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Alvaro Rocha,Ana Maria Correia,Sandra Costanzo,Luis Paulo Reis

New Contributions in Information Systems and Technologies Alvaro Rocha,Ana Maria Correia,Sandra Costanzo,Luis Paulo Reis,2015-03-25 This book contains a selection of articles from The 2015 World Conference on Information Systems and Technologies (WorldCIST'15), held between the 1st and 3rd of April in Funchal, Madeira, Portugal, a global forum for researchers and practitioners to present and discuss recent results and innovations, current trends, professional experiences and challenges of modern Information Systems and Technologies research, technological development and applications. The main topics covered are: Information and Knowledge Management; Organizational Models and Information Systems; Intelligent and Decision Support Systems; Big Data Analytics and Applications; Software Systems, Architectures, Applications and Tools; Multimedia Systems and Applications; Computer Networks, Mobility and Pervasive Systems; Human-Computer Interaction; Health Informatics; Information Technologies in Education; Information Technologies in Radio communications.

New Contributions in Information Systems and Technologies Alvaro Rocha,Ana Maria Correia,Sandra Costanzo,Luis Paulo Reis,2015-03-16 This book contains a selection of articles from The 2015 World Conference on Information Systems and Technologies (WorldCIST'15), held between the 1st and 3rd of April in Funchal, Madeira, Portugal, a global forum for researchers and practitioners to present and discuss recent results and innovations, current trends, professional experiences and challenges of modern Information Systems and Technologies research, technological development and applications. The main topics covered are: Information and Knowledge Management; Organizational Models and Information

Systems; Intelligent and Decision Support Systems; Big Data Analytics and Applications; Software Systems, Architectures, Applications and Tools; Multimedia Systems and Applications; Computer Networks, Mobility and Pervasive Systems; Human-Computer Interaction; Health Informatics; Information Technologies in Education; Information Technologies in Radio communications.

Future-Proofing the News Kathleen A. Hansen,Nora Paul,2017-01-26 News coverage is often described as the "first draft of history." From the publication in 1690 of the first American newspaper, Publick Occurrences, to the latest tweet, news has been disseminated to inform its audience about what is going on in the world. But the preservation of news content has had its technological, legal, and organizational challenges. Over the centuries, as new means of finding, producing, and distributing news were developed, the methods used to ensure future generations' access changed, and new challenges for news content preservation arose. This book covers the history of news preservation (or lack thereof), the decisions that helped ensure (or doom) its preservation, and the unique preservation issues that each new form of media brought. All but one copy of Publick Occurrences were destroyed by decree. The wood-pulp based newsprint used for later newspapers crumbled to dust. Early microfilm disintegrates to acid and decades of microfilmed newspapers have already dissolved in their storage drawers. Early radio and television newscasts were rarely captured and when they were, the technological formats for accessing the tapes are long superseded. Sounds and images stored on audio and videotapes fade and become unreadable. The early years of web publication by news organizations were lost by changes in publishing platforms and a false security that everything on the Internet lives forever. In 50 or 100 years,

what will we be able to retrieve from today's news output? How will we tell the story of this time and place? Will we have better access to news produced in 1816 than news produced in 2016? These are some of the questions Future-Proofing the News aims to answer.

Copyright in the Digital Era National Research Council,Policy and Global Affairs,Board on Science, Technology, and Economic Policy,Committee on the Impact of Copyright Policy on Innovation in the Digital Era,2013-05-30 Over the course of several decades, copyright protection has been expanded and extended through legislative changes occasioned by national and international developments. The content and technology industries affected by copyright and its exceptions, and in some cases balancing the two, have become increasingly important as sources of economic growth, relatively high-paying jobs, and exports. Since the expansion of digital technology in the mid-1990s, they have undergone a technological revolution that has disrupted long-established modes of creating, distributing, and using works ranging from literature and news to film and music to scientific publications and computer software. In the United States and internationally, these disruptive changes have given rise to a strident debate over copyright's proper scope and terms and means of its enforcement-a debate between those who believe the digital revolution is progressively undermining the copyright protection essential to encourage the funding, creation, and distribution of new works and those who believe that enhancements to copyright are inhibiting technological innovation and free expression. Copyright in the Digital Era: Building Evidence for Policy examines a range of questions regarding copyright policy by using a variety of methods, such as case studies, international and sectoral comparisons, and

experiments and surveys. This report is especially critical in light of digital age developments that may, for example, change the incentive calculus for various actors in the copyright system, impact the costs of voluntary copyright transactions, pose new enforcement challenges, and change the optimal balance between copyright protection and exceptions.

Dynamic Digital Marketing Dawn McGruer,2020-01-21 8 powerful ways to market your business online to consistently generate an abundance of leads that convert into profitable customers. Dynamic Digital Marketing teaches any business or individual how to increase online visibility and presence, attract their target audience, generate leads, and convert them into profitable customers. Author Dawn McGruer is an expert at making businesses and brands shine online. She is passionate about helping entrepreneurs and businesses maximise their digital marketing profits by developing digital skills which scale and grow their businesses and accelerate their success. Most entrepreneurs and businesses fully understand the importance of digital marketing, yet many do not know where to start or, worse, continue to spend time, money, and effort on strategies that fail to provide the best results for their investment. To remedy this situation, Dawn developed her multi-award-winning digital marketing framework, Dynamic Digital Marketing Model. Offering step-by-step guidance, this book shows you how to use this model to market your business online whilst transforming yourself into a proficient digital marketer. This must-read book will help you: Gain invaluable insights on what works – and what doesn't – based on the author's 20 years' experience in digital marketing Avoid pitfalls and missteps by implementing the same proven success strategies used by key influencers Harness the power of search engine

optimisation (SEO), social media, content marketing, online video, and more Amplify your brand, cultivate customers, and increase profits Incorporate e-mail marketing, customer analytics, strategic web design, and influencer partnerships in your overall digital marketing strategy Dynamic Digital Marketing: Master the world of online and social media marketing to grow your business is an indispensable resource for business leaders, business owners, marketing and sales professionals, digital strategists and consultants, entrepreneurs, and students in business and marketing programmes.

The Meaningful Brand N. Hollis,2016-04-30 Instilling brand loyalty among consumers is the key to long-term success, and requires focusing on meaningful differentiation: functional, emotional, or societal. Supported by data analyses, case studies and interviews, The Meaningful Brand explores the four components of a distinguished brand: purpose, delivery, resonance, and difference.

News Deserts and Ghost Newspapers Penelope Muse Abernathy,2020-08-15 This report is the fourth on the state of local news produced by the Hussman School of Journalism and Media at the University of North Carolina at Chapel Hill. It measures what has been lost, while also assessing what must be done if we are to nurture and revive a vibrant news landscape in the third decade of the 21st century. The first section of this report, The News Landscape in 2020: Transformed and Diminished, examines the loss of local news, from the end of 2004--when newspaper advertising, circulation and employment were at, or near, peak levels--to the end of 2019, providing a time-lapsed snapshot of the news landscape before the coronavirus seized control of the economy. It assesses not only the current state of local newspapers, but also that of

local digital sites, ethnic news organizations and public broadcasting outlets. The second section, The News Landscape of the Future: Transformed ... and Renewed? establishes the need for a reimagining of journalistic, business, technological and policy solutions. Extensive research has established that the loss of local news has significant political, social and economic implications for our democracy and our society. Yet, according to the Pew Research Center, almost three-quarters of the general public remains unaware of the dire economic situation confronting local news organizations. By documenting the transformation of the local news landscape over the past 15 years, and exploring the challenges and potential solutions, we hope this report will raise awareness of the role that all of us can play in supporting the revival of local news. Accompanying this report, is an updated website, usnewsdeserts.com, with more than 350 interactive maps--allows readers to drill down to the county level to understand the state of local media in communities throughout the United States. You will find information on regional and community newspapers--as well as public broadcasting outlets, ethnic media and digital sites.

Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less Joe Pulizzi,2013-09-27 Reach more customers than ever with TARGETED CONTENT Epic Content Marketing helps you develop strategies that seize the competitive edge by creating messages and "stories" tailored for instant, widespread distribution on social media, Google, and the mainstream press. It provides a step-by-step plan for developing powerful content that resonates with customers and describes best practices for social media sharing and search engine discoverability. Joe Pulizzi is a content marketing strategist, speaker and

founder of the Content Marketing Institute, which runs the largest physical content marketing event in North America, Content Marketing World.

The Future X Network Marcus K. Weldon,2016-02-10 We are at the dawn of an era in networking that has the potential to define a new phase of human existence. This era will be shaped by the digitization and connection of everything and everyone with the goal of automating much of life, effectively creating time by maximizing the efficiency of everything we do and augmenting our intelligence with knowledge that expedites and optimizes decision-making and everyday routines and processes. The Future X Network: A Bell Labs Perspective outlines how Bell Labs sees this future unfolding and the key technological breakthroughs needed at both the architectural and systems levels. Each chapter of the book is dedicated to a major area of change and the network and systems innovation required to realize the technological revolution that will be the essential product of this new digital future.

The Hitchhiker's Guide to Python Kenneth Reitz,Tanya Schlusser,2016-08-30 The Hitchhiker's Guide to Python takes the journeyman Pythonista to true expertise. More than any other language, Python was created with the philosophy of simplicity and parsimony. Now 25 years old, Python has become the primary or secondary language (after SQL) for many business users. With popularity comes diversity—and possibly dilution. This guide, collaboratively written by over a hundred members of the Python community, describes best practices currently used by package and application developers. Unlike other books for this audience, The Hitchhiker's Guide is light on reusable code and heavier on design philosophy, directing the reader to excellent sources that already exist.

Digital Transformation in Journalism and News Media

Mike Friedrichsen,Yahya Kamalipour,2017-05-03 This book analyzes various digital transformation processes in journalism and news media. By investigating how these processes stimulate innovation, the authors identify new business and communication models, as well as digital strategies for a new environment of global information flows. The book will help journalists and practitioners working in news media to identify best practices and discover new types of information flows in a rapidly changing news media landscape.

The Predictive Retailer Andrew Pearson,2017-10-23 The Predictive Retailer is a retail company that utilizes the latest technological developments to deliver an exceptional personalized experience to each and every customer. Today, technology such as AI, Machine Learning, Augmented Reality, IoT, Real-time stream processing, social media, and wearables are altering the Customer Experience (CX) landscape and retailers need to jump aboard this fast moving technology or run the risk of being left out in the cold. The Predictive Retailer reveals how these and other technologies can help shape the customer journey. The book details how the five types of analytics-descriptive, diagnostic, predictive, prescriptive, and edge analytics-affect not only the customer journey, but also just about every operating function of the retailer. An IoT connected retailer can make its operations smart. Connected devices can help with inventory optimization, supply chain management, labor management, waste management, as well as keep the retailer's data centers green and its energy use smart. Social media is no longer a vanity platform, but rather it is a place to both connect with current customers as well as court new ones. It is also a powerful branding channel that can be utilized to both understand a retailer's position in the market, as well as a place to benchmark its

position against its competitors. Today, technology moves at break-neck speed and it can offer the potential of anticipatory capabilities, but it also comes with a confusing variety of technological terms--Big Data, Cognitive Computing, CX, Data Lakes, Hadoop, Kafka, Personalization, Spark, etc., etc. The Predictive Retailer will help make sense of it all, so that a retail executive can cut through the confusing technological jargon and understand why a Spark-based real-time stream processing data stream might be preferable to a TIBCO Streambase one, or an IBM Streaming Analytics one. This book will help retail executives break through the technological clutter so that they can deliver an unrivaled customer experience to each and every patron that comes through their doors.

Digital Disconnect Robert W. McChesney,2013-03-05 Celebrants and skeptics alike have produced valuable analyses of the Internet's effect on us and our world, oscillating between utopian bliss and dystopian hell. But according to Robert W. McChesney, arguments on both sides fail to address the relationship between economic power and the digital world. McChesney's award-winning Rich Media, Poor Democracy skewered the assumption that a society drenched in commercial information is a democratic one. In Digital Disconnect McChesney returns to this provocative thesis in light of the advances of the digital age, incorporating capitalism into the heart of his analysis. He argues that the sharp decline in the enforcement of antitrust violations, the increase in patents on digital technology and proprietary systems, and other policies and massive indirect subsidies have made the Internet a place of numbing commercialism. A small handful of monopolies now dominate the political economy, from Google, which garners an astonishing 97 percent share of the mobile search market, to Microsoft, whose operating system is

used by over 90 percent of the world's computers. This capitalistic colonization of the Internet has spurred the collapse of credible journalism, and made the Internet an unparalleled apparatus for government and corporate surveillance, and a disturbingly anti-democratic force. In Digital Disconnect Robert McChesney offers a groundbreaking analysis and critique of the Internet, urging us to reclaim the democratizing potential of the digital revolution while we still can.

Innovative Logistics Services and Sustainable Lifestyles Ani Melkonyan,Klaus Krumme,2019-03-07 This edited volume aims to describe the transformation of supply chain management (SCM) and logistics services by merging sustainable logistics, SCM, sustainable consumption and lifestyle research. This assessment of the transformation potential serves the development of sustainable business models and optimized decision-making systems for achieving sustainable economic value creation within a green economy. In 5 sections, the volume takes a unique transdisciplinary approach to assess sustainable business practices within SCM and the logistics sector, and to understand the interactions between logistics services and consumer lifestyles while creating transparency within the decision making process. This book will be of particular interest to academics, policymakers, planners, and politicians. Section 1 introduces readers to the importance of blended research and innovation between sustainable SCM and consumer lifestyles for transformation towards a green economy. Section 2 addresses the question of how trends and developments in consumption behavior and lifestyles influence the development of sustainable logistics. Section 3 discusses the transformation potential towards sustainable logistics using the food sector as an example. Section 4 focuses on strategic decision making in SCM, and

how long-term improvements of sustainability performance can be achieved. Section 5 concludes with policy recommendations as well as research and innovation perspectives for future sustainable development with SCM and logistics.

   Emerging Themes in Information Systems and Organization Studies Andrea Carugati Arhus School of Business,Cecilia Rossignoli,2011-05-27 This book consists of an anthology of writings. The aim is to honour Marco to celebrate the 35th year of his academic career . The book consists of a collection of selected opinions in the field of IS. Some themes are: IT and Information Systems organizational impacts, Systems development, Business process management, Business organization, e-government, social impact of IT.

   Juran John Butman,1997-06-27 I think I am sitting with God. Such was the awestruck impression of one seminar attendee when he found himself sharing a luncheon table with Joseph Juran, the man whose name has become synonymous with the concept of quality. In the annals of business history, the name Juran resonates with near mythic status. This is the man whose thinking about quality and management revolutionized the way the world does business, a living legend who, along with a few other giants of our age, shaped the course of industrial history. Written with the support of Dr. Juran and the Juran Institute, Juran: A Lifetime of Influence gives us an intimate look at the man, his times, and the evolution of the concepts of quality and management that so profoundly affect business today. Dr. Juran's remarkable story begins at the turn of the century in the Carpathian Mountains of Romania. Joseph Juran was born in a tiny village with unpaved streets and houses with dirt floors, a place that, in his own words, had no quality problems. His journey to America, in 1912, thrust him into a

world of technological marvels, of ocean liners and ice cream, streetcars and flush toilets. Poverty forced him into his first job at age nine, exposing him to work experiences and conditions that kindled his interest in finding better ways to get things done. John Butman's penetrating narrative explores Joseph Juran's early struggles against prejudice, and how-through chess, languages, algebra, and code-breaking-his genius for analysis and problem-solving emerged. It was at Western Electric's Hawthorne Works, one of the great factories of the age, that Juran's lifework began to crystallize. An operation of exceptional size and complexity, Hawthorne gave Juran a visceral understanding of the bedrock issues of quality. He learned the sound of a machine malfunctioning, heard the complaints of a skilled operator betrayed by shoddy materials, and discovered the consequences of poor quality control. Then, in a dramatic turn of events, Juran was given the chance to put his innovative skills and ideas to use as an integral part of the Lend-Lease Administration effort in World War II. The immense and urgent undertaking allowed Juran to throw himself into the fight against the Nazis. Praise for Joe Juran has led the quality cause from its earliest days. His progressive influence via this enlightening text will be virtually endless. -Robert W. Galvin Chairman of the Executive Committee, Motorola As much as anyone in the field, Dr. Joseph M. Juran is a major influence in the business world's pursuit of quality. Juran: A Lifetime of Influence finally gives the great man his due. Quality gurus and greenhorns alike will find much to savor in this entertaining and educational book. -Robert A. Lutz Vice Chairman, Chrysler Corporation. John Butman has captured the extraordinary spirit of one of America's most remarkable pioneers, Joseph M. Juran, in a wonderful text that reads almost like a novel. Here we get a true glimpse of some of

the forces that have driven Dr. Juran for over 92 years and of his many breakthrough contributions to world business. - A. Blanton Godfrey Chairman, Juran Institute This book provides an intimate look at Juran's personal life, while giving the reader a lucid understanding of his philosophy, teachings, and accomplishments. -G. Howland Blackiston Executive Producer of the PBS television documentary, An Immigrant's Gift Juran: A Lifetime of Influence is a well-documented, easy-to-read biography of a remarkable man in a critical period of the twentieth century. Many hitherto untold anecdotes give us insight into Dr. Juran's influence on society. I recommend it not only to quality professionals and business managers, but also to the general public as well. -Yoshinao Nakada Technical Manager, Bell Laboratories, Lucent Technologies.

How the Internet Became Commercial Shane Greenstein,2015-10-20 In less than a decade, the Internet went from being a series of loosely connected networks used by universities and the military to the powerful commercial engine it is today. This book describes how many of the key innovations that made this possible came from entrepreneurs and iconoclasts who were outside the mainstream—and how the commercialization of the Internet was by no means a foregone conclusion at its outset. Shane Greenstein traces the evolution of the Internet from government ownership to privatization to the commercial Internet we know today. This is a story of innovation from the edges. Greenstein shows how mainstream service providers that had traditionally been leaders in the old-market economy became threatened by innovations from industry outsiders who saw economic opportunities where others didn't—and how these mainstream firms had no choice but to innovate themselves. New models were tried: some succeeded, some failed. Commercial markets turned

innovations into valuable products and services as the Internet evolved in those markets. New business processes had to be created from scratch as a network originally intended for research and military defense had to deal with network interconnectivity, the needs of commercial users, and a host of challenges with implementing innovative new services. How the Internet Became Commercial demonstrates how, without any central authority, a unique and vibrant interplay between government and private industry transformed the Internet.

Video Vortex Reader ,2008

Philosophy of Communication Briankle G. Chang,Garnet C. Butchart,2012-08-10 Classical, modern, and contemporary philosophical writings that address the fundamental concepts of communication. To philosophize is to communicate philosophically. From its inception, philosophy has communicated forcefully. Socrates, Plato, and Aristotle talk a lot, and talk ardently. Because philosophy and communication have belonged together from the beginning—and because philosophy comes into its own and solidifies its stance through communication—it is logical that we subject communication to philosophical investigation. This collection of key works of classical, modern, and contemporary philosophers brings communication back into philosophy's orbit. It is the first anthology to gather in a single volume foundational works that address the core questions, concepts, and problems of communication in philosophical terms. The editors have chosen thirty-two selections from the work of Plato, Leibniz, Hegel, Husserl, Heidegger, Wittgenstein, Benjamin, Lacan, Derrida, Sloterdijk, and others. They have organized these texts thematically, rather than historically, in seven sections: consciousness; intersubjective understanding; language; writing and context; difference and subjectivity;

gift and exchange; and communicability and community. Taken together, these texts not only lay the foundation for establishing communication as a distinct philosophical topic but also provide an outline of what philosophy of communication might look like.

E-commerce Kenneth C. Laudon,Carol Guercio Traver,2016 For undergraduate and graduate courses in business. Understanding The Vast And Expanding Field of E-Commerce Laudon's E-Commerce 2016: Business, Technology, Society emphasizes three driving forces behind the expanding field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the templates of many modern-day companies to further demonstrate the differences and complexities in e-commerce today. An in-depth investigation of companies such as Uber, Pinterest, and Apple kick-off the course while preparing students for real-life scenarios. In the Twelfth Edition, Laudon and Traver add new or update existing case studies to match developments in the e-commerce field as they exist in today's tech world. They built in additional video cases for each chapter, making the material even more accessible to students as they prepare for their future roles in business.

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bcom both so in this video i have explained about the meaning of business **i bba business communtication notes bba 1st year i** - Jun 29 2022 web bba 1st year i semester business communication subject code 18uad unit i introduction the word communication originates from the latin word communis which means common and the word business stands for any economic activity which is undertaken with a view to earn profit and the communication **2023 business communication notes pdf bcom**

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