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Focus on Learning Technologies Nicky Hockly 2016-09-22 Focus on Learning Technologies helps teachers understand the role of digital technologies in supporting language learning for second or foreign language learners aged 5–18. Drawing on research with school-age learners, the book equips teachers with the knowledge necessary to make effective and principled decisions about choosing and using learning technologies in their own language classes. The book provides an accessible overview of key research studies on learning technologies, considers examples from real classroom practice, and provides activities to help teachers relate the content to their own teaching contexts. Additional online resources at www.oup.com/elt/teacher/folt Nicky Hockly is Director of Pedagogy at award-winning online training and development organisation The Consultants-E (www.theconsultants-e.com). Oxford Key Concepts Series Advisers: Patsy M. Lightbown and Nina Spada

Precision Positioning with Commercial Smartphones in Urban Environments Sara Paiva 2021-08-05 This book discusses recent technologies and case studies that aim to enhance positioning obtained with commercial smartphones in urban environments, overcoming difficulties with GPS. The authors provide insight into recent trends and innovation on technologies, solutions and approaches to overcome GPS issues in urban environments, due to the existence of a big number of buildings. Topics include security and legal aspects related to positioning systems, the usage of crowdsourcing approaches to enhance positioning, location-based services, proximity based-social networking, satellite navigation and Bluetooth low-energy based systems. The book provides important information for developers that intend to make use of precise positioning for the purpose of commercial applications as well as for research and innovation. Discusses technologies that enhance positioning obtained with commercial smartphones in urban environments; Presents innovations to overcome GPS issues in urban environments caused by dense cities; Includes applications of precise positioning, including their security issues and challenges.

Smartphone Start-ups Claudio Giachetti 2017-11-16 This book provides detailed examination of start-up companies which entered the smartphone industry following the revolution triggered by Apple with its iPhone in 2007. Analytical case studies explore the rationale behind the business models, financing cycles, and factors that helped start-ups sustain their own growth and survival. By studying these companies through the lens of entrepreneurship and competitor analysis, the author investigates not only the opportunities that can arise from technological evolution, but also the uncertainty that has developed surrounding the industry's future. Topics covered include value proposition development, evaluation of the effectiveness of business models, and market competition analysis, unveiling thought-provoking results about this rapidly changing industry. Scholars of entrepreneurship, business strategy and innovation management will find this timely book a valuable contribution to the field.

Internet and Smartphone Use-Related Addiction Health Problems Olatz Lopez-Fernandez 2021-08-31 This Special Issue presents some of the main emerging research on technological topics of health and education approaches to Internet use-related problems, before and during the beginning of coronavirus

disease 2019 (COVID-19). The objective is to provide an overview to facilitate a comprehensive and practical approach to these new trends to promote research, interventions, education, and prevention. It contains 40 papers, four reviews and thirty-five empirical papers and an editorial introducing everything in a rapid review format. Overall, the empirical ones are of a relational type, associating specific behavioral addictive problems with individual factors, and a few with contextual factors, generally in adult populations. Many have adapted scales to measure these problems, and a few cover experiments and mixed methods studies. The reviews tend to be about the concepts and measures of these problems, intervention options, and prevention. In summary, it seems that these are a global culture trend impacting health and educational domains. Internet use-related addiction problems have emerged in almost all societies, and strategies to cope with them are under development to offer solutions to these contemporary challenges, especially during the pandemic situation that has highlighted the global health problems that we have, and how to holistically tackle them.

Encyclopedia of Information Science and Technology, Fourth Edition Khosrow-Pour, D.B.A., Mehdi 2017-06-20 In recent years, our world has experienced a profound shift and progression in available computing and knowledge sharing innovations. These emerging advancements have developed at a rapid pace, disseminating into and affecting numerous aspects of contemporary society. This has created a pivotal need for an innovative compendium encompassing the latest trends, concepts, and issues surrounding this relevant discipline area. During the past 15 years, the Encyclopedia of Information Science and Technology has become recognized as one of the landmark sources of the latest knowledge and discoveries in this discipline. The Encyclopedia of Information Science and Technology, Fourth Edition is a 10-volume set which includes 705 original and previously unpublished research articles covering a full range of perspectives, applications, and techniques contributed by thousands of experts and researchers from around the globe. This authoritative encyclopedia is an all-encompassing, well-established reference source that is ideally designed to disseminate the most forward-thinking and diverse research findings. With critical perspectives on the impact of information science management and new technologies in modern settings, including but not limited to computer science, education, healthcare, government, engineering, business, and natural and physical sciences, it is a pivotal and relevant source of knowledge that will benefit every professional within the field of information science and technology and is an invaluable addition to every academic and corporate library.

HWM 2005-12 Singapore's leading tech magazine gives its readers the power to decide with its informative articles and in-depth reviews.

A Comprehensive Guide to Enterprise Mobility Jithesh Sathyan 2016-04-19 Although enterprise mobility is in high demand across domains, an absence of experts who have worked on enterprise mobility has resulted in a lack of books on the subject. A Comprehensive Guide to Enterprise Mobility fills this void. It supplies authoritative guidance on all aspects of enterprise mobility-from technical aspects and applications to

Smartphone Applications to Influence Travel Choices Transportation Dept., Federal Highway Administration 2017-02-14 This primer is intended to demonstrate how vital smartphones are becoming to the transportation network and provide public agencies, transportation managers, and elected officials with a perspective and understanding the role of smartphones in identifying services and choices for individuals and influencing travel behavior. Whether a sophisticated or new adapter to smart phones, this publication provides the foundation to maximize the value of this new technology as well as a history of how the technology has developed and could benefit commuters. This report also outlines the challenges including protecting consumer privacy and data that is more widely available through thie smartphone apps . Other products that may be of interest: YouTube War: Fighting in a World of Cameras in Every Cell Phone and Photoshop on Every Computer can be found here: https://bookstore.gpo.gov/products/sku/008-000-01071-4 Transportation Security collection can be found here: https://bookstore.gpo.gov/catalog/security-defense-law-enforcement/transportation-security Other publications produced by the United States Department of Transportation can be found here:

 Essentials of Statistics for the Behavioral Sciences Frederick J Gravetter 2020-01-23 Updated with current research that's relevant to today's learners, Gravetter/Wallnau/Forzano/Witnauer's ESSENTIALS OF STATISTICS FOR THE BEHAVIORAL SCIENCES, 10th Edition delivers straightforward instruction, unrivaled accuracy, hands-on learning tools and a wealth of real-world examples and illustrations. Giving extra focus to difficult topics, the authors take time to explain statistical procedures so that readers can go beyond memorizing formulas to truly understanding the hows and whys of statistics. Integrated applications reinforce concepts, ensuring that even those with a weak background in mathematics can fully grasp statistical concepts. As a result, readers become savvy consumers of information. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

 Designing Novel Mobile Systems by Exploiting Sensing, User Context, and Crowdsourcing Tingxin Yan 2012 With the proliferation of sensor-enabled smartphones, significant attention has been attracted to develop sensing-driven mobile systems. Current research on sensing-driven mobile systems can be classified into two categories, based on the purpose of sensing. In the first category, smartphones are used to sense personal context information, such as locations, activities, and daily habits to enable applications such as location-aware systems and virtual reality systems. In the second category, smartphones are exploited to collect sensing data of the physical world and enable applications including traffic monitoring, environmental monitoring, and others. As smartphones become blossomed in popularity and ubiquity, new problems have emerged in both categories of mobile sensing systems. In this thesis, we investigate three core challenges by answering the following fundamental questions: first, how can we utilize user context to improve the operating system performance? Second, how can we process sensing data, especially images, with high accuracy? Third, how can we enable distributed sensing while satisfy resource constraints of smartphones? The first part of this thesis studies how to exploit user context to improve the responsiveness of mobile operating systems. We propose a context-aware application-preloading engine named FALCON. The core of FALCON is a decision engine that learns application usage patterns of mobile users and preloads applications ahead of time to improve the responsiveness of mobile OS. Compared with other approaches such as caching schemes like Least Recently Used (LRU), Falcon improves the application responsiveness by two times. The second part of this thesis focuses on image search for mobile phones. We first explore how to improve image search accuracy on centralized servers, and propose an image search engine named CrowdSearch. The core idea of CrowdSearch is to incorporate crowdsourced human validation into the system for removing erroneous results from automated image search engines, while still provide realtime response for mobile users. Compared with existing automated image search engines, CrowdSearch achieves over 95% accuracy consistently across multiple categories of images with response time in a minute. We then extend image search to distributed mobile phones, and emphasis resource constraint problems, especially on energy and bandwidth. We propose a distributed image search system named SenSearch, which turns smartphones into micro image search engines. Images are collected, indexed, and transmitted using compact features that are two magnitudes smaller than their raw format. SenSearch improves the energy and bandwidth cost by five times compared with centralized image search engines.

 Measuring and Accounting for Innovation in the Twenty-First Century Carol Corrado 2021-05-18 Measuring innovation is a challenging task, both for researchers and for national statisticians, and it is increasingly important in light of the ongoing digital revolution. National accounts and many other economic statistics were designed before the emergence of the digital economy and the growth in importance of intangible capital. They do not yet fully capture the wide range of innovative activity that is observed in modern economies. This volume examines how to measure innovation, track its effects on economic activity and on prices, and understand how it has changed the structure of production processes, labor markets, and organizational form and operation in business. The contributors explore new approaches to and data sources for measurement, such as collecting data for a particular

innovation as opposed to a firm and using trademarks for tracking innovation. They also consider the connections between university-based R&D and business start-ups and the potential impacts of innovation on income distribution. The research suggests strategies for expanding current measurement frameworks to better capture innovative activity, including developing more detailed tracking of global value chains to identify innovation across time and space and expanding the measurement of innovation's impacts on GDP in fields such as consumer content delivery and cloud computing.

Formal Concept Analysis Diana Cristea 2019-06-14 This book constitutes the proceedings of the 15th International Conference on Formal Concept Analysis, ICFCA 2019, held in Frankfurt am Main, Germany, in June 2019. The 15 full papers and 5 short papers presented in this volume were carefully reviewed and selected from 36 submissions. The book also contains four invited contributions in full paper length. The field of Formal Concept Analysis (FCA) originated in the 1980s in Darmstadt as a subfield of mathematical order theory, with prior developments in other research groups. Its original motivation was to consider complete lattices as lattices of concepts, drawing motivation from philosophy and mathematics alike. FCA has since then developed into a wide research area with applications much beyond its original motivation, for example in logic, data mining, learning, and psychology.

FCC Record United States. Federal Communications Commission 2008

Measuring the Digital Economy A New Perspective OECD 2014-12-08 This report presents indicators traditionally used to monitor the information society and complements them with experimental indicators that provide insight into areas of policy interest.

Software Development for Embedded Multi-core Systems Max Domeika 2011-04-08 The multicore revolution has reached the deployment stage in embedded systems ranging from small ultramobile devices to large telecommunication servers. The transition from single to multicore processors, motivated by the need to increase performance while conserving power, has placed great responsibility on the shoulders of software engineers. In this new embedded multicore era, the toughest task is the development of code to support more sophisticated systems. This book provides embedded engineers with solid grounding in the skills required to develop software targeting multicore processors. Within the text, the author undertakes an in-depth exploration of performance analysis, and a close-up look at the tools of the trade. Both general multicore design principles and processor-specific optimization techniques are revealed. Detailed coverage of critical issues for multicore employment within embedded systems is provided, including the Threading Development Cycle, with discussions of analysis, design, development, debugging, and performance tuning of threaded applications. Software development techniques engendering optimal mobility and energy efficiency are highlighted through multiple case studies, which provide practical "how-to advice on implementing the latest multicore processors. Finally, future trends are discussed, including terascale, speculative multithreading, transactional memory, interconnects, and the software-specific implications of these looming architectural developments. Table of Contents Chapter 1 - Introduction Chapter 2 – Basic System and Processor Architecture Chapter 3 – Multi-core Processors & Embedded Chapter 4 –Moving To Multi-core Intel Architecture Chapter 5 – Scalar Optimization & Usability Chapter 6 – Parallel Optimization Using Threads Chapter 7 - Case Study: Data Decomposition Chapter 8 - Case Study: Functional Decomposition Chapter 9 – Virtualization & Partitioning Chapter 10 – Getting Ready For Low Power Intel Architecture Chapter 11 - Summary, Trends, and Conclusions Appendix I Glossary References *This is the only book to explain software optimization for embedded multi-core systems *Helpful tips, tricks and design secrets from an Intel programming expert, with detailed examples using the popular X86 architecture *Covers hot topics, including ultramobile devices, low-power designs, Pthreads vs. OpenMP, and heterogeneous cores

Nursing Today - Revised Reprint JoAnn Graham Zerwekh 2013-01-01 A student favorite for its easy-to-read style, real-life applications, and humorous cartoons, Nursing Today: Transition and Trends, 7th Edition Revised Reprint helps you make a successful transition from student to practicing nurse. It covers the profession"s leading issues and opportunities, ensuring that you graduate not only with

patient care skills but with career development skills including resume writing, finding a job, and effective interviewing. Test-taking tips and strategies prepare you for the NCLEX-RN? exam, and discussions of communication and management issues prepare you to succeed in the workplace. In this edition, well-known educator JoAnn Zerwekh and coauthor Ashley Zerwekh Garneau provide the latest information on nursing issues and trends including health care reform, patient safety, collective bargaining, and emergency preparedness. Thorough coverage prepares you for a professional nursing career by including all of the most important issues faced by the new nurse. An engaging presentation features lively cartoons, chapter objectives, bibliographies, and colorful summary boxes. Critical Thinking boxes are located in every chapter, with relevant questions and exercises to apply what you have learned to clinical practice. Evidence-Based Practice boxes focus on the research evidence that supports clinical practice. Real-life scenarios in each chapter illustrate and personalize the chapter topics. An emphasis on making the transition into the workplace is included in chapters such as NCLEX-RN? and the New Graduate, Employment Considerations: Opportunities, Resumes, and Interviewing, and Mentoring and Preceptorship. A companion Evolve website includes Case Studies for every chapter, test-taking strategies, a sample NCLEX? test tutorial, a sample NCLEX? exam, appendices, and resume builder templates for creating professional resumes and cover letters. Completely revised chapter on Mentorship, Preceptorship, and Nurse Residency Programs, complete with new relevant websites, online resources, and integrated recommendations from the 2010 Institute of Medicine. Completely revised chapter on NCLEX-RN? Examination and the New Graduate, complete with the 2013 NCLEX-RN? Detailed Test Plan. Health care reform is covered in the Economics of the Health Care Delivery System chapter, including the Patient Protection and Affordable Care Act of 2010 and the new Patient Bill of Rights as they apply to health care delivery and cost. Updated Health Care Organization and Patterns of Nursing Care Delivery chapter covers the results of managed care and explains the "p4p" (pay for performance) payment system, eliminating payment for medical errors as urged by the Institute of Medicine, and the collaboration at all levels of care to prevent medical errors and improve quality of care. A chapter on collective bargaining and unions covers the creation in 2009 of the largest union and professional organization of registered nurses, the National Nurses United (NNU), and related issues. Updated Emergency Preparedness chapter covers The World Health Organization''s (WHO) global pandemic influenza plan and its relation to public health and immunization. Coverage of QSEN and Patient Safety includes not only Quality and Safety Education for Nurses, but also the National Patient Safety Foundation and the Institute of Medicine competencies related to patient safety, as well as better communication among health care providers, quality improvement, and guidelines from The Joint Commission. Coverage of evidence-based practice includes management protocols and interventions used as the basis for clinical outcomes.

Mobile Learning Norbert Pachler 2009-12-15 As with television and computers before it, today's mobile technology challenges educators to respond and ensure their work is relevant to students. What's changed is that this portable, cross-contextual way of engaging with the world is driving a more proactive approach to learning on the part of young people. The first full-length authored treatment of the relationship between the centrality of technological development in daily life and its potential as a means of education, Mobile Learning charts the rapid emergence of new forms of mass communication and their potential for gathering, shaping, and analyzing information, studying their transformative capability and learning potential in the contexts of school and socio-cultural change. The focus is on mobile/cell phones, PDAs, and to a lesser extent gaming devices and music players, not as "the next new thing" but meaningfully integrated into education, without objectifying the devices or technology itself. And the book fully grounds readers by offering theoretical and conceptual models, an analytical framework for understanding the issues, recommendations for specialized resources, and practical examples of mobile learning in formal as well as informal educational settings, particularly with at-risk students. Among the topics covered: • Core issues in mobile learning • Mobile devices as educational resources • Socioeconomic approaches to mobile learning • Creating situations that promote mobile learning • Ubiquitous mobility and its implications for pedagogy • Bridging the digital divide at the policy

level Mobile Learning is a groundbreaking volume, sure to stimulate both discussion and innovation among educational professionals interested in technology in the context of teaching and learning.
 Smartphones in Class, Yes or No Reese Everett 2016-01-01 Do you have a smartphone? Are you allowed to use it at school? In some classrooms, students use their smartphones to do their schoolwork every day. But the devices are not allowed at all in some schools. What do you think about using smartphones at school? Check out arguments on both sides of the issue, then it's your turn to answer the question: smartphones in class, yes or no? Featuring engaging reading activities and relatable content, the simple-to-follow book, Smartphones in Class, Yes or No?, allows young learners to construct their own persuasive statements. The Seeing Both Sides series encourages young learners to research and support their own conclusions on a variety of long-debated topics. Readers will explore the pros and cons of each specific topic and gain a better understanding of differing opinions and why it is important to look at all the facts before making a decision. Each 24-page book features a teaching focus, before- and after-reading activities, writing tips, a glossary, and more, to effectively engage young learners and prompt them to explain their understanding.

 Fried & Convicted Fay Jacobs 2017-03-20 As the author of four humorous memoirs, activist and comedian Fay Jacobs returns with her newest tall tales, Fried & Convicted, Rehoboth Beach Uncorked. And, as you'd expect, It's chock-full of Fay's signature witty, wise, and often laugh-out-loud commentary about the craziness of contemporary life in the diverse and welcoming resort town of Rehoboth Beach on the Delaware Coast. This time, though, everyone's favorite "Sit-Down Comic" grapples with the insanity of a high-tech bra, cartoon bladders in prescription advertising, and refusing to act her age . . . Fried & Convicted was written over the last few years and culminates with Election Day, 2016. It chronicles the joy of gaining equal marriage rights for same-sex couples, tales of Icelandic lagoons, Provincetown adventures, and much ado about lesbians of a certain age. It tells a few harrowing personal stories, such as Bonnie's unnerving medical diagnosis, the time Fay went kayaking with alligators, and how she came up with a public relations scheme to rescue her pal's purloined pooch. And through it all, she finds a way to make it provocative, political, occasionally heartwarming, and reliably hilarious. Featuring Fay's latest magazine columns plus new, never before published material, Fried & Convicted is a pleasure for longtime fans and new readers alike. Come along for the ride—you'll be happy you did! Fay Jacobs spent thirty years in Washington, DC working in journalism and public relations. Her latest project is a one-woman show, Aging Gracelessly: 50 Shades of Fay, which is being performed in theatres around the country. She lives in Rehoboth Beach with her wife of thirty-four years and a Miniature Schnauzer.

 Marketing Without Money Jessie Paul 2021-12-30 Marketing does not entail a private conversation with a customer. Rather, it is more like a loud communication in the middle of a crowded park where passers-by and interested parties feel free to jump in. So how do you then engage with customers in a crowded marketplace as other challenges, such as diminishing marketing spend and maximising the return on the marketing investment, continue to plague marketers and leaders? But you need not worry! Help is at hand now... Marketing without Money is packed with tried-and-tested tools and techniques that have successfully worked. Bundled with the author's unique Branding House approach, it takes you through the process of building your brand. It is loaded with insights from business leaders, DIY charts, tables and pull-outs, frugal tips, examples and anecdotes for sharpening your marketing messaging. So grab a copy of Marketing without Money and win in your marketplace!

 Architecting Mobile Solutions for the Enterprise Dino Esposito 2012-05-15 Your guide to planning and executing a complete mobile web strategy Revisit your approach to the mobile web—and deliver effective solutions that reach customers and clients on a variety of mobile devices. In this practical guide, web development luminary Dino Esposito shows you how to develop a solid mobile strategy for the enterprise, starting with an effective mobile website. You'll receive essential architectural and implementation guidance, as well as mobile-specific design patterns for building cross-platform and native applications. Discover how to: Architect a website accessible from many different mobile devices Implement design patterns specific to mobile app development Examine tools that enable you to write

one codebase for many platforms Use technologies for building Windows Phone, iPhone, and Android apps Develop cross-platform app features, such as localization and offline behavior

Mobile Marketing Rachel Pasqua 2012-12-19 A step-by-step guide to successful mobile marketing strategies Go from zero to sixty with this practical book that helps you craft and deploy mobile marketing strategies for everything from brand building to lead generation and sales. As part of the popular do-it-yourself, Hour A Day series, this new book is full of advice, practical tips, and step-by-step tactics you can put to use right away. Start leveraging location-based marketing via Foursquare and Yelp, see how to set up and manage mobile commerce, and try such technologies as QR codes, ambient communication (RFID and Bluetooth), mobile broadcasting, and more. Take action now and mobile-loving customers will soon find you, thanks to these successful ideas and strategies from expert mobile marketers, Rachel Pasqua and Noah Elkin. Shows you step by step how to develop, implement, and measure a successful mobile marketing strategy Pares down a complex process into approachable, bite-sized tasks you can tackle in an hour a day Covers vital mobile marketing weapons like messaging, mobile websites, apps, and mobile advertising to help you achieve your goals Gets you up to speed on location-based marketing via Foursquare and Yelp, using mobile commerce, and leveraging technologies such as as QR codes, ambient communication (RFID and Bluetooth), and mobile broadcasting Mobile Marketing: An Hour A Day is a must-have resource for marketers and advertisers who want a compelling mobile presence.

Why Do They Make Things so Complicated? Lisa Monika Anna Mützel 2017-05-05 In the past 50 years, consumers' buying situations have not become easier. Consumers remain easily overwrought by complex buying situations that involve buying complex products or services, such as laptops or insurances. In such situations, consumers find it difficult to make a decision and must spend high levels of cognitive effort on it. Prior consumer research has addressed the complexity of buying situations in several research streams such as in choice complexity or product complexity literature. However, previous researchers have not reached consensus on what constitutes the complexity of a buying situation. Furthermore, they have mostly concentrated on cognitive constructs and emotional constructs have been rather unexplored. To close these research gaps, this dissertation provides an in-depth conceptualization of complex buying situations by developing a comprehensive reference framework. Furthermore, this dissertation differs from prior research by examining in detail negative emotional responses to complexity (NERCO). A reliable and valid NERCO scale is developed that consists of two factors, emotional resignation and fear of post-purchase dissonance. An experiment investigates the influence of two input variables of the reference framework (1. the number of alternatives in the consumer's price class and 2. the perceived expertise of the salesperson who provides a recommendation in a buying situation) on perceived choice complexity and on NERCO. This dissertation paves the way for numerous directions for future research on the complexity of buying situations by providing theoretical fundamentals in the form of a detailed conceptualization and by precisely defining the research gaps.

Micro- and Nanotechnology Enabled Applications for Portable Miniaturized Analytical Systems Sabu Thomas 2021-10-12 Micro- and Nanotechnology Enabled Applications for Portable Miniaturized Analytical Systems outlines the basic principles of miniaturized analytical devices, such as spectrometric, separation, imaging and electrochemical miniaturized instruments. Concepts such as smartphone-enabled miniaturized detection systems and micro/nanomachines are also reviewed. Subsequent chapters explore the emerging application of these mobile devices for miniaturized analysis in various fields, including medicine and biomedicine, environmental chemistry, food chemistry, and forensic chemistry. This is an important reference source for materials scientists and engineers wanting to understand how miniaturization techniques are being used to create a range of efficient, sustainable electronic and optical devices. Miniaturization describes the concept of manufacturing increasingly smaller mechanical, optical, and electronic products and devices. These smaller instruments can be used to produce micro- and nanoscale components required for analytical procedures. A variety of micro/nanoscale materials have been synthesized and used in analytical

procedures, such as sensing materials, sorbents, adsorbents, catalysts, and reactors. The miniaturization of analytical instruments can be applied to the different steps of analytical procedures, such as sample preparation, analytical separation, and detection, reducing the total cost of manufacturing the instruments and the needed reagents and organic solvents. Outlines how miniaturization techniques can be used to create new optical and electronic micro- and nanodevices Explores major application areas, including biomedicine, environmental science and security Assesses the major challenges of using miniaturization techniques

Expert Secrets Russell Brunson 2022-08-09 Master the art of what to say in your funnels to convert your online visitors into lifelong customers in this updated edition from the $100M entrepreneur and co-founder of the software company ClickFunnels. Your business is a calling. You've been called to serve a group of people with the products, services, and offers that you've created. The impact that the right message can have on someone at the right time in their life is immeasurable. Your message could help to save marriages, repair families, change someone's health, grow a company, or more. . . . But only if you know how to get it into the hands of the people whose lives you have been called to change. By positioning yourself as an expert and telling your story in a way that gets people to move, you will be able to guide people through your value ladder, offer solutions to their problems, and give them the results they are looking for. This is how you change the lives of your customers, and this is how you grow your company. In this updated edition of Expert Secrets, Russell Brunson, CEO and co-founder of the multimillion-dollar software company ClickFunnels, gives you the step-by-step strategies you need to turn your expertise into a carefully crafted sales message that will attract your dream customers. Don't hide inside your business. Implement these story selling techniques now so you can find your voice and gain the confidence to become a leader, build a movement of people whose lives you can change, and make this calling a career.

Navigating among icebergs Juan M. Serrano 2018-11-13 After analyzing this case study with thousands of executives from all over the world, the author proposes the legendary story of the Titanic as a means to draw out practical lessons and highlight important mistakes that should be avoided. Especially valuable for teams that are good at what they do, but that want to ensure the sustainability of their success.

Programming the Mobile Web Maximiliano Firtman 2013-03-18 With the second edition of this popular book, you'll learn how to build HTML5 and CSS3-based apps that access geolocation, accelerometer, multi-touch screens, offline storage, and other features in today's smartphones, tablets, and feature phones. The market for mobile apps continues to evolve at a breakneck pace, and this book is the most complete reference available for the mobile web. Author and mobile development expert Maximiliano Firtman shows you how to develop a standard app core that you can extend to work with specific devices. This updated edition covers many recent advances in mobile development, including responsive web design techniques, offline storage, mobile design patterns, and new mobile browsers, platforms, and hardware APIs. Learn the particulars and pitfalls of building mobile websites and apps with HTML5, CSS, JavaScript and responsive techniques Create effective user interfaces for touch devices and different resolution displays Understand variations among iOS, Android, Windows Phone, BlackBerry, Firefox OS, and other mobile platforms Bypass the browser to create native web apps, ebooks, and PhoneGap applications Build apps for browsers and online retailers such as the App Store, Google Play Store, Windows Store, and App World

Objectives and Key Results Paul R. Niven 2016-09-12 Everything you need to implement Objectives and Key Results (OKRs) effectively Objectives and Key Results is the first full-fledged reference guide on Objectives and Key Results, a critical thinking framework designed to help organizations create value through focus, alignment, and better communication. Written by two leading OKRs consultants and researchers, this book provides a one-stop resource for organizations looking to quantify qualitative goals and ensure each team focuses their efforts to make measureable progress on their most important goals. You'll learn how OKRs came to be and how leading companies use them every day to help teams and employees stretch their thinking about what's possible, build their goal-setting muscles

and achieve results that reflect their full potential. From the basic framework to a detailed dissection of best practices, this informative guide walks you through real-world implementations to help you get the most out of OKRs. OKRs help employees work together, focus effort, and drive the organization forward. Key results are used to define what it means to achieve broad, qualitative goals, and imperatives like "do it better" are transformed into clear, measureable markers. From the framework's inception in the 1980s to its popularity in today's hyper-competitive environment, OKRs make work more engaging and feature frequent feedback cycles that enable workers to see the progress they make at work each and every day. This book shows you everything you need to know to implement OKRs effectively. Understand the basics of OKRs and their day-to-day use Learn how to gain the executive support critical to a successful implementation Maintain an effective program with key assessment tips Tailor the OKRs framework to your organization's needs Objectives and Key Results is your key resource for designing, planning, implementing, and maintaining your OKRs program for sustainable company-wide success.

Web Information Systems Engineering -- WISE 2014 Boualem Benatallah 2014-09-11 This book constitutes the proceedings of the 15th International Conference on Web Information Systems Engineering, WISE 2014, held in Thessaloniki, Greece, in October 2014. The 52 full papers, 16 short and 14 poster papers, presented in the two-volume proceedings LNCS 8786 and 8787 were carefully reviewed and selected from 196 submissions. They are organized in topical sections named: Web mining, modeling and classification; Web querying and searching; Web recommendation and personalization; semantic Web; social online networks; software architectures amd platforms; Web technologies and frameworks; Web innovation and applications; and challenge.

Habit Neale Martin 2008 80% of new products fail. Billions of advertising dollars are wasted every year. Even "satisfied customers" abandon companies at the drop of a hat. How can this be? How can so many brilliant marketers and product developers be failing so thoroughly? Here's how: they've focused their vast resources almost exclusively on the conscious mind, but it's the unconscious mind that controls 95% of human behavior. InHabit, Dr. Neale Martin presents powerful new research that reveals how the mind actually works and explains in practical detail the implications of this new science for marketers and product developers. You'll learn why 50 years of marketing theory is deeply flawed, how your customers'unconscious minds thwart your marketing campaigns, and how to identify what customers really want when they don't even know. Martin explains how customer behavior actually changes the mind's neural connections and how companies can leverage this fact by refocusing on behavior, not on attitudes and beliefs. He offers a complete process for working with customers'unconscious and conscious minds together, to become your customer's habit, not just their choice. You'll even learn how to revamp organizational structures that undermine the promotion of customer habits. Using Martin's techniques, you can not only avoid marketing and product failures: you can finally achieve the twin holy grails of marketing: higher customer retention, and greater long-term profitability.

Intelligent Systems André Britto

The End of Driving Bern Grush 2018-06-25 While many transportation and city planners, researchers, students, practitioners, and political leaders are familiar with the technical nature and promise of vehicle automation, consensus is not yet often seen on the impact that will result, or the policies and actions that those responsible for transportation systems should take. The End of Driving: Transportation Systems and Public Policy Planning for Autonomous Vehicles explores both the potential of vehicle automation technology and the barriers it faces when considering coherent urban deployment. The book evaluates the case for deliberate development of automated public transportation and mobility-as-a-service as paths towards sustainable mobility, describing critical approaches to the planning and management of vehicle automation technology. It serves as a reference for understanding the full life cycle of the multi-year transportation systems planning processes, including novel regulation, planning, and acquisition tools for regional transportation. Application-oriented, research-based, and solution-oriented rather than predict-and-warn, The End of Driving concludes with a detailed discussion of the

systems design needed for accomplishing this shift. From the Foreword by Susan Shaheen: The authors ... extend potential solutions through a set of open-ended exercises after each chapter. Their approach is both strategic and deliberate. They lead the reader from definitions and context setting to the transition toward automation, employing a range of creative strategies and policies. While our quest to understand how to deploy automated vehicles is just beginning, this book provides a thoughtful introduction to inform this evolution. Offers a workable public transit solution design melding the traditional "acquire-and-operate mode with the absorption of new technology Provides a step-by-step discussion of digital systems designs and effective regulation-by-data approaches needed for a new urban mobility Learning aids include case study scenarios, chapter objectives and discussion questions, sidebars and a glossary

Symbian for Software Leaders David Wood 2005-11-01 As a co-founder of Symbian and former executive of Psion Software, David Wood has been actively involved in well over 100 smartphone development projects worldwide. Over the time spent on these projects, he has come to understand the key issues which determine the difference between successful and unsuccessful projects for Symbian OS. This book highlights and explains: How to tame the awesome inner complexity of smartphone technology Optimal project team organisation, combining agility and reliability The design and the philosophy behind key features of Symbian OS The potential trouble spots of smartphone integration, testing, and optimisation How to receive the full benefit of the diverse skills in the extensive Symbian partner ecosystem The methods that are most likely to deliver commercial success when using Symbian OS The wider significance of Symbian OS skills and expertise in the evolving mobile marketplace The particular importance of software leaders in bringing breakthrough smartphone products to the market

Education in the Digital Era: Channels for Confrontations G. Rexlin Jose B. William Dharma Raja

46th Publication Design Annual Society of Publication Designers 2012-01-01 The best visual design work is about emotion as much as appearance. Powerful, brilliant pictures—presented in just the right layout—can make us experience a whole range of emotions, from fear to attraction, anger to happiness.The Society of Publication Designers' (SPD) annual competition seeks the very best in editorial design work. Judged by a worldwide panel of top designers, the 46th edition of Rockport's best-selling SPD series celebrates the journalists, editorial directors, photographers, and other talented individuals who brought events of the year 2010 to our doorsteps and computer screens. Stunning full-page layouts present everything from products to people, and objects to events, in ways that make each palpable and unforgettable. Featuring work published in a wide range of mediums and created by journalistic, design, and publishing talent from around the world.

How to Do Everything with Windows Mobile Frank McPherson 2006-05-17 Get the most out of your Pocket PC, Pocket PC Phone, or Smartphone using the latest Windows Mobile software and this easy-to-follow guide. Learn fast and simple ways to manage all types of information-from everyday essentials such as scheduling appointments and storing addresses to balancing your checkbook and reading email-no matter where you go. Written in a step-by-step format, How to Do Everything with Windows Mobile shows you how to share data with other wireless devices, play music, watch videos, send messages, write letters, and much more. Whether your needs are business or pleasure, this handy guide will have you fully utilizing all of the expanded features and capabilities of your Windows Mobile device.

Smartphones Mohammad Ilyas 2006 Analyzing the new technology of Smartphones in great detail, this guide discusses relevant reference solutions, the role of middleware on related operating systems, and how cell phone vendors consequently confront this growing challenge. A very detailed and cogent perspective on the world of Smartphones, the report examines its vast feature sets, reveals its impact on other leading technologies and companies, and supplies extensive case studies on how Smartphones enhance user productivity and encourage deployment of user applications.

The Dark Side of Social Media Angeline Close Scheinbaum 2017-09-14 The Dark Side of Social Media takes a consumer psychology perspective to online consumer behavior in the context of social media,

focusing on concerns for consumers, organizations, and brands. Using the concepts of digital drama and digital over-engagement, established as well as emerging scholars in marketing, advertising, and communications present research on some unintended consequences of social media including body shaming, online fraud, cyberbullying, online brand protests, social media addiction, privacy, and revenge pornography. It is a must-read for scholars, practitioners, and students interested in consumer psychology, consumer behavior, social media, advertising, marketing, sociology, science and technology management, public relations, and communication.

Essentials of Statistics for Business and Economics David R. Anderson 2017-03-14 Trust the market-leading ESSENTIALS OF STATISTICS FOR BUSINESS AND ECONOMICS, 8E to introduce sound statistical methodology using real-world examples, proven approaches, and hands-on exercises that build the foundation readers need to analyze and solve business problems quantitatively. This edition gives readers the foundation in statistics needed for an edge in today's competitive business world. The authors' signature problem-scenario approach and reader-friendly writing style combines with proven methodologies, hands-on exercises, and real examples to take readers deep into today's actual business problems. Readers learn how to solve problems from an intelligent, quantitative perspective. Streamlined to focus on core topics, this new edition provides the latest updates with new case problems, applications, and self-test exercises to help readers master key formulas and apply statistical methods as they learn them. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Graph-Based Representation and Reasoning Dominik Endres 2019-06-24 This book constitutes the proceedings of the 24th International Conference on Conceptual Structures, ICCS 2019, held in Marburg, Germany, in July 2019. The 14 full papers and 6 short papers presented were carefully reviewed and selected from 29 submissions. The proceedings also include one of the two invited talks. The papers focus on the representation of and reasoning with conceptual structures in a variety of contexts. ICCS 2019's theme was entitled "Graphs in Human and Machine Cognition."