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Developing Management Skills David Allred Whetten,Kim S. Cameron,2005 This is a special international edition of an established title widely used by colleges and universities throughout the world. Pearson Education International published this special edition for the benefit of students outside the United States and Canada.--BOOK JACKET.

MITRE Systems Engineering Guide ,2012-06-05

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Personal Content Experience Juha Lehikoinen,Antti Aaltonen,Pertti Huuskonen,Ilkka Salminen,2007-04-30 The new era of powerful, mobile computing and sensing devices having ever larger memories and personal databases brings to light a number of difficult problems in software, interface design, search, organization of information, and methods for inferring context and for sharing personal content... The authors have done an admirable job at describing the problems and opportunities and, as such, this book should be on the shelves of researchers struggling to make these mobile devices truly valuable to the ever expanding number of their users. —David G. Stork, Chief Scientist, Ricoh Innovations Personal Content Experience is a comprehensive introduction to mobile personal content. The book introduces and explores issues such as context capture, user interfaces for continuous mobile use, UI design for mobile media applications, metadata magic, virtual communities, and ontologies. User interactions and behavioural patterns with personal content are also covered, resulting in a 'GEMS' lifecycle model for analysing media devices, services, applications, and user interfaces. In addition, the book describes an extensible software architecture targeted at content management in mobile devices, pointing out the essential topics that will benefit anyone developing mobile content-intensive applications and services. Personal Content Experience: Establishes a foundation for analyzing applications, services and user interfaces targeted at personal content. Provides a strong industrial insight, combining hands-on examples, application concepts and software architecture descriptions with theoretical frameworks and models. Offers a multi-disciplinary approach, considering both user perspective and technology aspects. This book is a clear and practical guide to the field of personal content and will be invaluable to practitioners in mobile industry and digital content management, media-intensive application developers, content creators and distributors, academic researchers, and lecturers in computer science and multimedia.

Encyclopedia of Multimedia Borko Furht,2008-11-26 This second edition provides easy access to important concepts, issues and technology trends in the field of multimedia technologies, systems, techniques, and applications. Over 1,100 heavily-illustrated pages — including 80 new entries — present concise overviews of all aspects of software, systems, web tools and hardware that enable video, audio and developing media to be shared and delivered electronically.

Strategic Leadership and Innovation at Apple Inc Loizos Th Heracleous,Angeliki Papachroni,2016 The case describes the successful tenure of Steve Jobs as CEO of Apple and how he succeeded in creating one of the wealthiest and most innovative companies in the world. The student is invited to consider what will happen to the company after Steve Jobs' death under the leadership of Tim Cook and whether Apple can replicate its success of previous years.

Technology Integration in Higher Education: Social and Organizational Aspects Surry, Daniel W.,Gray Jr., Robert M.,Stefurak, James R.,2010-12-31 This book provides a sound overview of the ways that technology influences the human and organizational aspects of higher education and how technology is changing the relationship between faculty and students, higher education experience, and the role of colleges and universities within society as a whole-- Provided by publisher.

Consumer Nationalism in China Maggie Ying Jiang,2024-05-14 China has made nationalism central as the country seeks to achieve a "rejuvenation of the Chinese nation." The new wave of consumer nationalism in China reached a fever pitch in recent years. This book will be the first book that systematically analyzes the different waves of consumer nationalism in China, the types of its nationalistic consumer actions, and the critical impact of the new wave which has increased the possibility of a consumer base that could turn hostile at any moment. It argues that the outbursts of nationalist consumer outrage have become an increasing risk for businesses in China or businesses dealing with Chinese markets and that as China faces growing diplomatic challenges abroad, multinational companies need to enhance focus and strategic planning in communication operations when dealing with the world's second-largest economy.

Effective Public Relations Glen M. Broom,Scott M. Cutlip,Allen H. Center,2008 For courses in Introductory Public Relations. Cutlip & Center offers students the gold standard in public relations, providing the most up-to-date reference in the market. In the new edition, Glen Broom continues the work of Cutlip and Center by providing the most up-to-date reference for students.

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Essentials of Business Communication Mary Ellen Guffey,2004 This text-workbook is a streamlined, no-nonsense approach to business communication. It takes a three-in-one approach: (1) text, (2) practical workbook, and (3) self-teaching grammar/mechanics handbook. The chapters reinforce basic writing skills, then apply these skills to a variety of memos, letters, reports, and resumes. This new edition features increased coverage of contemporary business communication issues including oral communication, electronic forms of communication, diversity and ethics.

Popular Science ,2005-09 Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

Introducing Intercultural Communication Shuang Liu,Zala Volcic,Cindy Gallois,2010-11-09 Books on intercultural communication are rarely written with an intercultural readership in mind. In contrast, this multinational team of authors has put together an introduction to communicating across cultures that uses examples and case studies from around the world. The book further covers essential new topics, including international conflict, social networking, migration, and the effects technology and mass media play in the globalization of communication. Written to be accessible for international students too, this text situates communication theory in a truly global perspective. Each chapter brings to life the links between theory and practice and between the global and the local, introducing key theories and their practical applications. Along the way, you will be supported with first-rate learning resources, including: • theory corners with concise, boxed-out digests of key theoretical concepts • case illustrations putting the main points of each chapter into context • learning objectives, discussion questions, key terms and further reading framing each chapter and stimulating further discussion • a companion website containing resources for instructors, including multiple choice questions, presentation slides, exercises and activities, and teaching notes. This book will not merely guide you to success in your studies, but will teach you to become a more critical consumer of information and understand the influence of your own culture on how you view yourself and others.

Computer-Mediated Learning for Workforce Development Mentor, Dominic,2018-06-08 Technology has become a driving force of innovation in every industry and professionals need to

strengthen their proficiency in emerging technologies to remain competitive. Today's working world is very demanding of young professionals, as recent graduates are expected to come into their chosen field both knowledgeable and ready to hit the ground running, with minimal on-the-job training. Computer-Mediated Learning for Workforce Development delivers crucial knowledge on how to prepare twenty-first century students for today's fast-paced workforce. This book explores the use of multimedia programs in classrooms to train students on necessary technology skills through techniques such as game-based training curriculums and massive open online courses (MOOCs). This publication also touches on computer-mediated youth civic action and interaction by examining the use of social media during the Arab Spring, Occupy Wall Street, and Black Lives Matter movements. Filled with critical information on educational technology, mobile learning, and employment preparation, this book is a vital resource for academicians, education practitioners, school administrators, and advanced-level students.

Production and Operations Management Systems Sushil Gupta,Martin Starr,2014-02-07 Since the beginning of mankind on Earth, if the busyness process was successful, then some form of benefit sustained it. The fundamentals are obvious: get the right inputs (materials, labor, money, and ideas); transform them into highly demanded, quality outputs; and make it available in time to the end consumer. Illustrating how operations relate to the rest of the organization, Production and Operations Management Systems provides an understanding of the production and operations management (P/OM) functions as well as the processes of goods and service producers. The modular character of the text permits many different journeys through the materials. If you like to start with supply chain management (Chapter 9) and then move on to inventory management (Chapter 5) and then quality management (Chapter 8), you can do so in that order. However, if your focus is product line stability and quick response time to competition, you may prefer to begin with project management (Chapter 7) to reflect the continuous project mode required for fast redesign rapid response. Slides, lectures, Excel worksheets, and solutions to short and extended problem sets are available on the Downloads / Updates tabs. The project management component of P/OM is no longer an auxiliary aspect of the field. The entire system has to be viewed and understood. The book helps students develop a sense of managerial competence in making decisions in the design, planning, operation, and control of manufacturing, production, and operations systems through examples and case studies. The text uses analytical techniques when necessary to develop critical thinking and to sharpen decision-making skills. It makes production and operations management (P/OM) interesting, even exciting, to those who are embarking on a career that involves business of any kind.

Principles of Management 3.0 Talya Bauer,Jeremy Short,Berrin Erdogan,Mason Carpenter,2017

Organizational Theory, Design, and Change Gareth R. Jones,2006 This book provides students with a clear, contemporary, and fully Canadian context for understanding Organizational Theory and Change. It explores many facets of Organizational Design, including the challenges presented by emerging new technologies and the global environment. It also addresses the key issues and problems that inform the process of organizational change and transformation, identifying direct and clear managerial implications.

The Economics of Money, Banking, and Financial Markets Frederic S. Mishkin,2007 Economics of Money, Banking, and Financial Markets heralded a dramatic shift in the teaching of the money and banking course in its first edition, and today it is still setting the standard. By applying an analytical framework to the patient, stepped-out development of models, Frederic Mishkin draws students into a deeper understanding of modern monetary theory, banking, and policy. His landmark combination of common sense applications with current, real-world events provides authoritative, comprehensive coverage in an informal tone students appreciate.

Brand Relevance David A. Aaker,2011-01-25 Branding guru Aaker shows how to eliminate the competition and become the lead brand in your market This ground-breaking book defines the concept of brand relevance using dozens of case studies-Prius, Whole Foods, Westin, iPad and more-and explains how brand relevance drives market dynamics, which generates opportunities for your brand and threats for the competition. Aaker reveals how these companies have made other brands in their categories irrelevant. Key points: When managing a new category of product, treat it as if it were a brand; By failing to produce what customers want or losing momentum and visibility, your brand becomes irrelevant; and create barriers to competitors by supporting innovation at every level of the organization. Using dozens of case studies, shows how to create or dominate new categories or subcategories, making competitors irrelevant Shows how to manage the new category or subcategory as if it were a brand and how to create barriers to competitors Describes the threat of becoming irrelevant by failing to make what customer are buying or losing energy David Aaker, the author of four brand books, has been called the father of branding This book offers insight for creating and/or owning a new business arena. Instead of being the best, the goal is to be the only brand around-making competitors irrelevant.

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