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Brands and Branding Rita Clifton 2009-04-01 With contributions from leading brand experts around the world, this valuable resource delineates the case for brands (financial value, social value, etc.) and looks at what makes certain brands great. It covers best practices in branding and also looks at the future of brands in the age of globalization. Although the balance sheet may not even put a value on it, a company's brand or its portfolio of brands is its most valuable asset. For well-known companies it has been calculated that the brand can account for as much as 80 percent of their market value. This book argues that because of this and because of the power of not-for-profit brands like the Red Cross or Oxfam, all organisations should make the brand their central organising principle, guiding every decision and every action. As well as making the case for brands and examining the argument of the anti-globalisation movement that brands are bullies which do harm, this second edition of Brands and Branding provides an expert review of best practice in branding, covering everything from brand positioning to brand protection, visual and verbal identity and brand communications. Lastly, the third part of the book looks at trends in branding, branding in Asia, especially in China and India, brands in a digital world and the future for brands. Written by 19 experts in the field, Brands and Branding sets out to provide a better understanding of the role and importance of brands, as well as a wealth of insights into how one builds and sustains a successful brand.

BPMN Modeling and Reference Guide Stephen A. White 2008 Business Process Modeling Notation (BPMN) is a standard, graphical modeling representation for business processes. It provides an easy to use, flow-charting notation that is independent of the implementation environment. An underlying rigor supports the notation-facilitating the translation of business level models into executable models that BPM Suites and workflow engines can understand. Over recent years, BPMN has been widely adopted by Business Process Management (BPM) related products-both the Business Process Analysis and Modeling tool vendors and the BPM Suites. This book is for business users and process modeling practitioners alike. Part I provides an easily understood introduction to the key components of BPMN (put forward in a user-friendly fashion). Starting off with simple

models, it progresses into more sophisticated patterns. Exercises help cement comprehension and understanding (with answers available online). Part II provides a detailed and authoritative reference on the precise semantics and capabilities of the standard.

The Smartphone Paradox Alan J. Reid 2018-08-21 The Smartphone Paradox is a critical examination of our everyday mobile technologies and the effects that they have on our thoughts and behaviors. Alan J. Reid presents a comprehensive view of smartphones: the research behind the uses and gratifications of smartphones, the obstacles they present, the opportunities they afford, and how everyone can achieve a healthy, technological balance. It includes interviews with smartphone users from a variety of backgrounds, and translates scholarly research into a conversational tone, making it easy to understand a synthesis of key findings and conclusions from a heavily-researched domain. All in all, through the lens of smartphone dependency, the book makes the argument for digital mindfulness in a device age that threatens our privacy, sociability, attention, and cognitive abilities.

Alcatel-Lucent Scalable IP Networks Self-Study Guide Kent Hundley 2018-04-03 By offering the new Service Routing Certification Program, Alcatel-Lucent is extending their reach and knowledge to networking professionals with a comprehensive demonstration of how to build smart, scalable networks. Serving as a course in a book from Alcatel-Lucent—the world leader in designing and developing scalable systems—this resource pinpoints the pitfalls to avoid when building scalable networks, examines the most successful techniques available for engineers who are building and operating IP networks, and provides overviews of the Internet, IP routing and the IP layer, and the practice of opening the shortest path first.

Violent Python TJ O'Connor 2012-12-28 Violent Python shows you how to move from a theoretical understanding of offensive computing concepts to a practical implementation. Instead of relying on another attacker's tools, this book will teach you to forge your own weapons using the Python programming language. This book demonstrates how to write Python scripts to automate large-scale network attacks, extract metadata, and investigate forensic artifacts. It also shows how to write code to intercept and analyze network traffic using Python, craft and spoof wireless frames to attack wireless and Bluetooth devices, and how to data-mine popular social media websites and evade modern anti-virus. Demonstrates how to write Python scripts to automate large-scale network attacks, extract metadata, and investigate forensic artifacts Write code to intercept and analyze network traffic using Python. Craft and spoof wireless frames to attack wireless and Bluetooth devices Data-mine popular social media websites and evade modern anti-virus

The World Is Flat [Further Updated and Expanded; Release 3.0] Thomas L. Friedman 2007-08-07 This new edition of Friedman's landmark book explains the flattening of the world better than ever- and takes a new measure of the effects of this change on each of us.

MIMO-OFDM Wireless Communications with MATLAB Yong Soo Cho 2010-08-20 MIMO-OFDM is a key technology for next-generation cellular communications (3GPP-LTE, Mobile WiMAX, IMT-Advanced) as well as wireless LAN (IEEE 802.11a, IEEE 802.11n), wireless PAN (MB-OFDM), and broadcasting (DAB, DVB, DMB). In MIMO-OFDM Wireless Communications with MATLAB®, the authors provide a comprehensive introduction to the theory and practice of wireless channel modeling, OFDM, and MIMO, using MATLAB® programs to simulate the various techniques on MIMO-OFDM systems. One of the only books in the area dedicated to explaining simulation aspects Covers implementation to help cement the key concepts Uses materials that have been classroom-tested in numerous universities Provides the analytic solutions and practical examples with downloadable MATLAB® codes Simulation examples based on actual industry and research projects Presentation slides with key equations and figures for instructor use MIMO-OFDM Wireless Communications with MATLAB® is a key text for graduate students in wireless communications. Professionals and technicians in wireless communication fields, graduate students in signal processing, as well as senior undergraduates majoring in wireless communications will find this book a practical introduction to the MIMO-OFDM techniques. Instructor materials and MATLAB® code examples available for download at www.wiley.com/go/chomimo

UMTS Security Valtteri Niemi 2006-02-08 Can you afford not to read this book?..... The Universal Mobile Telecommunication System (UMTS) offers a consistent set of services to mobile computer and phone users and numerous different radio access technologies will co-exist within the UMTS system's core network – security is, therefore, of the utmost importance. UMTS Security focuses on the standardized security features of UMTS and brings together material previously only available in specifications, design documents and presentations in one concise form. In addition, this unique volume also covers non-standard implementation specific features that allow differentiation between operators and manufacturers. Describes the security solutions specified for UMTS Provides a comprehensive presentation of the UMTS security specifications and explains the role of the security functionality in the UMTS system Presents the UMTS security system in its totality from the theoretical background through to the design process Discusses the new security features included in Release 4 and 5 By providing a unified treatment of the security services provided by the UMTS system, this volume will provide invaluable information and have instant appeal to planners, constructors and implementers of UMTS networks, and developers and analysts of application oriented security services that make use of UMTS communication networks. It will also be of considerable interest to postgraduates and researchers of modern communication security technology.

Predictive Analytics Eric Siegel 2016-01-13 "Mesmerizing & fascinating..." –The Seattle Post-Intelligencer "The Freakonomics of big data." –Stein Kretsinger, founding executive of Advertising.com Award-winning | Used by over 30 universities | Translated into 9 languages An introduction for everyone. In this rich, fascinating – surprisingly accessible – introduction, leading expert Eric Siegel reveals how predictive analytics (aka machine learning) works, and

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how it affects everyone every day. Rather than a “how to” for hands-on techies, the book serves lay readers and experts alike by covering new case studies and the latest state-of-the-art techniques. Prediction is booming. It reinvents industries and runs the world. Companies, governments, law enforcement, hospitals, and universities are seizing upon the power. These institutions predict whether you're going to click, buy, lie, or die. Why? For good reason: predicting human behavior combats risk, boosts sales, fortifies healthcare, streamlines manufacturing, conquers spam, optimizes social networks, toughens crime fighting, and wins elections. How? Prediction is powered by the world's most potent, flourishing unnatural resource: data. Accumulated in large part as the by-product of routine tasks, data is the unsalted, flavorless residue deposited en masse as organizations churn away. Surprise! This heap of refuse is a gold mine. Big data embodies an extraordinary wealth of experience from which to learn. Predictive analytics (aka machine learning) unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but putting odds on the future drives millions of decisions more effectively, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate. In this lucid, captivating introduction – now in its Revised and Updated edition – former Columbia University professor and Predictive Analytics World founder Eric Siegel reveals the power and perils of prediction: What type of mortgage risk Chase Bank predicted before the recession. Predicting which people will drop out of school, cancel a subscription, or get divorced before they even know it themselves. Why early retirement predicts a shorter life expectancy and vegetarians miss fewer flights. Five reasons why organizations predict death – including one health insurance company. How U.S. Bank and Obama for America calculated the way to most strongly persuade each individual. Why the NSA wants all your data: machine learning supercomputers to fight terrorism. How IBM's Watson computer used predictive modeling to answer questions and beat the human champs on TV's Jeopardy! How companies ascertain untold, private truths – how Target figures out you're pregnant and Hewlett-Packard deduces you're about to quit your job. How judges and parole boards rely on crime-predicting computers to decide how long convicts remain in prison. 182 examples from Airbnb, the BBC, Citibank, ConEd, Facebook, Ford, Google, the IRS, LinkedIn, Match.com, MTV, Netflix, PayPal, Pfizer, Spotify, Uber, UPS, Wikipedia, and more. How does predictive analytics work? This jam-packed book satisfies by demystifying the intriguing science under the hood. For future hands-on practitioners pursuing a career in the field, it sets a strong foundation, delivers the prerequisite knowledge, and whets your appetite for more. A truly omnipresent science, predictive analytics constantly affects our daily lives. Whether you are a consumer of it – or consumed by it – get a handle on the power of Predictive Analytics.

Whistleblowing for Change Tatiana Bazzichelli 2021-11-30 The courageous acts of whistleblowing that inspired the world over the past few years have changed our perception of surveillance and control in today's information society. But what are the wider effects of whistleblowing as an act of dissent on politics, society, and the arts? How does it contribute to new courses of action, digital

tools, and contents? This urgent intervention based on the work of Berlin's Disruption Network Lab examines this growing phenomenon, offering interdisciplinary pathways to empower the public by investigating whistleblowing as a developing political practice that has the ability to provoke change from within.

Ethics for the Information Age Michael Jay Quinn 2006 Widely praised for its balanced treatment of computer ethics, *Ethics for the Information Age* offers a modern presentation of the moral controversies surrounding information technology. Topics such as privacy and intellectual property are explored through multiple ethical theories, encouraging readers to think critically about these issues and to make their own ethical decisions.

PCI Express System Architecture Ravi Budruk 2004 ••PCI EXPRESS is considered to be the most general purpose bus so it should appeal to a wide audience in this arena. •Today's buses are becoming more specialized to meet the needs of the particular system applications, building the need for this book. •Mindshare and their only competitor in this space, Solari, team up in this new book.

Imperialism in the Twenty-First Century John Smith 2016-01-22 Winner of the first Paul A. Baran-Paul M. Sweezy Memorial Award for an original monograph concerned with the political economy of imperialism, John Smith's *Imperialism in the Twenty-First Century* is a seminal examination of the relationship between the core capitalist countries and the rest of the world in the age of neoliberal globalization. Deploying a sophisticated Marxist methodology, Smith begins by tracing the production of certain iconic commodities—the T-shirt, the cup of coffee, and the iPhone—and demonstrates how these generate enormous outflows of money from the countries of the Global South to transnational corporations headquartered in the core capitalist nations of the Global North. From there, Smith draws on his empirical findings to powerfully theorize the current shape of imperialism. He argues that the core capitalist countries need no longer rely on military force and colonialism (although these still occur) but increasingly are able to extract profits from workers in the Global South through market mechanisms and, by aggressively favoring places with lower wages, the phenomenon of labor arbitrage. Meticulously researched and forcefully argued, *Imperialism in the Twenty-First Century* is a major contribution to the theorization and critique of global capitalism.

Advanced Cellular Network Planning and Optimisation Ajay R. Mishra 2007-01-11 A highly practical guide rooted in theory to include the necessary background for taking the reader through the planning, implementation and management stages for each type of cellular network. Present day cellular networks are a mixture of the technologies like GSM, EGPRS and WCDMA. They even contain features of the technologies that will lead us to the fourth generation networks. Designing and optimising these complex networks requires much deeper understanding. *Advanced Cellular Network Planning and Optimisation* presents radio, transmission and core network planning and optimisation aspects for GSM, EGPRS and WCDMA networks with focus on practical aspects of the field. Experts from

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each of the domains have brought their experiences under one book making it an essential read for design practitioners, experts, scientists and students working in the cellular industry. Key Highlights Focus on radio, transmission and core network planning and optimisation Covers GSM, EGPRS, WCDMA network planning & optimisation Gives an introduction to the networks/technologies beyond WCDMA, and explores its current status and future potential Examines the full range of potential scenarios and problems faced by those who design cellular networks and provides advice and solutions all backed up with real-world examples This text will serve as a handbook to anyone engaged in the design, deployment, performance and business of Cellular Networks. "Efficient planning and optimization of mobile networks are key to guarantee superior quality of service and user experience. They also form the essential foundation for the success of future technology development, making this book a valuable read on the road towards 4G." –Tero Ojanperä, Chief Technology Officer, Nokia Networks

Global Business Strategy Kazuyuki Motohashi 2015-03-25 This book presents theories and case studies for corporations in developed nations, including Japan, for designing strategies to maximize opportunities and minimize threats in business expansion into developing nations. The case studies featured here focus on Asia, including China and India, and use examples of Japanese manufacturers. Five case studies are provided, including Hitachi Construction Machinery and Shiseido in China and Maruti Suzuki in India. These cases facilitate the reader's understanding of the business environments in emerging economies. This volume is especially recommended for business people responsible for international business development, particularly in China and India. In addition, the book serves as a useful resource for students in graduate-level courses in international management.

Strategic Management Forest R. David 2014-07-16 For undergraduate and graduate courses in strategy. In today's economy, gaining and sustaining a competitive advantage is harder than ever. Strategic Management captures the complexity of the current business environment and delivers the latest skills and concepts with unrivaled clarity, helping students develop their own cutting-edge strategy through skill-developing exercises. The Fifteenth Edition has been thoroughly updated and revised with current research and concepts. This edition includes 29 new cases and end-of- chapter material, including added exercises and review questions. MyManagementLab for Strategic Management is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams-resulting in better performance in the course-and provides educators a dynamic set of tools for gauging individual and class progress.

Kingdom of Nokia Carl-Gustav Lindén 2021-04-29 Kingdom of Nokia tells a fascinating story of corporatism in Finland. How did the mobile phone giant Nokia make the Finnish elite willing to serve the interests of the company? Nokia became a global player in mobile communications in the 1990s, and helped

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establish Anglo-Saxon capitalism in Finland. Through its success and strong lobbying, the company managed to capture the attention of Finnish politicians, civil servants, and journalists nationwide. With concrete detailed examples, Kingdom of Nokia illustrates how Nokia organised lavishing trips to journalists and paid direct campaign funding to politicians to establish its role at the core of Finnish decision-making. As a result, the company influenced important political decisions such as joining the European Union and adopting the euro, and further, Nokia even drafted its own law to serve its special interests. All this in a country considered one of the least corrupt in the world.

The Wealth of Networks Yochai Benkler 2006-01-01 Describes how patterns of information, knowledge, and cultural production are changing. The author shows that the way information and knowledge are made available can either limit or enlarge the ways people create and express themselves. He describes the range of legal and policy choices that confront.

Distance Education for Teacher Training Hilary Perraton 2002-03-11 First published in 2002. Routledge is an imprint of Taylor & Francis, an informa company.

Beautiful Data Toby Segaran 2009-07-14 In this insightful book, you'll learn from the best data practitioners in the field just how wide-ranging -- and beautiful -- working with data can be. Join 39 contributors as they explain how they developed simple and elegant solutions on projects ranging from the Mars lander to a Radiohead video. With Beautiful Data, you will: Explore the opportunities and challenges involved in working with the vast number of datasets made available by the Web Learn how to visualize trends in urban crime, using maps and data mashups Discover the challenges of designing a data processing system that works within the constraints of space travel Learn how crowdsourcing and transparency have combined to advance the state of drug research Understand how new data can automatically trigger alerts when it matches or overlaps pre-existing data Learn about the massive infrastructure required to create, capture, and process DNA data That's only small sample of what you'll find in Beautiful Data. For anyone who handles data, this is a truly fascinating book. Contributors include: Nathan Yau Jonathan Follett and Matt Holm J.M. Hughes Ragu Ramakrishnan, Brian Cooper, and Utkarsh Srivastava Jeff Hammerbacher Jason Dykes and Jo Wood Jeff Jonas and Lisa Sokol Jud Valeski Alon Halevy and Jayant Madhavan Aaron Koblin with Valdean Klump Michal Migurski Jeff Heer Coco Krumme Peter Norvig Matt Wood and Ben Blackburne Jean-Claude Bradley, Rajarshi Guha, Andrew Lang, Pierre Lindenbaum, Cameron Neylon, Antony Williams, and Egon Willighagen Lukas Biewald and Brendan O'Connor Hadley Wickham, Deborah Swayne, and David Poole Andrew Gelman, Jonathan P. Kastellec, and Yair Ghitza Toby Segaran

Investigation Of Competition In Digital Markets United States Congress 2020-10-06 In June 2019, the Committee on the Judiciary initiated a bipartisan investigation into the state of competition online, spearheaded by the Subcommittee on Antitrust, Commercial and Administrative Law. As part of a top-

to-bottom review of the market, the Subcommittee examined the dominance of Amazon, Apple, Facebook, and Google, and their business practices to determine how their power affects our economy and our democracy. Additionally, the Subcommittee performed a review of existing antitrust laws, competition policies, and current enforcement levels to assess whether they are adequate to address market power and anticompetitive conduct in digital markets. Over the course of our investigation, we collected extensive evidence from these companies as well as from third parties—totaling nearly 1.3 million documents. We held seven hearings to review the effects of market power online—including on the free and diverse press, innovation, and privacy—and a final hearing to examine potential solutions to concerns identified during the investigation and to inform this Report's recommendations. A year after initiating the investigation, we received testimony from the Chief Executive Officers of the investigated companies: Jeff Bezos, Tim Cook, Mark Zuckerberg, and Sundar Pichai. For nearly six hours, we pressed for answers about their business practices, including about evidence concerning the extent to which they have exploited, entrenched, and expanded their power over digital markets in anticompetitive and abusive ways. Their answers were often evasive and non-responsive, raising fresh questions about whether they believe they are beyond the reach of democratic oversight. Although these four corporations differ in important ways, studying their business practices has revealed common problems

Forbes 2006

Graphic Showbiz Nanabanyin Dadson 2014-02-10

Consumer Behavior Delbert Hawkins 2009

Universal Principles of Design, Revised and Updated William Lidwell 2010-01-01
A cross-disciplinary reference of design. Pairs common design concepts with examples that illustrate them in practice.

Project Management DK 2022-01-04 The practical e-guide that gives you the skills to succeed as a project manager. Discover how to improve your project management skills by defining a project brief, identifying stakeholders, and building a strong team. You'll also learn useful tips for initiating projects, setting deadlines, and managing your budgets. Essential Managers gives you a practical "how-to" approach with step-by-step instructions, tips, checklists, and "ask yourself" features showing you how to focus your energy, manage change, and make an impact. DK's Essential Managers series contains the knowledge you need to be a more effective manager and hone your management style. Whether you're new to project management or simply looking to sharpen your existing skills, this is the e-guide for you.

Index of Patents Issued from the United States Patent and Trademark Office

Start with Why Simon Sinek 2011-12-27 The inspirational bestseller that ignited a movement and asked us to find our WHY Discover the book that is captivating

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millions on TikTok and that served as the basis for one of the most popular TED Talks of all time—with more than 56 million views and counting. Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was the WHY of their organization. Since then, millions have been touched by the power of his ideas, and these ideas remain as relevant and timely as ever. START WITH WHY asks (and answers) the questions: why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. START WITH WHY shows that the leaders who have had the greatest influence in the world all think, act and communicate the same way—and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

Program Earth Jennifer Gabrys 2016-04-13 Sensors are everywhere. Small, flexible, economical, and computationally powerful, they operate ubiquitously in environments. They compile massive amounts of data, including information about air, water, and climate. Never before has such a volume of environmental data been so broadly collected or so widely available. Grappling with the consequences of wiring our world, Program Earth examines how sensor technologies are programming our environments. As Jennifer Gabrys points out, sensors do not merely record information about an environment. Rather, they generate new environments and environmental relations. At the same time, they give a voice to the entities they monitor: to animals, plants, people, and inanimate objects. This book looks at the ways in which sensors converge with environments to map ecological processes, to track the migration of animals, to check pollutants, to facilitate citizen participation, and to program infrastructure. Through discussing particular instances where sensors are deployed for environmental study and citizen engagement across three areas of environmental sensing, from wild sensing to pollution sensing and urban sensing, Program Earth asks how sensor technologies specifically contribute to new environmental conditions. What are the implications for wiring up environments? How do sensor applications not only program environments, but also program the sorts of citizens and collectives we might become? Program Earth suggests that the sensor-based monitoring of Earth offers the prospect of making new environments not simply as an extension of the human but rather as new “technogeographies” that connect technology, nature, and people.

The EBay Price Guide Julia L. Wilkinson 2006 Provides lists of selling prices of items found on eBay in such categories as antiques, boats, books, cameras, coins, collectibles, dolls, DVDs, real estate, stamps, tickets, and video games.

Creating Mobile Apps with Xamarin.Forms Preview Edition 2 Charles Petzold 2015-04-11 This second Preview Edition ebook, now with 16 chapters, is about writing applications for Xamarin.Forms, the new mobile development platform for iOS, Android, and Windows phones unveiled by Xamarin in May 2014. Xamarin.Forms lets you write shared user-interface code in C# and XAML that maps to native controls on these three platforms.

When Cultures Collide, Third Edition Richard Lewis 2010-11-26 The classic work that revolutionized the way business is conducted across cultures around the world.

The Fearless Organization Amy C. Edmondson 2018-11-14 Conquer the most essential adaptation to the knowledge economy The Fearless Organization: Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth offers practical guidance for teams and organizations who are serious about success in the modern economy. With so much riding on innovation, creativity, and spark, it is essential to attract and retain quality talent—but what good does this talent do if no one is able to speak their mind? The traditional culture of “fitting in” and “going along” spells doom in the knowledge economy. Success requires a continuous influx of new ideas, new challenges, and critical thought, and the interpersonal climate must not suppress, silence, ridicule or intimidate. Not every idea is good, and yes there are stupid questions, and yes dissent can slow things down, but talking through these things is an essential part of the creative process. People must be allowed to voice half-finished thoughts, ask questions from left field, and brainstorm out loud; it creates a culture in which a minor flub or momentary lapse is no big deal, and where actual mistakes are owned and corrected, and where the next left-field idea could be the next big thing. This book explores this culture of psychological safety, and provides a blueprint for bringing it to life. The road is sometimes bumpy, but succinct and informative scenario-based explanations provide a clear path forward to constant learning and healthy innovation. Explore the link between psychological safety and high performance Create a culture where it’s “safe” to express ideas, ask questions, and admit mistakes Nurture the level of engagement and candor required in today’s knowledge economy Follow a step-by-step framework for establishing psychological safety in your team or organization Shed the “yes-men” approach and step into real performance. Fertilize creativity, clarify goals, achieve accountability, redefine leadership, and much more. The Fearless Organization helps you bring about this most critical transformation.

Your Post Has Been Removed Frederik Stjernfelt 2019-01-01 This open access monograph argues established democratic norms for freedom of expression should be implemented on the internet. Moderating policies of tech companies as Facebook, Twitter and Google have resulted in posts being removed on an industrial scale. While this moderation is often encouraged by governments - on the pretext that terrorism, bullying, pornography, "hate speech" and "fake news" will slowly disappear from the internet - it enables tech companies to censor our society. It is the social media companies who define what is

blacklisted in their community standards. And given the dominance of social media in our information society, we run the risk of outsourcing the definition of our principles for discussion in the public domain to private companies. Instead of leaving it to social media companies only to take action, the authors argue democratic institutions should take an active role in moderating criminal content on the internet. To make this possible, tech companies should be analyzed whether they are approaching a monopoly. Antitrust legislation should be applied to bring those monopolies within democratic governmental oversight. Despite being in different stages in their lives, Anne Mette is in the startup phase of her research career, while Frederik is one of the most prolific philosophers in Denmark, the authors found each other in their concern about Free Speech on the internet. The book was originally published in Danish as *Dit opslag er blevet fjernet - techgiganter & ytringsfrihed*. Praise for 'Your Post has been Removed' "From my perspective both as a politician and as private book collector, this is the most important non-fiction book of the 21st Century. It should be disseminated to all European citizens. The learnings of this book and the use we make of them today are crucial for every man, woman and child on earth. Now and in the future." Jens Rohde, member of the European Parliament for the Alliance of Liberals and Democrats for Europe "This timely book compellingly presents an impressive array of information and analysis about the urgent threats the tech giants pose to the robust freedom of speech and access to information that are essential for individual liberty and democratic self-government. It constructively explores potential strategies for restoring individual control over information flows to and about us. Policymakers worldwide should take heed!" Nadine Strossen, Professor, New York Law School. Author, *HATE: Why We Should Resist It with Free Speech, Not Censorship*.

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

Mildred's Inheritance Annie Fellows Johnston 1906

Made to Break Giles Slade 2009-06-30 Made to Break is a history of twentieth-century technology as seen through the prism of obsolescence. Giles Slade explains how disposability was a necessary condition for America's rejection of tradition and our acceptance of change and impermanence. This book gives us a detailed and harrowing picture of how, by choosing to support ever-shorter product lives, we may well be shortening the future of our way of life as well.

Sustainable Energy--without the Hot Air David J. C. MacKay 2009 Provides an overview of the sustainable energy crisis that is threatening the world's natural resources, explaining how energy consumption is estimated and how those numbers have been skewed by various factors and discussing alternate forms of

energy that can and should be used.

The Age of Surveillance Capitalism Shoshana Zuboff 2019-01-15 The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

802.11 Wireless Networks: The Definitive Guide Matthew S. Gast 2005-04-25 As we all know by now, wireless networks offer many advantages over fixed (or wired) networks. Foremost on that list is mobility, since going wireless frees you from the tether of an Ethernet cable at a desk. But that's just the tip of the cable-free iceberg. Wireless networks are also more flexible, faster and easier for you to use, and more affordable to deploy and maintain. The de facto standard for wireless networking is the 802.11 protocol, which includes Wi-Fi (the wireless standard known as 802.11b) and its faster cousin, 802.11g. With easy-to-install 802.11 network hardware available everywhere you turn, the choice seems simple, and many people dive into wireless computing with less thought and planning than they'd give to a wired network. But it's wise to be familiar with both the capabilities and risks associated with the 802.11 protocols. And *802.11 Wireless Networks: The Definitive Guide, 2nd Edition* is the perfect place to start. This updated edition covers everything you'll ever need to know about wireless technology. Designed with the system administrator or serious home user in mind, it's a no-nonsense guide for setting up 802.11 on Windows and Linux. Among the wide range of topics covered are discussions on: deployment considerations network monitoring and performance tuning wireless security issues how to use and select access points network monitoring essentials wireless card configuration security issues unique to wireless networks With wireless technology, the advantages to its users are indeed plentiful. Companies no longer have to deal with the hassle and expense of

wiring buildings, and households with several computers can avoid fights over who's online. And now, with 802.11 Wireless Networks: The Definitive Guide, 2nd Edition, you can integrate wireless technology into your current infrastructure with the utmost confidence.