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Location Based Services and TeleCartography II Georg Gartner 2008-10-30 5th International Conference on Location Based Services and TeleCartography, 2008, Salzburg

How Come You Can't Identify Your Key Customers? Peter Cheverton 2005-09-03 Key account management (KAM) is not a sales initiative, it is a business-wide process that must be managed and supported from the top. This handbook is designed for all those involved in the management of key accounts, but who are uncertain about how these important customers are identified, selected and managed. Peter Cheverton shows how to achieve the core objectives of KAM: retain existing customers in a competitive environment; grow through acquiring new long-term contracts; achieve global "preferred supplier" status; manage customers serviced by several departments in a consistent way; create a customer-intimate business; and achieve operational excellence. According to Cheverton the purpose of KAM is "managing the future" - achieving a realistic balance between objectives, the market opportunity and the resources available. Global cases, tools, techniques and exercises are all included.

BlackBerry For Dummies Robert Kao 2007-10-16 What's part PDA, part smartphone, and part media player? Your BlackBerry, naturally! Whether it's the popular Pearl, the sleek Curve, or the hardworking 8800, your BlackBerry handheld device is loaded with features to make your life easier—if you can figure out how to use them. BlackBerryFor Dummies,2nd Edition comes to the rescue with just what you need to know to get the most from this amazing device. It covers the newest BlackBerry models and all the latest developments, like SureType vs. QWERTY keyboards and the new trackball navigation method. You'll discover how to set up your BlackBerry as a full-fledged PDA, but also how to use the camera, play music and videos, make phone calls, and know where you are with GPS. BlackBerryFor Dummies, 2nd Edition shows you how to: Surf the Web and send and receive e-mail Keep your calendar, contacts, and to-do list Make your

BlackBerry a mobile mini-office Sync data with your desktop Install a MicroSD card for extra memory Watch movies and listen to music Let your BlackBerry double as a laptop modem Protect your personal information Use your BlackBerry almost anywhere in the world Because the BlackBerry world changes so quickly, BlackBerryFor Dummies, 2nd Edition features a companion Web site that maintains the latest news and updates, so you'll always be up to date. It's a pretty sweet deal!

Hitchhikers' Guide to Electronics in the '90s David Manners 2013-10-22 Hitchhikers Guide to Electronics in the '90s covers the advances in electronics in a historical context, the microchip technology, which is at the heart of all technological advances, and the major industrial electronics power houses. The book tackles what's most interesting about electronics, such as the democratizing effects of technology, profits in electronics, and the importance of electronics, and then defines terminologies related to the componentry of the electronics industry. The text discusses the beneficiaries of electronics and the sectors of the electronics industry (i.e. computers, consumers, telecommunications, industrial, transportation, and military). The issues in chip technology including the importance of chips; vast cost of chip research and development and production; effect of erratic chip supplies on equipment companies; East/West imbalance in chip production; and the American and Japanese approaches to chip-making are also considered. The book concludes by describing the trends in electronics for the '90s, including the innovation, development, and rock-bottom cost of the technology. Students of electronics engineering and practicing electronics engineers will find this book useful.

Advertising by Design Robin Landa 2021-05-11 A real-world introduction to advertising design and art direction, updated and revised for today's industry The newly revised Fourth Edition of Advertising by Design: Generating and Designing Creative Ideas Across Media delivers an invigorating and cutting-edge take on concept generation, art direction, design, and media channels for advertising. The book offers principles, theories, step-by-step instructions, and advice from esteemed experts to guide you through the fundamentals of advertising design and the creative process. With a fresh focus on building a coherent brand campaign through storytelling across all media channels, Advertising by Design shows you how to conceive ideas based on strategy, build brands with compelling advertising, and encourage social media participation. You'll also get insights from guest essays and interviews with world-leading creatives in the advertising industry. The book is filled with practical case studies that show real-world applications. You'll also benefit from coverage of A quick start guide to advertising A thorough introduction to what advertising is, including its purpose, categories, forms, media channels, social media listening, and its creators Creative thinking strategies and how to generate ideas based on creative briefs Utilizing brand archetypes and creating unique branded content Composition by design, including the parts of an ad, the relationship between images and copy, basic design principles, and points of view How to build a brand narrative in the digital age Copywriting how-to's for art directors and designers Experiential advertising An examination of digital

design, including subsections on the basics of mobile and desktop website design, motion, digital branding, and social media design Perfect for students and instructors of advertising design, art direction, graphic design, communication design, and copywriting, Advertising by Design also will earn a place in the libraries of business owners, executives, managers, and employees whose work requires them to understand and execute on branding initiatives, advertising campaigns, and other customer-facing content.

Mapping the Chemical Environment of Urban Areas Christopher C. Johnson 2011-02-11 This comprehensive text focuses on the increasingly important issues of urban geochemical mapping with key coverage of the distribution and behaviour of chemicals and compounds in the urban environment. Clearly structured throughout, the first part of the book covers general aspects of urban chemical mapping with an overview of current practice and reviews of different aspects of the component methodologies. The second part includes case histories from different urban areas around Europe authored by those national or academic institutions tasked with investigating the chemical environments of their major urban centers.

Malcolm McDonald on Value Propositions Malcolm McDonald 2018-10-03 A value proposition is an innovation or feature that clarifies a company's core purpose and identity. In the same way profit lies at the heart of every business, so does the value proposition, communicating how its service or products fulfil the needs of their customers. While many organizations understand the importance of having a clearly defined value proposition to help them become more profitable, many businesses struggle to use them effectively. Malcolm McDonald on Value Propositions is a step-by-step guide to understanding exactly why financially quantified value propositions will help readers to increase revenue and deliver tangible results. Highly practical and filled with useful tools and checklists, this succinct guide explains the process of developing a value proposition from start to finish, how to use segmentation appeal to the relevant key accounts, and to ensure it is both financially grounded and has resonance with customers. From understanding how buying decisions are made, through to financial dashboards and value quantification tools, Malcolm McDonald on Value Propositions is perfect for anyone looking to integrate financial success into their proposition, and gain understanding of how it can be used to deliver and communicate value.

The Routledge Companion to Intellectual Capital James Guthrie 2017-09-22 The Routledge Companion to Intellectual Capital offers a comprehensive overview of an important field that has seen a diverse range of developments in research in recent years. Edited by leading scholars and with contributions from top academics and practitioners from around the world, this volume will provide not just theoretical analysis but also evaluate practice through case studies. Combining theoretical and practice perspectives, this comprehensive Companion addresses the role of IC inside and between organisations and institutions and how these contribute to the IC of nations, regions and clusters. Drawing on an extensive range of leading contributors,The Routledge Companion to Intellectual

Capital will be of interest to scholars who want to understand IC from a variety of perspectives, as well as students who are seeking an authoritative and comprehensive source on IC and knowledge management.

Daily Weather Maps United States. Environmental Data and Information Service 1969

India Today 2008

Ecosystem Edge Peter J. Williamson 2020-04-14 To succeed in the face of disruptive competition, companies will need to harness the power of a wide range of partners who can bring different skills, experience, capacity, and their own networks to the task. With the advent of new technologies, rapidly changing customer needs, and emerging competitors, companies across more and more industries are seeing their time-honored ways of making money under threat. In this book, Arnoud De Meyer and Peter J. Williamson explain how business can meet these challenges by building a large and dynamic ecosystem of partners that reinforce, strengthen, and encourage innovation in the face of ongoing disruption. While traditional companies know how to assemble and manage supply chains, leading the development of a vibrant ecosystem requires a different set of capabilities. Ecosystem Edge illustrates how executives need to leave notions of command and control behind in favor of strategies that will attract partners, stimulate learning, and promote the overall health of the network. To understand the practical steps executives can take to achieve this, the authors focus on eight core examples that cross industries and continents: Alibaba Group, Amazon.com, ARM, athenahealth, Dassault Systèmes S.E., The Guardian, Rolls-Royce, and Thomson Reuters. By following the principles outlined in this book, leaders can learn how to unlock rapid innovation, tap into new and original sources of value, and practice organizational flexibility. As a result, companies can gain the ecosystem edge, a key advantage in responding to the challenges of disruption that business sees all around it today.

Ringtone Yves L. Doz 2018 This book recounts one of the greatest and most spectacular business successes and downfalls in history: that of Nokia in mobile phones. The analysis of Nokia's story distills more general observations and learning points for leaders of other corporations, management scholars, and students.

Transforming NOKIA Risto Siilasmaa 2018-10-12 The great Nokia turnaround—universal business lessons for leaders in any industry Nokia once dominated the smartphone industry. It was to mobile phones was Kleenex is to facial tissues. Then iPhones and Androids appeared out of nowhere and pushed Nokia off the cliff. In just four years, the company lost over 90 percent of its value. Revenues were in freefall; massive layoffs became common. Pundits predicted that bankruptcy wasn't a matter of if, it was a matter of when. Then something equally shocking occurred. In record time, Nokia bounced back. With a vengeance. Nokia reinvented itself and is now the second-biggest player in the

$100 billion-dollar global wireless market. In Transforming Nokia, the man who orchestrated and led Nokia's comeback—Chairman of the Board Risto Siilasmaa—reveals the story of Nokia's fall and resurrection. He reveals the inside story of the collapse and provides survival strategies and change-management methods any business leader can take to the bank. You'll learn how to harness the power of what Siilasmaa calls "paranoid optimism" and apply his winning entrepreneurial leadership model to rise above any challenge and drive sustainable success. Whether you lead a team or a corporate division, head a start-up or a massive organization, and whether your business is on the rocks or running smoothly, Transforming Nokia provides everything you need to sharpen your foresight, expand your options, seize opportunities, and thrive, no matter what changes tomorrow brings.

Contemporary Digital Forensic Investigations of Cloud and Mobile Applications Kim-Kwang Raymond Choo 2016-10-12 Contemporary Digital Forensic Investigations of Cloud and Mobile Applications comprehensively discusses the implications of cloud (storage) services and mobile applications on digital forensic investigations. The book provides both digital forensic practitioners and researchers with an up-to-date and advanced knowledge of collecting and preserving electronic evidence from different types of cloud services, such as digital remnants of cloud applications accessed through mobile devices. This is the first book that covers the investigation of a wide range of cloud services. Dr. Kim-Kwang Raymond Choo and Dr. Ali Dehghantanha are leading researchers in cloud and mobile security and forensics, having organized research, led research, and been published widely in the field. Users will gain a deep overview of seminal research in the field while also identifying prospective future research topics and open challenges. Presents the most current, leading edge research on cloud and mobile application forensics, featuring a panel of top experts in the field Introduces the first book to provide an in-depth overview of the issues surrounding digital forensic investigations in cloud and associated mobile apps Covers key technical topics and provides readers with a complete understanding of the most current research findings Includes discussions on future research directions and challenges

Design: A Very Short Introduction John Heskett 2005-06-23 John Heskett wants to transform the way we think about design by showing how integral it is to our daily lives, from the spoon we use to eat our breakfast cereal, and the car we drive to work in, to the medical equipment used to save lives. Design combines 'need' and 'desire' in the form of a practical object that can also reflect the user's identity and aspirations through its form and decoration. This concise guide to contemporary design goes beyond style and taste to look at how different cultures and individuals personalize objects. Heskett also reveals how simple objects, such as a toothpick, can have their design modified to suit the specific cultural behaviour in different countries. There are also fascinating insights into how major companies such as Nokia, Ford, and Sony approach design. Finally, the author gives us an exciting vision of what design can offer us in the future, showing in particular how it can humanize new technology. ABOUT THE SERIES: The Very Short Introductions series from Oxford

University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

Lman Atlas Singapore & the World 2e 2008

Designing and Building Enterprise DMZs Hal Flynn 2006-10-09 This is the only book available on building network DMZs, which are the cornerstone of any good enterprise security configuration. It covers market-leading products from Microsoft, Cisco, and Check Point. One of the most complicated areas of network technology is designing, planning, implementing, and constantly maintaining a demilitarized zone (DMZ) segment. This book is divided into four logical parts. First the reader will learn the concepts and major design principles of all DMZs. Next the reader will learn how to configure the actual hardware that makes up DMZs for both newly constructed and existing networks. Next, the reader will learn how to securely populate the DMZs with systems and services. The last part of the book deals with troubleshooting, maintaining, testing, and implementing security on the DMZ. The only book published on Network DMZs on the components of securing enterprise networks This is the only book available on building network DMZs, which are the cornerstone of any good enterprise security configuration. It covers market-leading products from Microsoft, Cisco, and Check Point Provides detailed examples for building Enterprise DMZs from the ground up and retro-fitting existing infrastructures

Designing Your Organization Amy Kates 2010-12-23 Designing Your Organization is a hands-on guide that provides managers with a set of practical tools to use when making organization design decisions. Based on Jay Galbraith's widely used Star Model, the book covers the fundamentals of organization design and offers frameworks and tools to help leaders execute their strategy. The authors address the five specific design challenges that confront most of today's organizations: · Designing around the customer · Organizing across borders · Making a matrix work · Solving the centralization—and decentralization dilemma · Organizing for innovation

Handbook of Research on Urban Informatics: The Practice and Promise of the Real-Time City Foth, Marcus 2008-12-31 "This book exposes research accounts which seek to convey an appreciation for local differences, for the empowerment of people and for the human-centred design of urban technology"--Provided by publisher.

The Official GameSalad Guide to Game Development GameSalad 2013-04-12 THE OFFICIAL GAMESALAD GUIDE TO GAME DEVELOPMENT teaches readers how to make their own games with the simple, powerful, drag-and-drop GameSalad Creator software. Using techniques based on key game development concepts, current trends, and established best practices, readers will be able to use GameSalad Creator from concept to prototype--and beyond. The text's wide-ranging coverage encompasses desktop, mobile, online, social, and serious games--as well as key platforms

such as iOS, Android, Mac, Windows, and HTML 5. This reader-friendly, highly
visual guide is equally suited for formal game development courses and self-
paced learning--with a balance of depth and detail that is ideal for both
professionals and those working on their first game. Basic tutorials and
terminology are available in the book's Appendix. GameSalad has also provided
manuals, templates, and a Cookbook containing video tutorials at
http://gamesalad.com/manuals and http://cookbook.gamesalad.com. Important
Notice: Media content referenced within the product description or the product
text may not be available in the ebook version.

Mobility in a Globalised World 2015 Eric Sucky 2016-06-28

New Trends in Internet Market Jose Manuel Garcia Sanchez 2007-06-04
Inhaltsangabe:Abstract: Internet. Broadband access. Mobile telephony. Fixed
telephony. TV. Google. Yahoo!. Social networks. Mobile network operators.
Telecommunication operators. Media conglomerates. Citizen media. All these
terms have always been traditionally considered independent, but nowadays the
interrelations among all of them happen more often and are becoming deeper: a
new global scenario is being defined, in which communications, entertainment
and information are converging, being provided by global conglomerates in our
PCs, TVs and mobile devices. Nowadays technology advances will soon enable to
provide users with the best internet experience on the go . Services hosts,
access providers, vendors, media owners and online players now realize that the
barriers that traditionally have separated their markets dilute, bringing them
all in a common-global market. Internet business models have now to converge
with traditional structures and merges and acquisitions happen to reach
competitive positions in foreign markets. The paradigm of internet will
influence and change the most popular services as they are currently known.
Fixed communication providers already suffer a loose of voice revenues in favor
of the cheapest online communication. Mobile operators are facing now the same
situations and find themselves on a delicate strategic situation: with VoIP
nearing a competitive QoS, voice along doesn t seem to be for a long time
enough as unique revenue source... Even watching TV will be soon an enriched
personalized experience through the new IP end2end platforms. Will the online
players be the ones successfully accomplishing a vertical expansion of their
business? How will the mobile operators react? Which will be the paper of the
network access providers? What about the media and content? How will all that
affect the customers? In this document will be described the nowadays situation
on the different markets involved in the converging scenario, and how the
respective players situate themselves strategically. An initial global point of
view will be followed by the definition of strategies and trends of each of
them independently, and the determination of the merging points and relations
among them. The effort will be focus firstly on offering recommendations and
comparisons concerning specific environments. Step by step the basis of the
competition environment in the converging market will be defined, offering a
strategic map of the [...]

Fearless Innovation Alex Goryachev 2020-01-29 Is Innovation just an overused

buzzword? A waste of time? A mere marketing ploy? Author Alex Goryachev has a simple, resounding response to such questions: No! The Fourth Industrial Revolution is driving change at an unprecedented pace, level, and intensity that is impacting businesses across industries, not to mention our everyday lives. We are rapidly blurring the physical and the digital, transforming the way we live and, in some sense, what it even means to be human. Whether we run a startup or multinational, a nonprofit or academic institution, a city or a whole country, we need to embrace this change to not just survive but thrive under these new realities. In Fearless Innovation, Cisco's Managing Director of Innovation Strategy and Programs explores how, no matter their function, leaders and managers can cut through the noise to understand change and deliver real results. Goryachev's actionable, consistent, and timeless innovation principles offer a blueprint to driving growth, enacting change, increasing the bottom line, and creating clear measurable value. Featuring diverse case studies of some of today's most innovative organizations, historical observations, first-hand experience, and a look at where innovation is thriving, and why, this down-to-earth guide provides advice and clear steps on how to: Get teams to embrace innovation beyond empty slogans Focus on execution of innovation through leadership and strategy Measure the real effects of innovation to showcase ROI and attract investment Break down org silos by empowering effective, diverse, and inclusive teams Drive co-innovation through win-win ecosystem-wide partnerships Organize innovation teams and orchestrate outcomes by leveraging organizational DNA Communicate the value of innovation to differentiate ourselves from competition Written for any organization that wants to stay relevant in the 21st Century, and even beyond, Fearless Innovation offers a step-by-step guide for getting past the confusion, overcoming fear, and getting down to business to create an environment of true innovation.

Short Message Service (SMS) Friedhelm Hillebrand 2010-01-21 Contributions from Finn Trosby, Kevin Holley, Ian Harris Written to celebrate the 25th anniversary of SMS standardization by the people who produced the standards, Short Message Service (SMS): The Creation of Personal Text Messaging, describes the development of the SMS standard and its ongoing evolution. The standardization of SMS started in February 1985 as a part of the creation of the second generation digital cellular system GSM, and the 25th anniversary of the first work on SMS provides an opportunity to review and understand how this service was developed. The book also looks to the future, as a large number of new GSM and evolved GSM phones will support SMS as a mass market high availability messaging service, a new simple Multimedia Messaging Service (MMS) suitable for use by everyone and for implementation in every new terminal is proposed. One of the only books which covers the complete SMS genesis from concept ideas to standardization of a first technical solution and its evolution to the present day. Describes the service concept including the limitation of the message length to 160 characters and explains the rationale behind the concept. Based on existing and newly retrieved documentation. Concludes that SMS has a long future since most future GSM phones will support SMS as the only messaging service, and so an SMS evolution is put forward.

Official Gazette of the United States Patent and Trademark Office 2002

Handheld Usability Scott Weiss 2003-01-10 Offering an overview of usability, testing, and information architecture for EPOC, WAP, PDAs, handhelds, and handsets, this how-to guide dives into the details about medium-specific issues and design strategies. * Discusses designing for the current wireless platforms: cellular phones and PDAs * Covers both stand alone as well as Web-based application design * Contains a case study of a usability test

Leading Strategic Change J. Stewart Black 2002 With a focus on the individual component of organizational change, this book offers a complete framework for "remapping" the way individuals view their companies and their shared goals. Leading executive consultants identify the "mental maps" that exist within everyone and how these maps hold the greatest obstacle to successful organizational change.

VoIP Samrat Ganguly 2008-04-30 Understand how new network technologies impact VoIP! Voice over Internet Protocol (VoIP) is revolutionizing the way people communicate — both in the corporate world and in personal life. The enormous success of VoIP has led to its adoption in a wide range of networking technologies. Each network technology has its unique features and poses distinct challenges for the performance of VoIP. VoIP: Wireless, P2P and New Enterprise Voice over IPdescribes the issues arising in the deployment of VoIP in an emerging heterogeneous network environment. Along with a brief overview of the concepts, protocols, algorithms, and equipment involved in realizing VoIP, this book focuses on two areas: quality and performance issues in deploying VoIP over various network settings, and the new mechanisms and protocols in these emerging networks to assist the deployment of VoIP. VoIP: Wireless, P2P and New Enterprise Voice over IP: Discusses the basics of VoIP, VoIP codecs and VoIP Protocols including SIP and H.323. Details new technologies such as P2P technology, VoWiFi, WiMax, and 3G Networks. Explains the QoS issues arising from deploying VoIP using the new technologies. Solves the performance issues that arise when VoIP is deployed over different network technologies. This book is an invaluable resource for professional network engineers, designers, managers, researchers, decision makers and project managers overseeing VoIP implementations. Market analysts, consultants, and those studying advanced undergraduate and graduate courses on data, voice and multimedia communications will also find this book insightful.

Fueled By Failure Jeremy Bloom 2015-04-30 Fueled by Failure: Dare to Fail. Dare to Succeed. Olympian and former NFL player now thriving as a CEO and Philanthropist, Jeremy Bloom pulls at the common thread that unites him with all of us: the defeats we encounter on our journeys to reach our goals. Sharing his hard-earned insights, advice, and practices including lessons from respected coaches, phenomenal athletes, and highly successful business leaders, Bloom coaches you in tackling defeats—big and small—and using them to drive, not derail, your success. Bloom covers: How to rebound and reprogram after defeat How to utilize the lessons from failures Which motivators evoke winning

results Tactics for managing expectations for yourself and/or your team How to create a badass business culture Leaving a legacy

Visualising Business Transformation Jonathan Whelan 2020-01-24 Business transformation typically involves a wide range of visualisation techniques, from the templates and diagrams used by managers to make better strategic choices, to the experience maps used by designers to understand customer needs, the technical models used by architects to propose possible solutions, and the pictorial representations used by change managers to engage stakeholder groups in dialogue. Up until now these approaches have always been dealt with in isolation, in the literature as well as in practice. This is surprising, because although they can look very different, and tend to be produced by distinct groups of people, they are all modelling different aspects of the same thing. Visualising Business Transformation draws them together for the first time into a coherent whole, so that readers from any background can expand their repertoire and understand the context and rationale for each technique across the transformation lifecycle. The book will appeal to a broad spectrum of readers involved in change, whether that is by creating change models themselves (strategists, architects, designers, engineers, business analysts, developers, illustrators, graphic facilitators, etc.), interpreting and using them (sponsors, business change managers, portfolio/programme/project managers, communicators, change champions, etc.), or supporting those involved in change indirectly (trainers, coaches, mentors, higher education establishments and professional training facilities).

Professional Flash Lite Mobile Development Jermaine G. Anderson 2010-07-08 Everything you need to start developing for mobile devices today Adobe Flash Lite allows you to quickly create and publish engaging mobile content for games, wallpapers, video, music, or applications. With this essential guide, you'll discover how to develop applications for Flash-enabled mobile devices using ActionScript 2.0 and the latest version of Flash Lite. Detailed walkthroughs take you from concept to completion for a variety of examples. The author provides an overview on extending Flash Lite capabilities and shows you how to distribute complete applications using the Adobe Distributable Player and Packager. Discover how Adobe Flash Lite allows you to quickly create engaging mobile content to Flash-enabled mobile devices Demonstrates every step in the development process, from concept to completion Reinforces four critical topics throughout the book: ActionScript 2.0 mobile device considerations, PureMVC framework, native device properties, and the ability to extend Flash Lite This in-depth exploration of Adobe Flash Lite is no lightweight! Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Contemporary Brand Management Johny K. Johansson 2014-01-17 Written by experts on global marketing, Contemporary Brand Management focuses on the essentials of Brand Management in today's global marketplace. The text succinctly covers a natural sequence of branding topics, from the building of a new brand, to brand extension and the creation of a global brand, to the management of a firm's

brand portfolio. The authors uniquely explore global branding as a natural expansion strategy across markets and offer numerous international brands as examples throughout. Designed for shorter strategic branding courses (half-term or 6 weeks in length), this text is the ideal companion for upper-level, graduate, or executive-level students seeking a practical knowledge of brand management concepts and applications.

One Show Interactive, Volume XVI Jorge Paricio 2015 DIVInteractive advertising and new media have come a long way from simple pop-up ads and banners. Among the winners in this year's 2013 One Show Interactive Awards, you'll find work that inspires, entertains, and continually pushes the boundary between the real and virtual realms. One Show Interactive, Volume XVI showcases the best of this past year's winners from around the world. With more than 1,200 four-color images in a lush package, One Show Interactive, Volume XVI is an important reference source for creatives, producers, and students alike. Categories covered include e-commerce, corporate image, direct marketing, self-promotion, and more./div

Smart Cities Antoine Picon 2015-10-19 As cities compete globally, the Smart City has been touted as the important new strategic driver for regeneration and growth. Smart Cities are employing information and communication technologies in the quest for sustainable economic development and the fostering of new forms of collective life. This has made the Smart City an essential focus for engineers, architects, urban designers, urban planners, and politicians, as well as businesses such as CISCO, IBM and Siemens. Despite its broad appeal, few comprehensive books have been devoted to the subject so far, and even fewer have tried to relate it to cultural issues and to assume a truly critical stance by trying to decipher its consequences on urban space and experience. This cultural and critical lens is all the more important as the Smart City is as much an ideal permeated by Utopian beliefs as a concrete process of urban transformation. This ideal possesses a strong self-fulfilling character: our cities will become 'Smart' because we want them to. This book opens with an examination of the technological reality on which Smart Cities are built, from the chips and sensors that enable us to monitor what happens within the infrastructure to the smartphones that connect individuals. Through these technologies, the urban space appears as activated, almost sentient. This activation generates two contrasting visions: on the one hand, a neo-cybernetic ambition to steer the city in the most efficient way; and on the other, a more bottom-up, participative approach in which empowered individuals invent new modes of cooperation. A thorough analysis of these two trends reveals them to be complementary. The Smart City of the near future will result from their mutual adjustment. In this process, urban space plays a decisive role. Smart Cities are contemporary with a 'spatial turn' of the digital. Based on key technological developments like geo-localisation and augmented reality, the rising importance of space explains the strategic role of mapping in the evolution of the urban experience. Throughout this exploration of some of the key dimensions of the Smart City, this book constantly moves from the technological to the spatial as well as from a critical assessment of existing

experiments to speculations on the rise of a new form of collective intelligence. In the future, cities will become smarter in a much more literal way than what is often currently assumed.

Platform Strategy Tero Ojanperä 2021-10-03 What do Amazon, Google, Visa and AirBnB all have in common? They are all platform businesses. They know they can go beyond their industry segments. They capitalize on wider ecosystems that strengthen their offering and expand commercial opportunities. And now your business can do the same. Welcome to the world of platform businesses. In Platform Strategy one of the world's most creative men in business according to Fast Company and a leading strategy professor at a Financial Times top 40 business school show you the ropes. They lead you through the seven steps you can take to turn your business into a successful platform. Learn to harness emerging technologies like artificial intelligence, cement your business into thriving ecosystems and go beyond industry boundaries. Uncover how business leaders at companies as diverse as John Deere, KONE, and Visa are leading their businesses to the future by reinventing their business model. Authors Tero Ojanperä and Timo Vuori distil the disrupters' methods to an actionable blueprint. In Platform Strategy they put the emphasis on what you can do as leader; harness new technologies, work with partners but also crucially, recognize the fear of change in your people and utilize that energy to drive progress. More than just about technology, this book is at the centre of the leadership agenda for the future.

Professional Mobile Web Development with WordPress, Joomla! and Drupal James Pearce 2011-03-16 How to develop powerful mobile Web sites using popular content management systems (CMS) Mobile is the hottest thing going—and developing content for mobile devices and browsers is even hotter than that. This book is your guide to it all—how to design, build, and deploy sites, blogs and services that will work brilliantly for mobile users. You'll learn about the state-of-the-art of mobile web development, the tools available to use, and the best practices for creating compelling mobile user interfaces. Then, using the most popular content management systems, WordPress, Joomla!, and Drupal, you'll learn how to building world-class mobile web sites from existing platforms and content.. The book walks you through each platform, including how to use third-party plug-ins and themes, explains the strategies for writing your own logic, how to switch between mobile and desktop, and much more. Provides a technical review of the mobile landscape and acquaints you with a range of mobile devices and networks Covers topics common to all platforms, including site topologies, switching between mobile and desktop, common user interface patterns, and more Walks you through each content management platform—WordPress, Joomla!, and Drupal—first focusing on standard plug-ins and themes and then exploring advanced techniques for writing your own themes or logic Explains the best practices for testing, deploying, and integrating a mobile web site Also explores analytics, m-commerce, and SEO techniques for mobile Get ahead of the the mobile web development curve with this professional and in-depth reference guide!

The Advertising Concept Book: Think Now, Design Later (Third) Pete Barry
2016-08-10 The classic guide to creative ideas, strategies, and campaigns in
advertising, now in a revised and updated third edition In creative
advertising, no amount of glossy presentation will improve a bad idea. That's
why this book is dedicated to the first and most important lesson: concept.
Structured to provide both a complete course on advertising and a quick
reference on specific industry topics, it covers every aspect of the business,
from how to write copy and learn the creative process to how agencies work and
the different strategies used for all types of media. This edition has been
updated to include expanded chapters on interactive advertising and integrative
advertising, a new chapter on branded social media, and fifty specially drawn
new roughs of key campaigns. Pete Barry outlines simple but fundamental rules
about how to "push" an ad to turn it into something exceptional, while
exercises throughout help readers assess their own work and that of others.
Fifty years' worth of international, award-winning ad campaigns—in the form of
over 450 "roughs" specially produced by the author, fifty of which are new to
this edition—also reinforce the book's core lesson: that a great idea will last
forever.

Defiant Publics Daniel Drache 2008-08-11 Social activism and dissent have
become global phenomena for our times. Ordinary people across the world are
fighting back. This newly potent political force has defeated governments in
India and Spain, and has brought down the EU draft constitution. Disaffected by
the triumph of markets, public goods, public interest and public spaces are
regaining political ground. Daniel Drache argues that, feeding off distrust and
suspicion of governments, and assisted by the new cultural flows of people,
ideas and information, this is a political phenomenon without historical
precedent. No-one owns the new public, elites remain baffled by its power and
impact. No-one can contain its innovative, inclusive and rapidly evolving
organizational style. No-one can determine when the current cycle of dissent
will peak. This lively and engaging book is a must-read for anyone interested
in the role of protesters and publics in contemporary politics.

The Media Welfare State Ole J Mjøs 2014-10-22 The Media Welfare State: Nordic
Media in the Digital Era comprehensively addresses the central dynamics of the
digitalization of the media industry in the Nordic countries—Sweden, Norway,
Denmark, Finland, and Iceland—and the ways media organizations there are
transforming to address the new digital environment. Taking a comparative
approach, the authors provide an overview of media institutions, content, use,
and policy throughout the region, focusing on the impact of information and
communication technology/internet and digitalization on the Nordic media
sector. Illustrating the shifting media landscape the authors draw on a wide
range of cases, including developments in the press, television, the public
service media institutions, and telecommunication.

**EU Competition Law and the Information and Communication Technology Network
Industries** Andrej Fatur 2012-03-08 Competition policies have long been based on
a scholarly tradition focused on static models and static analysis of

industrial organisation. However, recent developments in industrial organisation literature have led to significant advances, moving beyond traditional static models and a preoccupation with price competition, to consider the organisation of industries in a dynamic context. This is especially important in the field of information and communication technology (ICT) network industries where competition centres on network effects, innovation and intellectual property rights, and where the key driver of consumer benefit is technological progress. Consequently, when an antitrust intervention is contemplated, a number of considerations that arise out of the specific nature of the ICT sector have to be taken into account to ensure improved consumer welfare. This book considers the adequacy of existing EU competition policy in the area of the ICT industries in the light of the findings of modern economic theory. Particular attention is given to the implications of these dynamic markets for the competitive assessment and treatment of the most common competitive harms in this area, such as non-price predatory practices, tying and bundling, co-operative standard setting, platform joint ventures and co-operative R&D.