

Digital Marketing Rfp October 2013

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Mining the Social Web Matthew Russell 2011-01-21 Provides information on data analysis from a vareity of social networking sites, including Facebook, Twitter, and LinkedIn.

Best Practices In Influencer Marketing Linda Pophal 2016-08-10 The internet and online communications, including social media, have had a marked impact on how businesses in both business-to-consumer (B2C) and business-to-business (B2B) environments engage with their audiences. Paid advertising efforts have, for some companies, taken a back seat to marketing in ways that leverage online communication to influence their audiences – driving people to their websites where they may engage with the brand and, ultimately, make a purchase decision. "Influencer marketing" has become a big buzzword in this new environment. It's a term that refers to leveraging the influence of key people and businesses to support your brand and spread the word about your products and services through their own social channels. Influencer marketing means different things to different people and is approached in a variety of ways. In this book, digital marketing experts share their definitions, best practices and case examples to help you determine whether this form of marketing would work for you and, if so, how to make it happen!

Automated Enterprise Systems for Maximizing Business Performance Papajorgji, Petraq 2015-09-25 The integration of recent technological advances into modern business processes has allowed for greater efficiency and productivity. However, while such improvements are immensely beneficial, the modeling and coordination of these activities offers a unique set of challenges that must be addressed. Automated Enterprise Systems for Maximizing Business Performance is a pivotal reference source for the latest scholarly research on the modeling and application of automated business systems. Featuring extensive coverage on a variety of topics relating to the design, implementation, and current developments of such systems, this book is an essential reference source for information system practitioners, business managers, and advanced-level

students seeking the latest research on achievements in this field. This publication features timely, research-based chapters within the context of business systems including, but not limited to, enterprise security, mobile technology, and techniques for the development of system models.

Head First C# Andrew Stellman 2020-12-04 What will you learn from this book? Dive into C# and create apps, user interfaces, games, and more using this fun and highly visual introduction to C#, .NET Core, and Visual Studio. With this completely updated guide, which covers C# 8.0 and Visual Studio 2019, beginning programmers like you will build a fully functional game in the opening chapter. Then you'll learn how to use classes and object-oriented programming, create 3D games in Unity, and query data with LINQ. And you'll do it all by solving puzzles, doing hands-on exercises, and building real-world applications. By the time you're done, you'll be a solid C# programmer--and you'll have a great time along the way! What's so special about this book? Based on the latest research in cognitive science and learning theory, Head First C# uses a visually rich format to engage your mind rather than a text-heavy approach that puts you to sleep. Why waste your time struggling with new concepts? This multisensory learning experience is designed for the way your brain really works.

Commerce Business Daily 1998-05

Test-Driven Infrastructure with Chef Stephen Nelson-Smith 2013-10-11 Since Test-Driven Infrastructure with Chef first appeared in mid-2011, infrastructure testing has begun to flourish in the web ops world. In this revised and expanded edition, author Stephen Nelson-Smith brings you up to date on this rapidly evolving discipline, including the philosophy driving it and a growing array of tools. You'll get a hands-on introduction to the Chef framework, and a recommended toolchain and workflow for developing your own test-driven production infrastructure. Several exercises and examples throughout the book help you gain experience with Chef and the entire infrastructure-testing ecosystem. Learn how this test-first approach provides increased security, code quality, and peace of mind. Explore the underpinning philosophy that infrastructure can and should be treated as code Become familiar with the MASCOT approach to test-driven infrastructure Understand the basics of test-driven and behavior-driven development for managing change Dive into Chef fundamentals by building an infrastructure with real examples Discover how Chef works with tools such as Virtualbox and Vagrant Get a deeper understanding of Chef by learning Ruby language basics Learn the tools and workflow necessary to conduct unit, integration, and acceptance tests

Jump Start Rails Andy Hawthorne 2013-08-12 Jump Start Rails provides you with a fun and yet practical introduction to Rails, an incredibly popular framework that makes it possible to quickly develop incredibly powerful web applications with Ruby. This short book covers Rails 4, the latest version of the framework, and while it's not intended to be a completely comprehensive Rails guide or an in-depth Ruby tutorial, it will quickly get you up to speed with Rails and give you the confidence to start experimenting on your own. The book is built around

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a real-life example project: a personal portfolio site. It's a fun and easily understandable project that is used to demonstrate the concepts outlined in the book in a practical way. This is a clear, approachable and very easy-to-follow book that will get you to to speed with Rails in no time.

Health Information Technology United States. Congress. Senate. Committee on Finance 2013

Professional Meeting Management Professional Convention Management Association (PCMA) 2017-09-01 The sixth edition of Professional Meeting Management is the newest edition of the longtime standard reference and textbook for the meetings industry and meetings education. This is the first student and meeting professionals textbook aligned with the new Certified Meeting Professional (CMP) International Standards, which will be used by the Convention Industry Council as a reference book for item writing for the CMP Certification Examination. It includes the most up-to-date information on current trends, strategic planning for meetings, budgeting and funding, marketing and promotion, technology, running and closing the meeting, and industry developments on the horizon.

Retail Marketing and Branding Jesko Perrey 2013-01-02 Retail Marketing and Branding, 2nd Edition looks at how retailers can make more out of their marketing money with retail best practices in branding and marketing spend optimization. The second edition of Retail Marketing and Branding includes the following updates: * New and updated case examples * Updated figures and examples throughout * New interviewees with recent experiences * Additional chapters

All Work, No Pay Lauren Berger 2012-01-03 Land Killer Internships—and Make the Most of Them! These days, a college resume without internship experience is considered “naked.” Indeed, statistics show that internship experience leads to more job offers with high salaries—and in this tough economy, college grads need all the help they can get. Enter Lauren Berger, internships expert and CEO of Intern Queen, Inc., whose comprehensive guide reveals insider secrets to scoring the perfect internship, building invaluable connections, boosting transferable skills, and ultimately moving toward your dream career. She’ll show you how to: Discover the best internship opportunities, from big companies to virtual internships Write effective resumes and cover letters Nail phone, Skype, and in-person interviews Know your rights as an intern Use social networking to your advantage Network like a pro Impress your boss Get solid letters of recommendation Turn internships into job opportunities With exercises, examples, and a go-getter attitude, this next-generation internship manual provides all the cutting-edge information students and recent grads will need to get a competitive edge in the job market. So what are you waiting for?

Delivering on Digital William D. Eggers 2016-06-07 The government reform expert and acclaimed author of The Solution Revolution presents a roadmap for navigating the digital government era. In October 2013, HealthCare.gov went

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live—and promptly crashed. Poor website design was getting in the way of government operations, and the need for digital excellence in public institutions was suddenly crystal clear. Hundreds of the tech industry's best and brightest dedicated themselves to redesigning the government's industrial-era frameworks as fully digital systems. But to take Washington into the 21st century, we have to start by imagining a new kind of government. Imagine prison systems that use digital technology to return nonviolent offenders promptly and securely into society. Imagine a veteran's health care system built around delivering a personalized customer experience for every Vet. We now have the digital tools—such as cloud computing, mobile devices, and analytics—to stage a real transformation. Delivering on Digital provides the handbook to make it happen. A leading authority on government reform, William D. Eggers knows how we can use tech-savvy teams, strong leadership, and innovative practices to reduce the risks and truly achieve a digitally transformed government.

RFPs Suck! Tom Searcy 2009 It used to be that you could ignore RFPs. Only a small portion of the market used them in their buying process and you could work around those companies. Today, governance rules dictated by boards and administered by finance have made RFPs and RFQs a dominating component of the large-deal world. Not only can you no longer ignore them, but you need to know that companies use RFPs—and increasingly purchasing and procurement—for many reasons that have little to do with the opportunity offered in the official document. The result? We all have no choice but to go through the expensive and time-consuming process. And though you might like to believe the system is fair, if your company is pitching a disproportionately larger client, you're at a disadvantage from the moment you begin the process. WHY? Because the RFP system is not built for you. It's built for big companies and government institutions that benefit from RFPs. But no matter how hard you try to avoid them, there will inevitably come a day when that irresistible RFP lands on your desk. It's almost like it was written for you. This book is your best guide on what to know, to question and to do when faced with that RFP. It will also help you develop the confidence and understanding to know when to quit the process before it even starts or when to stay in it and win big.

Catalog of Federal Domestic Assistance 2012 Identifies and describes specific government assistance opportunities such as loans, grants, counseling, and procurement contracts available under many agencies and programs.

Marketing the Green School: Form, Function, and the Future Chan, Tak C. 2014-07-31 As environmental concerns become more prevalent, it is important for today's youth to be exposed to green practices. The introduction of environmentally sound principles into educational systems and institutions helps establish a positive viewpoint on sustainability as well as promote green practices. Marketing the Green School: Form, Function, and the Future features the latest research surrounding the operational efficiency, financial and legal considerations, and effectiveness of environmentally friendly school systems, as well as the integration of environmental education curriculum. Investigating the impact a green environment has on student well-being and success, this book

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is an essential reference source for school superintendents, school business managers, contractors, architects, and civil engineers interested in the development and promotion of green initiatives in educational institutions.

The Connected Company Dave Gray 2014-12-02 With a foreword by Alex Osterwalder. The future of work is already here. Customers are adopting disruptive technologies faster than your company can adapt. When your customers are delighted, they can amplify your message in ways that were never before possible. But when your company's performance runs short of what you've promised, customers can seize control of your brand message, spreading their disappointment and frustration faster than you can keep up. To keep pace with today's connected customers, your company must become a connected company. That means deeply engaging with workers, partners, and customers, changing how work is done, how you measure success, and how performance is rewarded. It requires a new way of thinking about your company: less like a machine to be controlled, and more like a complex, dynamic system that can learn and adapt over time. Connected companies have the advantage, because they learn and move faster than their competitors. While others work in isolation, they link into rich networks of possibility and expand their influence. Connected companies around the world are aggressively acquiring customers and disrupting the competition. In *The Connected Company*, we examine what they're doing, how they're doing it, and why it works. And we show you how your company can use the same principles to adapt—and thrive—in today's ever-changing global marketplace.

Data Science for Business Foster Provost 2013-07-27 Written by renowned data science experts Foster Provost and Tom Fawcett, *Data Science for Business* introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, *Data Science for Business* provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

Agile Data Science Russell Journey 2013-10-15 Mining big data requires a deep investment in people and time. How can you be sure you're building the right models? With this hands-on book, you'll learn a flexible toolset and methodology for building effective analytics applications with Hadoop. Using

lightweight tools such as Python, Apache Pig, and the D3.js library, your team will create an agile environment for exploring data, starting with an example application to mine your own email inboxes. You'll learn an iterative approach that enables you to quickly change the kind of analysis you're doing, depending on what the data is telling you. All example code in this book is available as working Heroku apps. Create analytics applications by using the agile big data development methodology Build value from your data in a series of agile sprints, using the data-value stack Gain insight by using several data structures to extract multiple features from a single dataset Visualize data with charts, and expose different aspects through interactive reports Use historical data to predict the future, and translate predictions into action Get feedback from users after each sprint to keep your project on track

eMarketing eXcellence PR Smith 2012-10-12 'eMarketing eXcellence' offers an exciting new approach to help you build a customer-driven e-business. As the core text for the CIM's E-marketing award, the book offers a highly structured and accessible guide to a critical subject, providing a useful reference point for all students and managers involved in marketing strategy and implementation. A practical guide to creating and executing e-marketing plans, this book combines established approaches to marketing planning with the creative use of new e-models and e-tools. It is designed to support both marketers who are integrating e-marketing into their existing marketing and communications strategies and experienced e-marketers looking to optimise their e-marketing. The book shows how to: · Draw up an outline e-marketing plan · Evaluate and apply e-marketing principles & models · Integrate online and offline communications · Implement customer-driven e-marketing · Reduce costly trial and error · Measure and enhance your e-marketing · Drive your e-business forward As the core text for the CIM's new professional E-marketing Award, it provides comprehensive, critical coverage of the key areas of e-marketing planning for marketing professionals. Established marketing concepts such as customer relationship management, the marketing mix and the widely adopted SOSTAC® planning system, are re-examined in the new media context - and new approaches are defined, including business models, traffic building and web site design.

E-Learning 2.0 Technologies and Web Applications in Higher Education Pelet, Jean-Eric 2013-12-31 Once considered the traditional approach to education, brick and mortar institutions are no longer the norm due to e-learning technologies. Populations are turning into ubiquitous human beings, and educational practices are reflecting this change. *E-Learning 2.0 Technologies and Web Applications in Higher Education* compiles the latest empirical research findings in the area of e-learning and knowledge management technologies assessment. Highlighting specific comparisons and practices of e-m-learning and knowledge management technologies, this book is an essential guide for professionals and academics who want to improve their understanding of the strategic role of e-learning at different levels of the information and knowledge society.

Digital Marketing Analytics Chuck Hemann 2013-04-10 Distill 100%–Usable Max-Profit Knowledge from Your Digital Data. Do It Now! Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why! Good news: neither have your competitors. It's hard! But digital marketing analytics is 100% doable, it offers colossal opportunities, and all of the data is accessible to you. Chuck Hemann and Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to CRM to social media marketing!

- Prioritize—because you can't measure, listen to, and analyze everything
- Use analysis to craft experiences that profoundly reflect each customer's needs, expectations, and behaviors
- Measure real social media ROI: sales, leads, and customer satisfaction
- Track the performance of all paid, earned, and owned social media channels
- Leverage "listening data" way beyond PR and marketing: for strategic planning, product development, and HR
- Start optimizing web and social content in real time
- Implement advanced tools, processes, and algorithms for accurately measuring influence
- Integrate paid and social data to drive more value from both
- Make the most of surveys, focus groups, and offline research synergies
- Focus new marketing and social media investments where they'll deliver the most value

Foreword by Scott Monty Global Head of Social Media, Ford Motor Company

North Carolina Women Michele Gillespie 2014-02-15 North Carolina has had more than its share of accomplished, influential women—women who have expanded their sphere of influence or broken through barriers that had long defined and circumscribed their lives, women such as Elizabeth Maxwell Steele, the widow and tavern owner who supported the American Revolution; Harriet Jacobs, runaway slave, abolitionist, and author of *Incidents in the Life of a Slave Girl*; and Edith Vanderbilt and Katharine Smith Reynolds, elite women who promoted women's equality. This collection of essays examines the lives and times of pathbreaking North Carolina women from the late eighteenth century into the early twentieth century, offering important new insights into the variety of North Carolina women's experiences across time, place, race, and class, and conveys how women were able to expand their considerable influence during periods of political challenge and economic hardship, particularly over the course of the late nineteenth and early twentieth centuries. These essays highlight North Carolina's progressive streak and its positive impact on women's education—for white and black alike—beginning in the antebellum period on through new opportunities that opened up in the late nineteenth and early twentieth centuries. They explore the ways industrialization drew large numbers of women into the paid labor force for the first time and what the implications of this tremendous transition were; they also examine the women who challenged traditional gender roles, as political leaders and labor organizers, as runaways, and as widows. The volume is especially attuned to differences in region within North Carolina, delineating women's experiences in the eastern third of the state, the piedmont, and the western mountains.

Enterprise Data Workflows with Cascading Paco Nathan 2013-07-11 There is an easier way to build Hadoop applications. With this hands-on book, you'll learn how to use Cascading, the open source abstraction framework for Hadoop that lets you easily create and manage powerful enterprise-grade data processing applications—without having to learn the intricacies of MapReduce. Working with sample apps based on Java and other JVM languages, you'll quickly learn Cascading's streamlined approach to data processing, data filtering, and workflow optimization. This book demonstrates how this framework can help your business extract meaningful information from large amounts of distributed data. Start working on Cascading example projects right away Model and analyze unstructured data in any format, from any source Build and test applications with familiar constructs and reusable components Work with the Scalding and Cascalog Domain-Specific Languages Easily deploy applications to Hadoop, regardless of cluster location or data size Build workflows that integrate several big data frameworks and processes Explore common use cases for Cascading, including features and tools that support them Examine a case study that uses a dataset from the Open Data Initiative

Social Marketing and Social Change R. Craig Lefebvre 2013-02-18 How can we facilitate more effective, efficient, equitable and sustainable solutions to the problems that confound our communities and world? Social marketing guru R. Craig LeFebvre weaves together multi-level theories of change, research and case studies to explain and illustrate the development of social marketing to address some of society's most vexing problems. The result is a people-centered approach that relies on insight and empathy as much as on data for the inspiration, design and management of programs that strive for changes for good. This text is ideal for students and professionals in health, nonprofit, business, social services, and other areas. "This is it -- the comprehensive, brainy road map for tackling wicked social problems. It's all right here: how to create and innovate, build and implement, manage and measure, scale up and sustain programs that go well beyond influencing individual behaviors, all the way to broad social change in a world that needs the help."—Bill Novelli, Professor, McDonough School of Business, Georgetown University, former CEO, AARP and founder, Porter Novelli and the Campaign for Tobacco-Free Kids "I'm unaware of a more substantive treatise on social marketing and social change. Theoretically based; pedagogically focused; transdisciplinary; innovative; and action oriented: this book is right for our time, our purpose, and our future thinking and action."—Robert Gold, MS, PhD, Professor of Public Health and Former Dean of the School of Public Health at the University of Maryland, College Park "This book -- like its author -- is innovative and forward-looking, yet also well-grounded in the full range of important social marketing fundamentals."—Edward Maibach, MPH, PhD, University Professor and Director, Center for Climate Change Communication, George Mason University

The Human Brand Chris Malone 2013-10-07 Why we choose companies and brands in the same way that we unconsciously perceive, judge, and behave toward one another People everywhere describe their relationships with brands in a deeply personal way—we hate our banks, love our smartphones, and think the cable

company is out to get us. What's actually going on in our brains when we make these judgments? Through original research, customer loyalty expert Chris Malone and top social psychologist Susan Fiske discovered that our perceptions arise from spontaneous judgments on warmth and competence, the same two factors that also determine our impressions of people. We see companies and brands the same way we automatically perceive, judge, and behave toward one another. As a result, to achieve sustained success, companies must forge genuine relationships with customers. And as customers, we have a right to expect relational accountability from the companies and brands we support. Applies the social psychology concepts of "warmth" (what intentions others have toward us) and "competence" (how capable they are of carrying out those intentions) to the way we perceive and relate to companies and brands Features in-depth analyses of companies such as Hershey's, Domino's, Lululemon, Zappos, Amazon, Chobani, Sprint, and more Draws from original research, evaluating over 45 companies over the course of 10 separate studies The Human Brand is essential reading for understanding how and why we make the choices we do, as well as what it takes for companies and brands to earn and keep our loyalty in the digital age.

Handbook of Research on the Societal Impact of Digital Media Guzzetti, Barbara 2015-08-27 The evolution of digital media has enhanced global perspectives in all facets of communication, greatly increasing the range, scope, and accessibility of shared information. Due to the tremendously broad-reaching influence of digital media, its impact on learning, behavior, and social interaction has become a widely discussed topic of study, synthesizing the research of academic scholars, community educators, and developers of civic programs. The Handbook of Research on the Societal Impact of Digital Media is an authoritative reference source for recent developments in the dynamic field of digital media. This timely publication provides an overview of technological developments in digital media and their myriad applications to literacy, education, and social settings. With its extensive coverage of issues related to digital media use, this handbook is an essential aid for students, instructors, school administrators, and education policymakers who hope to increase and optimize classroom incorporation of digital media. This innovative publication features current empirical studies and theoretical frameworks addressing a variety of topics including chapters on instant messaging, podcasts, video sharing, cell phone and tablet applications, e-discussion lists, e-zines, e-books, e-textiles, virtual worlds, social networking, cyberbullying, and the ethical issues associated with these new technologies.

The DJ Sales and Marketing Handbook Stacy Zemon 2013-07-18 The DJ Sales and Marketing Handbook provides a roadmap to maximizing your profits as a disc jockey. It is jam-packed with practical tools, expert tips and cost-effective methods for increasing sales and creating loyal clients. Renowned DJ Stacy Zemon reveals specific ideas, proven techniques and creative approaches to multiplying your income and gaining the competitive edge. Written for both newcomers and experienced professionals, this comprehensive guide and essential reference manual gives you all of the know-how needed to achieve dramatic results. Inside you will find instructive examples and step-by-step guidelines

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for how to: find a unique market niche; convert prospects into clients; create and implement a marketing plan; get free publicity; make strategic alliances; select the right media; generate leads and referrals; increase client satisfaction... and much, much more. "Stacy Zemon is a knowledgeable source on being a pro mobile DJ. She is also a veteran of the industry who has contributed much to its evolution." - Jim Tremayne, DJ Times Magazine "We endorse Stacy Zemon and her mission to provide DJs with educational resources that support their long-term goals, and help them to achieve prosperity." - American Disc Jockey Association

Effective Grant Writing and Program Evaluation for Human Service Professionals

Francis K. O. Yuen 2013-07-29 A state-of-the-art guide for developing grants with a strong emphasis on using program outcome measurement to underscore need and accountability Based on the authors' many years of experience in the public and nonprofit sectors, *Effective Grant Writing and Program Evaluation for Human Service Professionals* integrates the topics of grant proposal writing and program evaluation, offering grant seekers the practical guidance they need to develop quality proposals, obtain funding, and demonstrate service results and accountability. The authors clearly and succinctly illustrate and describe each stage of the grant writing and evaluation process. Problems or issues that arise frequently are highlighted and followed by specific advice. In addition, numerous real-world examples and exercises are included throughout the book to give readers the opportunity for reflection and practice. This timely reference incorporates a strengths perspective, providing: An inside look at the grant writing and evaluation processes, with insights from experienced grant writers, agency administrators, foundation program managers, and grant reviewers Specific examples of successful grant proposals and evaluation plans and instruments serving as models for learning and practice Field-tested individual and group exercises that facilitate the development of grant writing and evaluation skills Discussion of electronic technology in grant writing and evaluation, including writing and submitting grant proposals online, and identifying funding sources This grant writing and program evaluation guide follows a needs-driven, evidence-based, result-oriented, and client-centered perspective. Its authoritative discussion equips human service professionals to effectively develop grants with a strong emphasis on measuring program outcomes.

Innovative and Agile Contracting for Digital Transformation and Industry 4.0

Shalan, Mohammad Ali 2020-12-18 Digital transformation is reshaping the business arena as new, successful digital business models are increasing agility and presenting better ways to handle business than the traditional alternatives. Industry 4.0 affects everything in our daily lives and is blurring the line between the physical, the biological, and the digital. This created an environment where technology and humans are so closely integrated that it is impacting every activity within the organizations. Specifically, contracting processes and procedures are challenged to align with the new business dynamics as traditional contracts are no longer fitting today's agile and continuously changing environments. Businesses are required to facilitate

faster, more secure, soft, and real-time transactions while protecting stakeholders' rights and obligations. This includes agile contracts which are dynamically handling scope changes, smart contracts that can automate rule-based functions, friction-less contracts that can facilitate different activities, and opportunity contracts that looks toward the future. Innovative and Agile Contracting for Digital Transformation and Industry 4.0 analyzes the consequences, benefits, and possible scenarios of contract transformation under the pressure of new technologies and business dynamics in modern times. The chapters cover the problems, issues, complications, strategies, governance, and risks related to the development and enforcement of digital transformation contracting practices. While highlighting topics in the area of digital transformation and contracting such as artificial intelligence, digital business, emerging technologies, and blockchain, this book is ideally intended for business, engineering, and technology practitioners and policy makers, along with practitioners, stakeholders, researchers, academicians, and students interested in understanding the scope, complexity, and importance of innovative contracts and agile contracting.

Doing Data Science Cathy O'Neil 2013-10-09 Now that people are aware that data can make the difference in an election or a business model, data science as an occupation is gaining ground. But how can you get started working in a wide-ranging, interdisciplinary field that's so clouded in hype? This insightful book, based on Columbia University's Introduction to Data Science class, tells you what you need to know. In many of these chapter-long lectures, data scientists from companies such as Google, Microsoft, and eBay share new algorithms, methods, and models by presenting case studies and the code they use. If you're familiar with linear algebra, probability, and statistics, and have programming experience, this book is an ideal introduction to data science. Topics include: Statistical inference, exploratory data analysis, and the data science process Algorithms Spam filters, Naive Bayes, and data wrangling Logistic regression Financial modeling Recommendation engines and causality Data visualization Social networks and data journalism Data engineering, MapReduce, Pregel, and Hadoop *Doing Data Science* is collaboration between course instructor Rachel Schutt, Senior VP of Data Science at News Corp, and data science consultant Cathy O'Neil, a senior data scientist at Johnson Research Labs, who attended and blogged about the course.

Ratings Analysis James Webster 2013-10-30 This 4th edition of *Ratings Analysis* describes and explains the current audience information system that supports economic exchange in both traditional and evolving electronic media markets. Responding to the major changes in electronic media distribution and audience research in recent years, *Ratings Analysis* provides a thoroughly updated presentation of the ratings industry and analysis processes. It serves as a practical guide for conducting audience research, offering readers the tools for becoming informed and discriminating consumers of audience information. This updated edition covers: International markets, reflecting the growth in audience research businesses with the expansion of advertising into new markets such as China. Emerging technologies, reflecting the ever increasing ways to

deliver advertising electronically and through new channels (social media, Hulu) Illustrates applications of audience research in advertising, programming, financial analysis, and social policy; Describes audience research data and summarizes the history of audience measurement, the research methods most often used, and the kinds of ratings research products currently available; and Discusses the analysis of audience data by offering a framework within which to understand mass media audiences and by focusing specifically to the analysis of ratings data. Appropriate for all readers needing an in-depth understanding of audience research, including those working in advertising, electronic media, and related industries, Ratings Analysis also has much to offer academics and policy makers as well as students of mass media.

Overcoming Barriers to Electric-Vehicle Deployment Board on Energy and Environmental Systems 2013-07-02 The electric vehicle offers many promises—increasing U.S. energy security by reducing petroleum dependence, contributing to climate-change initiatives by decreasing greenhouse gas (GHG) emissions, stimulating long-term economic growth through the development of new technologies and industries, and improving public health by improving local air quality. There are, however, substantial technical, social, and economic barriers to widespread adoption of electric vehicles, including vehicle cost, small driving range, long charging times, and the need for a charging infrastructure. In addition, people are unfamiliar with electric vehicles, are uncertain about their costs and benefits, and have diverse needs that current electric vehicles might not meet. Although a person might derive some personal benefits from ownership, the costs of achieving the social benefits, such as reduced GHG emissions, are borne largely by the people who purchase the vehicles. Given the recognized barriers to electric-vehicle adoption, Congress asked the Department of Energy (DOE) to commission a study by the National Academies to address market barriers that are slowing the purchase of electric vehicles and hindering the deployment of supporting infrastructure. As a result of the request, the National Research Council (NRC)—a part of the National Academies—appointed the Committee on Overcoming Barriers to Electric-Vehicle Deployment. This committee documented their findings in two reports—a short interim report focused on near-term options, and a final comprehensive report. Overcoming Barriers to Electric-Vehicle Deployment fulfills the request for the short interim report that addresses specifically the following issues: infrastructure needs for electric vehicles, barriers to deploying the infrastructure, and possible roles of the federal government in overcoming the barriers. This report also includes an initial discussion of the pros and cons of the possible roles. This interim report does not address the committee's full statement of task and does not offer any recommendations because the committee is still in its early stages of data-gathering. The committee will continue to gather and review information and conduct analyses through late spring 2014 and will issue its final report in late summer 2014. Overcoming Barriers to Electric-Vehicle Deployment focuses on the light-duty vehicle sector in the United States and restricts its discussion of electric vehicles to plug-in electric vehicles (PEVs), which include battery electric vehicles (BEVs) and plug-in hybrid electric vehicles (PHEVs). The common feature of

these vehicles is that their batteries are charged by being plugged into the electric grid. BEVs differ from PHEVs because they operate solely on electricity stored in a battery (that is, there is no other power source); PHEVs have internal combustion engines that can supplement the electric power train. Although this report considers PEVs generally, the committee recognizes that there are fundamental differences between PHEVs and BEVs.

Numbersense: How to Use Big Data to Your Advantage Kaiser Fung 2013-07-12 How to make simple sense of complex statistics--from the author of Numbers Rule Your World We live in a world of Big Data--and it's getting bigger every day. Virtually every choice we make hinges on how someone generates data . . . and how someone else interprets it--whether we realize it or not. Where do you send your child for the best education? Big Data. Which airline should you choose to ensure a timely arrival? Big Data. Who will you vote for in the next election? Big Data. The problem is, the more data we have, the more difficult it is to interpret it. From world leaders to average citizens, everyone is prone to making critical decisions based on poor data interpretations. In Numbersense, expert statistician Kaiser Fung explains when you should accept the conclusions of the Big Data "experts"--and when you should say, "Wait . . . what?" He delves deeply into a wide range of topics, offering the answers to important questions, such as: How does the college ranking system really work? Can an obesity measure solve America's biggest healthcare crisis? Should you trust current unemployment data issued by the government? How do you improve your fantasy sports team? Should you worry about businesses that track your data? Don't take for granted statements made in the media, by our leaders, or even by your best friend. We're on information overload today, and there's a lot of bad information out there. Numbersense gives you the insight into how Big Data interpretation works--and how it too often doesn't work. You won't come away with the skills of a professional statistician. But you will have a keen understanding of the data traps even the best statisticians can fall into, and you'll trust the mental alarm that goes off in your head when something just doesn't seem to add up. Praise for Numbersense "Numbersense correctly puts the emphasis not on the size of big data, but on the analysis of it. Lots of fun stories, plenty of lessons learned--in short, a great way to acquire your own sense of numbers!" Thomas H. Davenport, coauthor of Competing on Analytics and President's Distinguished Professor of IT and Management, Babson College "Kaiser's accessible business book will blow your mind like no other. You'll be smarter, and you won't even realize it. Buy. It. Now." Avinash Kaushik, Digital Marketing Evangelist, Google, and author, Web Analytics 2.0 "Each story in Numbersense goes deep into what you have to think about before you trust the numbers. Kaiser Fung ably demonstrates that it takes skill and resourcefulness to make the numbers confess their meaning." John Sall, Executive Vice President, SAS Institute "Kaiser Fung breaks the bad news--a ton more data is no panacea--but then has got your back, revealing the pitfalls of analysis with stimulating stories from the front lines of business, politics, health care, government, and education. The remedy isn't an advanced degree, nor is it common sense. You need Numbersense." Eric Siegel, founder, Predictive Analytics World, and author, Predictive Analytics "I laughed my way through this superb-

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useful-fun book and learned and relearned a lot. Highly recommended!" Tom Peters, author of *In Search of Excellence*

High Performance Drupal Jeff Sheltren 2013-10-14 How can you help your Drupal website continue to perform at the highest level as it grows to meet demand? This comprehensive guide provides best practices, examples, and in-depth explanations for solving several performance and scalability issues. You'll learn how to apply coding and infrastructure techniques to Drupal internals, application performance, databases, web servers, and performance analysis. Covering Drupal versions 7 and 8, this book is the ideal reference for everything from site deployment to implementing specific technologies such as Varnish, memcache, or Solr. If you have a basic understanding of Drupal and the Linux-Apache-MySQL-PHP (LAMP) stack, you're ready to get started. Establish a performance baseline and define goals for improvement Optimize your website's code and front-end performance Get best and worst practices for customizing Drupal core functionality Apply infrastructure design techniques to launch or expand a site Use tools to configure, monitor, and optimize MySQL performance Employ alternative storage and backend search options as your site grows Tune your web servers through httpd and PHP configuration Monitor services and perform load tests to catch problems before they become critical

Federal Register 2013

FCC Record United States. Federal Communications Commission 2014

Anonymizing Health Data Khaled El Emam 2013-12-11 Updated as of August 2014, this practical book will demonstrate proven methods for anonymizing health data to help your organization share meaningful datasets, without exposing patient identity. Leading experts Khaled El Emam and Luk Arbuckle walk you through a risk-based methodology, using case studies from their efforts to de-identify hundreds of datasets. Clinical data is valuable for research and other types of analytics, but making it anonymous without compromising data quality is tricky. This book demonstrates techniques for handling different data types, based on the authors' experiences with a maternal-child registry, inpatient discharge abstracts, health insurance claims, electronic medical record databases, and the World Trade Center disaster registry, among others. Understand different methods for working with cross-sectional and longitudinal datasets Assess the risk of adversaries who attempt to re-identify patients in anonymized datasets Reduce the size and complexity of massive datasets without losing key information or jeopardizing privacy Use methods to anonymize unstructured free-form text data Minimize the risks inherent in geospatial data, without omitting critical location-based health information Look at ways to anonymize coding information in health data Learn the challenge of anonymously linking related datasets

Digital Governance Michael E. Milakovich 2021-09-28 The application of digital information and communication technologies (ICTs) to reform governmental structures and public service is widely and perhaps naively viewed as the 21st

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century "savior", the enlightened way to reinvigorate democracy, reduce costs, and improve the quality of public services. This book examines the transition from e-government to digital governance in light of the financial exigencies and political controversies facing many governments. The chapters concentrate on strategies for public sector organizational transformation and policies for improved and measurable government performance in the current contentious political environment. This fully updated second edition of Digital Governance provides strategies for public officials to apply advanced technologies, manage remote workforces, measure performance, and improve service delivery in current crisis-driven administrative and political environments. The full implementation of advanced digital governance requires fundamental changes in the relationship between citizens and their governments, using ICTs as catalysts for political as well as administrative communication. This entails attitudinal and behavioral changes, secure networks, and less dependence on formal bureaucratic structures (covered in Part I of this book); transformation of administrative, educational, and security systems to manage public services in a more citizen-centric way (covered in Part II); the integration of advanced digital technologies with remote broadband wireless internet services (Part III); and the creation of new forms of global interactive citizenship and self-governance (covered in Part IV). Author Michael E. Milakovich offers recommendations for further improvement and civic actions to stimulate important instruments of governance and public administration. This book is required reading for political science, public administration, and public policy courses, as well as federal, state, and local government officials.

Feedback Control for Computer Systems Philipp K. Janert 2013-09-19 How can you take advantage of feedback control for enterprise programming? With this book, author Philipp K. Janert demonstrates how the same principles that govern cruise control in your car also apply to data center management and other enterprise systems. Through case studies and hands-on simulations, you'll learn methods to solve several control issues, including mechanisms to spin up more servers automatically when web traffic spikes. Feedback is ideal for controlling large, complex systems, but its use in software engineering raises unique issues. This book provides basic theory and lots of practical advice for programmers with no previous background in feedback control. Learn feedback concepts and controller design Get practical techniques for implementing and tuning controllers Use feedback "design patterns" for common control scenarios Maintain a cache's "hit rate" by automatically adjusting its size Respond to web traffic by scaling server instances automatically Explore ways to use feedback principles with queueing systems Learn how to control memory consumption in a game engine Take a deep dive into feedback control theory

Persuasive Business Proposals Tom Sant 2004 Use the latest technology and techniques to craft winning proposals.