money in the new digitally converging environment. Communities Dominate Brands analyses early successes of engaging communities by global brands such as Adidas, Apple, Audi, BBC, Boeing, Coca Cola, eBay, Ford, Google, Guinness, Hush Puppies, Lonely Planet, MTV, Nokia, Orange, Philips, Red Bull, Sony, Tesco, Tony & Guy, Vodafone, etc.The lessons are amplified with insights from rough punishment by communities suffered by Hutchison/Three networks, Kryptonite locks, Mazda, the Philippines Government, etc. Fully indexed, impeccably researched with documented sources, offering over 50 current business examples and over a dozen case studies, Communities Dominate Brands is a hands-on practical business handbook on how to adjust marketing to deal with communities. With tools such as the Four C's and Reachability, the authors provide a competitive head-start to all who want to achieve customer satisfaction and return business in the 21st century.

Exploring Business Karen M. Collins 2018

The War for Talent Ed Michaels 2001 Divulging counterintuitive revelations about what it "really" takes to attract, develop, and retain top performers, this is the definitive guide to today's most urgent business dilemma.

Organizational Behavior Talya N. Bauer 2019

Corporate Finance Jonathan B. Berk 2011 For MBA/graduate students taking a course in corporate finance. Using the unifying valuation framework based on the Law of One Price, top researchers Jonathan Berk and Peter DeMarzo set the new standard for corporate finance textbooks. Corporate Finance blends coverage of time-tested principles and the latest advancements with the practical perspective of the financial manager. With this ideal melding of the core with modern topics, innovation with proven pedagogy, Berk and DeMarzo establish the new canon in finance. The second edition

reflects the constantly changing world of finance, including information on the recent financial crisis, new behavioral finance research, and updated practitioner interviews.

Overcome Jason Redman 2019-12-10 Retired Navy SEAL and New York Times bestselling author Jason Redman divulges how to triumph over adversity using proven Special Operations habits and mindsets. Adversity can often catch you by surprise and leave you struggling with what to do next. What if you could confront any adversity, from the biggest challenges -- the loss of your job, divorce, health issues, bankruptcy -- to normal daily challenges -- a late flight, a disappointing phone call, a missed promotion, a bad day -- and not just survive it, but thrive afterwards? Redman was horrifically wounded in Iraq in 2007 when he was shot at close range through the face and arm. After 40 surgeries, including extensive facial reconstruction and skin grafts, he came back from this experience stronger than ever -- despite carrying scars and injuries he will have for the rest of his life. Redman went on to launch two successful companies and speaks all over the country on how to build better leaders through his Overcome mindset. Overcome is based on extensive research and interviews with America's toughest warriors, including retired 4-star Admiral William McRaven, retired Navy SEAL Jocko Willink, retired 4-star General Stanley McChrystal, and others. In this book, Redman teaches: How to survive any life ambush How to move from defense to offense using the proactive techniques of SEAL teams How to strengthen your endurance during long-term trials How to rediscover and thrive in your life purpose How to lead your team (whether in business or family) to success How to compete with the top 1% in your field How to stay the course even when you want to quit And more Some people move through adversity and others fall underneath it. Learn how you can be counted among those who will Overcome.

Nenasala Basheerhamad Shadrach 2012

E-COMMERCE - CONCEPTS, MODELS AND STRATEGIES. C. S. V. MURTHY 2015

Insurance 4.0 Bernardo Nicoletti 2020-10-31 Industry 4.0 has spread globally since its inception in 2011, now encompassing many sectors, including its diffusion in the field of financial services. By combining information technology and automation, it is now canvassing the insurance sector, which is in dire need of digital transformation. This book presents a business model of Insurance 4.0 by detailing its implementation in processes, platforms, persons, and partnerships of the insurance companies alongside looking at future developments. Filled with business cases in insurance companies and financial services, this book will be of interest to those academics and researchers of insurance, financial technology, and digital transformation, alongside executives and managers of insurance companies.

Study and Master Mathematical Literacy Grade 12 CAPS Learner's Book Karen Morrison 2014-05-01

The Economics of Symbolic Exchange Alexander Dolgin 2008-10-06 Alexander Dolgin's Economics of Symbolic Exchange is in reality not one but three books, and although these semantic layers are interlinked, the reader will need to choose between the different vectors and modalities. One clearly evident dimension is research. Certain authors introduce quite new intellectual approaches into scienti?c debate. This requires a special frame of mind and a searching curiosity about social reality. Carl Gustav Jung identi?ed a p- nomenon which he called systematic blindness: when a science reaches a stage of maturity and equilibrium, it categorically refuses, from a sense of self-preservation, to note certain facts and phenomena which it ?nds inconvenient. In Alexander D- gin's book whole complexes of such "non-canonical" material are to be found. Here are just a few examples: ?le exchange networks,

through which digital works of art are spread through the Internet; bargain sales of fashionable clothing; the paradox of equal pricing of cultural goods of varying quality; and a discussion of whether -tronage or business has the more productive in?uence on creativity. Obviously, not all the issues Volginraises are totally new, but brought togetherand examinedwithin an elegant logical framework of informational economics, they pose a challenge to scienti?c thinking. Such challenges are by no means immediately or, in some cases, ever acclaimed bythescienti?cestablishment. J. K. Galbraith,forexample,agreatAmericaneco- mist, whose works are read throughout the world, who introduced a whole range of crucially important concepts, the director of John F.

Social Media Christian Fuchs 2013-12-06 Now more than ever, we need to understand social media - the good as well as the bad. We need critical knowledge that helps us to navigate the controversies and contradictions of this complex digital media landscape. Only then can we make informed judgements about what's happening in our media world, and why. Showing the reader how to ask the right kinds of questions about social media, Christian Fuchs takes us on a journey across social media, delving deep into case studies on Google, Facebook, Twitter, WikiLeaks and Wikipedia. The result lays bare the structures and power relations at the heart of our media landscape. This book is the essential, critical guide for all students of media studies and sociology. Readers will never look at social media the same way again.

Multiple-choice Questions for Introduction to Business Management Sharon Rudansky-Kloppers 2013

Mobile Forensic Investigations: A Guide to Evidence Collection, Analysis, and Presentation, Second Edition Lee Reiber 2018-12-06 Master the tools and techniques of mobile forensic investigations Conduct mobile forensic investigations that are legal, ethical, and highly effective using the detailed information contained in this practical guide. Mobile Forensic Investigations: A Guide to Evidence Collection, Analysis, and Presentation, Second Edition fully explains the latest tools and methods along with features, examples, and real-world case studies. Find out how to assemble a mobile forensics lab, collect prosecutable evidence, uncover hidden files, and lock down the chain of custody. This comprehensive resource shows not only how to collect and analyze mobile device data but also how to accurately document your investigations to deliver court-ready documents. •Legally seize mobile devices, USB drives, SD cards, and SIM cards•Uncover sensitive data through both physical and logical techniques•Properly package, document, transport, and store evidence•Work with free, open source, and commercial forensic software•Perform a deep dive analysis of iOS, Android, and Windows Phone file systems•Extract evidence from application, cache, and user storage files•Extract and analyze data from IoT devices, drones, wearables, and infotainment systems•Build SQLite queries and Python scripts for mobile device file interrogation•Prepare reports that will hold up to judicial and defense scrutiny

Self-congruity M. Joseph Sirgy 1986 Self-Congruity provides a comprehensive understanding of the self-concept, integrating the many references to it in the psychological literature. Using his previous findings, the author considers cognitive-versus-affective phenomena, and intrapersonal, interpersonal, situational, and analytic modes. He then applies his integrated theory to the problem of change in self-concept and behavior.

Śakoontalá Kālidāsa 1856

Social Media in Trinidad Jolynna Sinanan 2017-11-21 Drawing on 15 months of ethnographic research in one of the most under-developed regions in the Caribbean island of Trinidad, this book describes the

uses and consequences of social media for its residents. Jolynna Sinanan argues that this semi-urban town is a place in-between: somewhere city dwellers look down on and villagers look up to. The complex identity of the town is expressed through uses of social media, with significant results for understanding social media more generally. Not elevating oneself above others is one of the core values of the town, and social media becomes a tool for social visibility; that is, the process of how social norms come to be and how they are negotiated. Carnival logic and high-impact visuality is pervasive in uses of social media, even if Carnival is not embraced by all Trinidadians in the town and results in presenting oneself and association with different groups in varying ways. The study also has surprising results in how residents are explicitly non-activist and align themselves with everyday values of maintaining good relationships in a small town, rather than espousing more worldly or cosmopolitan values.

Grown Up Digital: How the Net Generation is Changing Your World Don Tapscott 2008-11-16 SELECTED AS A 2008 BEST BUSINESS BOOK OF THE YEAR BY THE ECONOMIST The Net Generation Has Arrived. Are you ready for it? Chances are you know a person between the ages of 11 and 30. You've seen them doing five things at once: texting friends, downloading music, uploading videos, watching a movie on a two-inch screen, and doing who-knows-what on Facebook or MySpace. They're the first generation to have literally grown up digital--and they're part of a global cultural phenomenon that's here to stay. The bottom line is this: If you understand the Net Generation, you will understand the future. If you're a Baby Boomer or Gen-Xer: This is your field guide. A fascinating inside look at the Net Generation, Grown Up Digital is inspired by a $4 million private research study. New York Times bestselling author Don Tapscott has surveyed more than 11,000 young people. Instead of a bunch of spoiled "screenagers" with short attention spans and zero social skills, he discovered a remarkably bright community which has developed revolutionary new ways of thinking, interacting, working, and socializing. Grown Up Digital reveals: How the brain of the Net Generation processes information Seven ways to attract and engage young talent in the workforce Seven guidelines for educators to tap the Net Gen potential Parenting 2.0: There's no place like the new home Citizen Net: How young people and the Internet are transforming democracy Today's young people are using technology in ways you could never imagine. Instead of passively watching television, the "Net Geners" are actively participating in the distribution of entertainment and information. For the first time in history, youth are the authorities on something really important. And they're changing every aspect of our society-from the workplace to the marketplace, from the classroom to the living room, from the voting booth to the Oval Office. The Digital Age is here. The Net Generation has arrived. Meet the future.

Springer Handbook of Geographic Information Wolfgang Kresse 2012-02-21 Computer science provides a powerful tool that was virtually unknown three generations ago. Some of the classical fields of knowledge are geodesy (surveying), cartography, and geography. Electronics have revolutionized geodetic methods. Cartography has faced the dominance of the computer that results in simplified cartographic products. All three fields make use of basic components such as the Internet and databases. The Springer Handbook of Geographic Information is organized in three parts, Basics, Geographic Information and Applications. Some parts of the basics belong to the larger field of computer science. However, the reader gets a comprehensive view on geographic information because the topics selected from computer science have a close relation to geographic information. The Springer Handbook of Geographic Information is written for scientists at universities and industry as well as advanced and PhD students.

Consumer Behavior and Marketing Strategy J. Paul Peter 1996 This work shows how the various elements of consumer analysis fit together in an integrated framework, called the Wheel of Consumer

Analysis. Psychological, social and behavioural theories are shown as useful for understanding consumers and developing more effective marketing strategies. The aim is to enable students to develop skills in analyzing consumers from a marketing management perspective and in using this knowledge to develop and evaluate marketing strategies. The text identifies three groups of concepts - affect and cognition, behaviour and the environment - and shows how these they influence each other as well as marketing strategy. The focus of the text is managerial, with a distinctive emphasis on strategic issues and problems. Cases and questions are included in each chapter.

Handbook of Mobile Teaching and Learning Yu (Aimee) Zhang 2015-10-14 Mobile technologies have been used in higher education for many years. They provide good solutions for teaching and learning and make learning available anywhere and anytime. This book includes six sections: design, development, adoption, collaboration, evaluation and future of mobile teaching and learning technology in higher education. It includes different projects and practices in higher education across different countries. The book provides in-depth background information and cases studies in high technology teaching and learning and future expectations for new technology in higher education. The variety of projects and programs running in different country helps boost innovation and discussion in future projects and practices. It also provide guidelines for future design and development of mobile applications for higher education.

Essentials of Marketing Edmund Jerome McCarthy 1988

Linux Dictionary Binh Nguyen This document is designed to be a resource for those Linux users wishing to seek clarification on Linux/UNIX/POSIX related terms and jargon. At approximately 24000 definitions and two thousand pages it is one of the largest Linux related dictionaries currently available. Due to the rapid rate at which new terms are being created it has been decided that this will be an active project. We welcome input into the content of this document. At this moment in time half yearly updates are being envisaged. Please note that if you wish to find a 'Computer Dictionary' then see the 'Computer Dictionary Project' at http://computerdictionary.tsf.org.za/ Searchable databases exist at locations such as: http://www.swpearl.com/eng/scripts/dictionary/ (SWP) Sun Wah-PearL Linux Training and Development Centre is a centre of the Hong Kong Polytechnic University, established in 2000. Presently SWP is delivering professional grade Linux and related Open Source Software (OSS) technology training and consultant service in Hong Kong. SWP has an ambitious aim to promote the use of Linux and related Open Source Software (OSS) and Standards. The vendor independent positioning of SWP has been very well perceived by the market. Throughout the last couple of years, SWP becomes the Top Leading OSS training and service provider in Hong Kong. http://www.geona.com/dictionary?b= Geona, operated by Gold Vision Communications, is a new powerful search engine and internet directory, delivering quick and relevant results on almost any topic or subject you can imagine. The term "Geona" is an Italian and Hebrew name, meaning wisdom, exaltation, pride or majesty. We use our own database of spidered web sites and the Open Directory database, the same database which powers the core directory services for the Web's largest and most popular search engines and portals. Geona is spidering all domains listed in the non-adult part of the Open Directory and millions of additional sites of general interest to maintain a fulltext index of highly relevant web sites. http://www.linuxdig.com/documents/dictionary.php LINUXDIG.COM, "Yours News and Resource Site", LinuxDig.com was started in May 2001 as a hobby site with the original intention of getting the RFC's online and becoming an Open Source software link/download site. But since that time the site has evolved to become a RFC distribution site, linux news site and a locally written technology news site (with bad grammer :)) with focus on Linux while also containing articles about anything and everything we find interesting in the computer world. LinuxDig.Com contains about 20,000 documents and this

number is growing everyday! http://linux.about.com/library/glossary/blglossary.htm Each month more than 20 million people visit About.com. Whether it be home repair and decorating ideas, recipes, movie trailers, or car buying tips, our Guides offer practical advice and solutions for every day life. Wherever you land on the new About.com, you'll find other content that is relevant to your interests. If you're looking for "How To" advice on planning to re-finish your deck, we'll also show you the tools you need to get the job done. If you've been to About before, we'll show you the latest updates, so you don't see the same thing twice. No matter where you are on About.com, or how you got here, you'll always find content that is relevant to your needs. Should you wish to possess your own localised searcheable version please make use of the available "dict", http://www.dict.org/ version at the Linux Documentation Project home page, http://www.tldp.org/ The author has decided to leave it up to readers to determine how to install and run it on their specific systems. An alternative form of the dictionary is available at: http://elibrary.fultus.com/covers/technical/linux/guides/Linux-Dictionary/cover.html Fultus Corporation helps writers and companies to publish, promote, market, and sell books and eBooks. Fultus combines traditional self-publishing practices with modern technology to produce paperback and hardcover print-on-demand (POD) books and electronic books (eBooks). Fultus publishes works (fiction, non-fiction, science fiction, mystery, ...) by both published and unpublished authors. We enable you to self-publish easily and cost-effectively, creating your book as a print-ready paperback or hardcover POD book or as an electronic book (eBook) in multiple eBook's formats. You retain all rights to your work. We provide distribution to bookstores worldwide. And all at a fraction of the cost of traditional publishing. We also offer corporate publishing solutions that enable businesses to produce and deliver manuals and documentation more efficiently and economically. Our use of electronic delivery and print-on-demand technologies reduces printed inventory and saves time. Please inform the author as to whether you would like to create a database or an alternative form of the dictionary so that he can include you in this list. Also note that the author considers breaches of copyright to be extremely serious. He will pursue all claims to the fullest extent of the law.

Mobile Sexualities Pimpawun Boonmongkon 2014

Open Source Software Stephanos Androutsellis-Theotokis 2011-09 Open Source Software: A Survey from 10,000 Feet provides an overview of the history, development, and applications of open source software (OSS). OSS is software distributed with a license allowing access to its source code, free redistribution, the creation of derived works, and unrestricted use. The history of open source software can be traced back to the 1950s. Open source applications cover most areas of consumer and business software. The organization of open source development projects often differs from proprietary ones in terms of their organizational structure, membership, leadership, contribution policies and quality control. Behind a successful OSS project is its community, ranging from core developers to passive users. The key defining element of open source software is its license, which must satisfy a list of important requirements. There are numerous open source licenses, and they mainly differ in how they treat derived software: some contain provisions that maintain its availability in open source form, while others allow more flexibility. The emergence of open source software is fueling the economy as a whole through its widespread adoption as a cheap alternative to pricey proprietary products and as a driver behind many successful e-business ventures. Open source is also directly affecting specific sectors: the software development industry through competition and new business opportunities; hardware development through lower cost and barriers of entry, consumer-led innovation and policy enforcement difficulties; academia through valuable opportunities for research and student involvement in real-world applications, as well as the availability of software tools and the provision of pioneering new courses. It can lead to new design, production, marketing, and business models, as well as ways to develop large complex software systems in an organic manner. Challenges lie ahead, and problems still need to be

overcome, so the potential for future research on OSS is large. More important however is the ability of open source development models to democratize technology and innovation.

The Valuation of Digital Intangibles Roberto Moro Visconti 2020-02-17 This book offers a primer on the valuation of digital intangibles, a trending class of immaterial assets. Startups like successful unicorns, as well as consolidated firms desperately working to re-engineer their business models, are now trying to go digital and to reap higher returns by exploiting new intangibles. This book is innovative in its design and concept since it tackles a frontier topic with an original methodology, combining academic rigor with practical insights. Digital intangibles range from digitized versions of traditional immaterial assets (brands, patents, know-how, etc.) to more trendy applications like big data, Internet of Things, interoperable databases, artificial intelligence, digital newspapers, social networks, blockchains, FinTech applications, etc. This book comprehensively addresses related valuation issues, and demonstrates how best practices can be applied to specific asset appraisals, making it of interest to researchers, students, and practitioners alike.

Islands of Resistance Andrea Langlois 2010-05-14 Since radio's invention, some Canadians have been concerned about the increasingly commercialized and centralized nature of medium. Sometimes working alone, more often in teams, and always illegally, these activists represent islands of resistance within the ocean of homogenous frequencies, pirating radio signals for personal, political and artistic expression. In the first book published on the subject, Islands of Resistance gives you a view from the crowsnest of the phenomenon of pirate radio in Canada. Here is a collection of seventeen activist manifestos, artistic treatises of intent, historical essays on the development of radio and its regulatory bodies, sociological examination of pirate radio's application in new social movements, and personal anecdotes from behind the eyepatch. Just as the new media ostensibly renders the old obsolete, Islands of Resistance unveils the existence of a thriving clandestine counterculture. An invaluable addition to an unscrutinized subject in Canadian media studies, Islands of Resistance appeals to the anarchist, anti–authoritarian impulses in all of us. Visit the Islands of Resistance website for more about the book and to hear audio clips of pirate radio.

Materials Chemistry Bradley D. Fahlman 2018-08-28 The 3rd edition of this successful textbook continues to build on the strengths that were recognized by a 2008 Textbook Excellence Award from the Text and Academic Authors Association (TAA). Materials Chemistry addresses inorganic-, organic-, and nano-based materials from a structure vs. property treatment, providing a suitable breadth and depth coverage of the rapidly evolving materials field — in a concise format. The 3rd edition offers significant updates throughout, with expanded sections on sustainability, energy storage, metal-organic frameworks, solid electrolytes, solvothermal/microwave syntheses, integrated circuits, and nanotoxicity. Most appropriate for Junior/Senior undergraduate students, as well as first-year graduate students in chemistry, physics, or engineering fields, Materials Chemistry may also serve as a valuable reference to industrial researchers. Each chapter concludes with a section that describes important materials applications, and an updated list of thought-provoking questions.

Symbian OS Internals Jane Sales 2005-12-13 Take a look inside Symbian OS with an under-the-hood view of Symbian's revolutionary new real-time smartphone kernel Describes the functioning of the new real-time kernel, which will become ubiquitious on Symbian OS phones in the next 5-10 years Will benefit the base-porting engineer by providing a more solid understanding of the OS being ported Contains an in-depth explanation of how Symbian OS drivers work. Device drivers have changed considerably with the introduction of a single code - this book helps those converting them to the new kernel The book has broad appeal and is relevant to all who work with Symbian OS at a low level,

whatever Symbian OS they are targeting Written by the engineers who actually designed and built the real-time kernel

Social Media in South India Shriram Venkatraman 2017-06-09 One of the first ethnographic studies to explore use of social media in the everyday lives of people in Tamil Nadu, Social Media in South India provides an understanding of this subject in a region experiencing rapid transformation. The influx of IT companies over the past decade into what was once a space dominated by agriculture has resulted in a complex juxtaposition between an evolving knowledge economy and the traditions of rural life. While certain class tensions have emerged in response to this juxtaposition, a study of social media in the region suggests that similarities have also transpired, observed most clearly in the blurring of boundaries between work and life for both the old residents and the new. Venkatraman explores the impact of social media at home, work and school, and analyses the influence of class, caste, age and gender on how, and which, social media platforms are used in different contexts. These factors, he argues, have a significant effect on social media use, suggesting that social media in South India, while seeming to induce societal change, actually remains bound by local traditions and practices.

Introduction to Sociology 2e Heather Griffiths 2017-12-31 Introduction to Sociology 2e adheres to the scope and sequence of a typical, one-semester introductory sociology course. It offers comprehensive coverage of core concepts, foundational scholars, and emerging theories, which are supported by a wealth of engaging learning materials. The textbook presents detailed section reviews with rich questions, discussions that help students apply their knowledge, and features that draw learners into the discipline in meaningful ways. The second edition retains the book's conceptual organization, aligning to most courses, and has been significantly updated to reflect the latest research and provide examples most relevant to today's students. In order to help instructors transition to the revised version, the 2e changes are described within the preface. The images in this textbook are grayscale. Authors include: Heather Griffiths, Nathan Keirns, Eric Strayer, Susan Cody-Rydzewski, Gail Scaramuzzo, Tommy Sadler, Sally Vyain, Jeff Bry, Faye Jones

Introduction to Banking Barbara Casu 2006 Provides a comprehensive introduction to theoretical and applied issues relating to the global banking industry. The text is organised into four main Sections: Introduction to Banking; Central Banking and Bank Regulation; Issues in Bank Management and Comparative Banking Markets. Over recent years there has been a lack of a comprehensive yet accessible textbook that deals with a broad spectrum of introductory banking issues. This text fills that gap. This book is suitable for all undergraduate students taking courses in banking. It is also great background reading for postgraduate students.

Internet of Medical Things D. Jude Hemanth 2021-04-13 This book looks at the growing segment of Internet of Things technology (IoT) known as Internet of Medical Things (IoMT), an automated system that aids in bridging the gap between isolated and rural communities and the critical healthcare services that are available in more populated and urban areas. Many technological aspects of IoMT are still being researched and developed, with the objective of minimizing the cost and improving the performance of the overall healthcare system. This book focuses on innovative IoMT methods and solutions being developed for use in the application of healthcare services, including post-surgery care, virtual home assistance, smart real-time patient monitoring, implantable sensors and cameras, and diagnosis and treatment planning. It also examines critical issues around the technology, such as security vulnerabilities, IoMT machine learning approaches, and medical data compression for lossless data transmission and archiving. Internet of Medical Things is a valuable reference for researchers, students, and postgraduates working in biomedical, electronics, and communications engineering, as

well as practicing healthcare professionals.

THE STRATEGY JOURNEY Julie Choo 2020-12-07 How to navigate your strategy journey in business using a five model framework and methodology that teaches you to play 'SMART' and 'win' in the game of business and career ascension.