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"This 10-volume compilation of authoritative, research-based articles contributed by thousands of researchers and

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experts from all over the world emphasized modern issues and the presentation of potential opportunities, prospective solutions, and future directions in the field of information science and

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technology"--Provided by publisher.

In today's global economy, social media and technological advances have changed the way businesses interact with their clientele. With new forms

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of communication and IT practices, companies seek innovative practices for maintaining their consumer loyalty. Customer Relationship Management Strategies in the Digital Era blends the literature

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from the fields of marketing and information technology in an effort to examine the effect that technological advances have on the interaction between companies and their customers Through chapters

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and case studies, this publication discusses the importance of achieving competitive advantage through implementing relationship marketing practices and becoming consumer-centric.

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This publication is an essential reference source for researchers, professionals, managers, and upper level students interested in understanding customer loyalty in a technology-focused

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society.

Offshore outsourcing- the movement of jobs to lower-wage countries- is one of the defining features of globalization. Routine blue-collar work has been going

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offshore for decades, but the digital revolution beginning in the 1990s extended this process to many parts of the service economy too. Politically controversial from the beginning, "offshoring" is

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conventionally seen as a threat to jobs, wages, and economic security in higher-income countries, having become synonymous with the dirty work of globalization. Even though the majority of

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corporations make some use of offshore outsourcing, fearful of negative publicity most now choose to manage these activities in a discreet manner. Partly as a result, the global sourcing business, reckoned to

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be worth more than \$120 billion, largely operates under the radar, its ocean-spanning activities in low-cost labour arbitrage being poorly documented and poorly understood. Offshore is the

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first sustained investigation of the workings of the global sourcing industry, its business practices, its market dynamics, its technologies, and its politics. The book traces the complex transformation of the

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worlds of global sourcing, from its origins in the new international division of labour in the 1970s, through the rapid growth of back-office economies in India and the Philippines since the 1990s, to

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the development of "nearshore" markets in Latin America and Eastern Europe. Recently, this evolving process of geographical and organizational restructuring has included experiments in

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"backshoring" within low-cost, ex-urban locations in the United States and a wave of software-enabled automation, which threatens to remove labour from many back offices altogether. In these and other

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ways, the offshore revolution continues.

The concept of Internet of Things has silently existed since the late nineteenth century but in the current decade expectations and

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excitement has peaked. However not many have understood the profound change that it can usher in. How big this change can be and how it can transform our working!! This book aims to

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bring in this realization with illustrative and practical case studies with comprehensive concepts. From beginners to practitioners in the field of academics or industry, it serves as a comprehensive yet

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easy to comprehend source of information on the multiple facets of IoT. Simplistic but comprehensive introduction of the facets of primarily the industrial IoT Practical adoption cases explaining the Core

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technology stack and business applications Comprehensive view of current technologies which complete the IoT delivery ecosystem, followed by overview of IoT enabled new business models. Realistic

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view of how industrial firms can evolve into the next stage of maturity along with determinants influencing this transformation since manufacturing is envisioned to be a key segment to adopt and

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benefit from IoT. Detailed analysis of IoT benefits for the universal triad- energy management, logistics optimization and distribution channel management. A full-fledged case study on Adoption

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of Green manufacturing using IoT. Real world example of gauging End User perception using different models which is important for a successful adoption of IoT. A futuristic visionary view of IoT as

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comprehended based on evolution of technology and platforms, and finally analysis of the extremely crucial concepts of security, privacy and governance.

Offshore

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Information Security
Applications
Proceedings of ICICTS 2014
A Guide for Buyers, Vendors
and Investors
Information Systems
Development

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A Capstone Class Project
The View from Inside
This book constitutes the
thoroughly refereed post-
conference proceedings of
the 18th International
Conference on Information

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Security Applications, WISA 2017, held on Jeju Island, Korea, in August 2017. The 12 revised full papers and 15 short papers presented in this volume were carefully reviewed and selected from

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53 submissions. The papers are organized in topical sections such as attack and defense; theory in security; web security and emerging technologies; systems security and authentication;

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crypto protocols; and attack detections and legal aspects. Understanding and Managing IT Outsourcing explains and illustrates how uncertainty and trust interact with each other,

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and how an understanding of this interaction is critical to success in IT outsourcing. A partnership approach that is built on trust can be the determinant of success but this book explains in which

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particular outsourcing context this approach is likely to pay dividends. Complete best practices for running high-value supply chains and earning elite CSCMP certification... 8

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authoritative books, in convenient e-format, at a great price! 8 authoritative books help you plan, manage, and optimize any supply chain -- and systematically prepare for

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CSCMP's industry-leading certification Master crucial knowledge for earning industry-leading CSCMP Level One SCPro™ certification: demonstrate your skills in

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planning and managing world-class supply chains! This unique 8 eBook package will be an indispensable resource for supply chain professionals and students in any

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organization or environment. It contains 7 complete books commissioned by Council of Supply Chain Management Professionals (CSCMP), the preeminent worldwide

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professional association dedicated to advancing and disseminating SCM research and knowledge. CSCMP's Definitive Guide to Integrated Supply Chain Management is your

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definitive reference to managing supply chains that improve customer service, reduce costs, and enhance business performance. Clearly and concisely, it introduces modern best

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practices for organizations of all sizes, types, and industries. Next, this package contains six eBooks fully addressing core areas of CSCMP Level One SCPro™ certification:

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manufacturing/service operations; warehousing; supply management/procurement; transportation; order fulfillment/customer service, and inventory management.

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All six offer focused coverage of essential technical and behavioral skills, addressing principles, elements, strategies, tactics, processes, business interactions/linkages,

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technologies, planning, management, measurement, global operations, and more. The Definitive Guide to Manufacturing and Service Operations introduces complete best practices for

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planning, organizing, and managing the production of products and services.

It introduces key terminology, roles, and goals; techniques for planning and scheduling

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facilities, material, and labor; continuous process and quality improvement methods; sustainability; MRP II, DRP, and other technologies; and more. Next, The Definitive Guide

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to Warehousing helps you optimize all facets of warehousing, step by step. It explains each warehousing option, storage and handling operations, strategic planning, and the effects of

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warehousing decisions on total logistics costs and customer service. It covers product and materials handling, labor management, warehouse support, extended value

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chain processes, facility ownership, planning, strategy decisions, warehouse management systems, Auto-ID, AGVs, and more. The Definitive Guide to Supply Management and

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Procurement helps you drive sustainable competitive advantage via better supplier management and procurement. It covers transactional and long-term activities; category analysis,

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supplier selection, contract negotiation, relationship management, performance evaluation/management; sustainability; spend analysis, competitive bidding, eProcurement,

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eSourcing, auctions/reverse auctions, contract compliance, global sourcing, and more. The Definitive Guide to Transportation is today's most authoritative guide to world-class supply

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chain transportation. Its coverage includes: transportation modes, execution, and control; outsourcing, modal and carrier selection, and 3PLs; TMS technologies; ocean

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shipping, international air, customs, and regulation; and more. The Definitive Guide to Order Fulfillment and Customer Service covers all facets of building and operating world-class

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supply chain order fulfillment and customer service processes, from initial customer inquiry through post sales service and support. It introduces crucial concepts ranging

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from order cycles to available-to-promise, supply chain RFID to global order capture networks, guiding you in optimizing every customer contact you make. CSCMP's The Definitive

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Guide to Inventory Management addresses all the technical and behavioral skills needed for success in any inventory management role. It illuminates planning, organizing, controlling,

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directing, motivating and coordinating every activity required to efficiently control product flow. You'll find best-practice coverage for making long-term strategic decisions; mid-

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term tactical decisions; and short-term operational decisions. Topics discussed range from VMI and inventory reduction to new challenges in global inventory management.

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Finally, in Demand and Supply Integration: The Key to World-Class Demand Forecasting, Mark A. Moon helps you effectively integrate demand forecasting within a

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comprehensive, world-class Demand and Supply Integration (DSI) process. Moon shows how to approach demand forecasting as a management process;

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choose and apply the best qualitative and quantitative techniques; and create demand forecasts that are far more accurate and useful. If you're tasked with driving more value from

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your supply chain, this collection offers you extraordinary resources -- and unsurpassed opportunities. From world-renowned supply chain experts Brian J. Gibson, Joe

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B. Hanna, C. Clifford Defee,
Haozhe Chen, Nada
Sanders, Scott B. Keller,
Brian C. Keller, Wendy L.
Tate, Thomas J. Goldsby,
Deepak Iyengar, Shashank
Rao, Stanley E. Fawcett,

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Amydee M. Fawcett,
Matthew A. Waller, Terry L.
Esper and Mark A. Moon
Continuous improvements in
data analysis and cloud
computing have allowed
more opportunities to

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develop systems with user-focused designs. This not only leads to higher success in day-to-day usage, but it increases the overall probability of technology adoption. Advancing Cloud

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Database Systems and Capacity Planning With Dynamic Applications is a key resource on the latest innovations in cloud database systems and their impact on the daily lives of

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people in modern society. Highlighting multidisciplinary studies on information storage and retrieval, big data architectures, and artificial intelligence, this publication

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is an ideal reference source for academicians, researchers, scientists, advanced level students, technology developers and IT officials.

Debates in Information

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Technology:
Exploring the Worlds of
Global Outsourcing
E-Business and
Telecommunications
Wolf in Cio's Clothing
A Framework for Providing

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Re-Usable Enterprise Data Services

Gamification

Internet of Things

Combines in one volume the basics of evolving radio access technologies and their

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implementation in mobile phones
Reviews the evolution of radio access technologies (RAT) used in mobile phones and then focuses on the technologies needed to implement the LTE (Long term evolution) capability

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Coverage includes the architectural aspects of the RF and digital baseband parts before dealing in more detail with some of the hardware implementation Unique coverage of design parameters and

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operation details for LTE-A phone transceiver Discusses design of multi-RAT Mobile with the consideration of cost and form factors Provides in one book a review of the evolution of radio access technologies and a

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good overview of LTE and its implementation in a handset

Unveils the concepts and

research updates of 5G

technologies and the internal

hardware and software of a 5G

phone

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Organizations are facing an engagement crisis. Regardless if they are customers, employees, patients, students, citizens, stakeholders, organizations struggle to meaningfully engage their key constituent groups who

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have a precious and limited resource: their time. Not surprisingly, these stakeholders have developed deflector shields to protect themselves. Only a privileged few organizations are allowed to penetrate the shield,

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and even less will meaningfully engage. To penetrate the shield, and engage the audience, organizations need an edge. Gamification has emerged as a way to gain that edge and organizations are beginning to

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see it as a key tool in their digital engagement strategy. While gamification has tremendous potential to break through, most companies will get it wrong. Gartner predicts that by 2014, 80% of current gamified

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applications will fail to meet business objectives primarily due to poor design. As a trend, gamification is at the peak of the hype cycle; it has been oversold and it is broadly misunderstood. We are heading for the inevitable

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fall. Too many organizations have been led to believe that gamification is a magic elixir for indoctrinating the masses and manipulating them to do their bidding. These organizations are mistaking people for puppets,

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and these transparently cynical efforts are doomed to fail. This book goes beyond the hype and focuses on the 20% that are getting it right. We have spoken to hundreds of leaders in organizations around the world

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about their gamification strategies and we have seen some spectacular successes. The book examines some of these successes and identifies the common characteristics of these initiatives to define the

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solution space for success. It is a guide written for leaders of gamification initiatives to help them avoid the pitfalls and employ the best practices, to ensure they join the 20% that gets it right. Gamify shows

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gamification in action: as a powerful approach to engaging and motivating people to achieving their goals, while at the same time achieving organizational objectives. It can be used to motivate people to

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change behaviors, develop skills, and drive innovation. The sweet spot for gamification objectives is the space where the business objectives and player objectives are aligned. Like two sides of the same coin, player and business

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goals may outwardly appear different, but they are often the same thing, expressed different ways. The key to gamification success is to engage people on an emotional level and motivating them to achieve their

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goals.

The recent decades have witnessed many ERP failures attributable to a plethora of mistakes, and the author writes this book aiming to correct these malpractices concerning ERP

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adoption. The author presents an adoption methodology, called the Full Lifecycle ERP Adoption Reference (FLEAR) model, to promote holistic project management. Furthermore, from a holistic perspective, successful

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ERP adoption cannot be achieved in isolation of other business and organizational issues such as IT-business strategic alignment, IT governance, change management, and business

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process changes. Unlike many ERP books in the market which cover mostly technical deployment issues, this book also addresses the aforesaid business-related issues.

Theoretical discussions are

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supported by extensive research, and practical experience drawn from North American and international contexts to benefit practitioners involved in international assignments. Thus, this book will benefit not only

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MIS personnel, but also non-technical business practitioners. It will also be a useful supplement for university-level MIS and business process management courses.

Business Process Management

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(BPM) has become one of the most widely used approaches for the design of modern organizational and information systems. The conscious treatment of business processes as significant corporate assets

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has facilitated substantial improvements in organizational performance but is also used to ensure the conformance of corporate activities. This Handbook presents in two volumes the contemporary body

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of knowledge as articulated by the world's leading BPM thought leaders. This second volume focuses on the managerial and organizational challenges of BPM such as strategic and cultural alignment, governance

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and the education of BPM stakeholders. As such, this book provides concepts and methodologies for the integration of BPM. Each chapter has been contributed by leading international experts. Selected

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case studies complement their views and lead to a summary of BPM expertise that is unique in its coverage of the most critical success factors of BPM. The second edition of this handbook has been significantly revised

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and extended. Each chapter has been updated to reflect the most current developments. This includes in particular new technologies such as in-memory data and process management, social media and networks. A

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further focus of this revised and extended edition is on the actual deployment of the proposed theoretical concepts. This volume includes a number of entire new chapters from some of the world's leading experts in

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the domain of BPM.

Mobile Terminal Receiver Design

How Gamification Motivates

People to Do Extraordinary Things

ICCSM 2013

Advancing Cloud Database

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Systems and Capacity Planning
With Dynamic Applications
Digital Services and Information
Intelligence
Gamify

Proceedings of 2013 4th
International Asia Conference on

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Industrial Engineering and
Management Innovation
(IEMI2013)

**Information Systems
Development: Reflections,
Challenges and New
Directions, is the**

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collected proceedings of the 20th International Conference on Information Systems Development held in Edinburgh, Scotland, August 24 - 26, 2011. It follows in the tradition

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of previous conferences in the series in exploring the connections between industry, research and education. These proceedings represent ongoing reflections within

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the academic community on established information systems topics and emerging concepts, approaches and ideas. It is hoped that the papers herein contribute towards

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disseminating research and improving practice

In the digital era, users from around the world are constantly connected over a global network, where they have the ability to

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connect, share, and collaborate like never before. To make the most of this new environment, researchers and software developers must understand users' needs and

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expectations. Social Media and Networking: Concepts, Methodologies, Tools, and Applications explores the burgeoning global community made possible by Web 2.0 technologies and a

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universal, interconnected society. With four volumes of chapters related to digital media, online engagement, and virtual environments, this multi-volume reference is an

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essential source for software developers, web designers, researchers, students, and IT specialists interested in the growing field of digital media and

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engagement. This four-volume reference includes various chapters covering topics related to Web 2.0, e-governance, social media activism, internet privacy, digital and

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virtual communities, e-business, customer relationship management, and more.

Individual users and business organizations are shifting their data

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storage and utilizing cloud computing because of its easy availability and reduced costs. Although, this technology is creating an easy way to store, share, and access

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data, serious security concerns have been generated. Critical Research on Scalability and Security Issues in Virtual Cloud Environments is a critical scholarly

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resource that examines the concept of cloud computing and explores the various shortcomings of using the cloud. Featuring coverage on a broad range of topics such as cloud architecture

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for scalability, data vulnerability, and server virtualization management, this book is geared towards academicians, practitioners, and researchers seeking

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current research on developing effective security measures for cloud paradigm.

If you want to get more out of your Gartner research subscription,

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**this book is for you!
Whether you are a software
buyer, a large or small
vendor, or are wondering
how Gartner can help you
make better investment
decisions, this book will**

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give you new insights to Gartner's research. By studying the methodology behind such popular analytical tools as the Magic Quadrant, you will understand how a vendor

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earned its rating and whether or not the ratings are justified! Starting with the history of Gartner and how it compares to other IT analyst firms, this book

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gives a realistic assessment of the value of Gartner research to a company and provides ideas about other resources that could complement Gartner's analysis. You will also

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have the tools to level the playing field between large, medium and small vendors when using Gartner's analysis in selecting software. By reading this book, you

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will: Evaluate whether or not a Gartner subscription is of value to your company Adjust the Magic Quadrant to get a more realistic assessment of large and small vendors

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**and their products
Increase the value of your
interactions with Gartner
analysts Understand
Gartner's biases and how
Gartner makes money, and
how this impacts its**

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**research results
Appreciate the effects of
cloud computing on
Gartner, and why it
matters to you Choose
consulting services with
confidence Assess the**

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**value of Gartner's other
analytical products to
your business
Engineering and Management
of Data Centers
Strategic Innovation
Strategic Alignment,**

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Governance, People and Culture
The Definitive Guide to Outlier Strategies
Understanding and Managing IT Outsourcing
Customer Relationship

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Management Strategies in the Digital Era Concepts, Models, Software, and Case Studies

This volume provides challenges and Opportunities with updated, in-depth material on the application of

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Big data to complex systems in order to find solutions for the challenges and problems facing big data sets applications. Much data today is not natively in structured format; for example, tweets and blogs are weakly structured pieces

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of text, while images and video are structured for storage and display, but not for semantic content and search. Therefore transforming such content into a structured format for later analysis is a major challenge. Data analysis,

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organization, retrieval, and modeling are other foundational challenges treated in this book. The material of this book will be useful for researchers and practitioners in the field of big data as well as advanced undergraduate and

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graduate students. Each of the 17 chapters in the book opens with a chapter abstract and key terms list. The chapters are organized along the lines of problem description, related works, and analysis of the results and comparisons are

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provided whenever feasible. This is a multidisciplinary textbook on social commerce by leading authors of e-commerce and e-marketing textbooks, with contributions by several industry experts. It is effectively the first true

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textbook on this topic and can be used in one of the following ways:
Textbook for a standalone elective course at the undergraduate or graduate levels (including MBA and executive MBA programs)
Supplementary text in marketing,

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management or Information Systems disciplines Training courses in industry Support resources for researchers and practitioners in the fields of marketing, management and information management The book

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examines the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations and mobility. Individual chapters cover tools and platforms for social commerce; supporting theories and

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concepts; marketing communications; customer engagement and metrics; social shopping; social customer service and CRM contents; the social enterprise; innovative applications; strategy and performance

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management; and implementing social commerce systems. Each chapter also includes a real-world example as an opening case; application cases and examples; exhibits; a chapter summary; review questions and end-of-

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chapter exercises. The book also includes a glossary and key terms, as well as supplementary materials that include PowerPoint lecture notes, an Instructor's Manual, a test bank and five online tutorials. Business-to-consumer (B2C) and

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consumer-to-consumer (C2C) e-commerce transactions, including social commerce, are rapidly expanding, although e-commerce is still small when compared to traditional business transactions. As the familiarity of making

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purchases using smart devices continues to expand, many global and regional investors hope to target the ASEAN region to tap into the rising digital market in this region. The Handbook of Research on Innovation and Development of

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E-Commerce and E-Business in ASEAN is an essential reference source that discusses economics, marketing strategies, and mobile payment systems, as well as digital marketplaces, communication technologies, and social

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technologies utilized for business purposes. Featuring research on topics such as business culture, mobile technology, and consumer satisfaction, this book is ideally designed for policymakers, financial managers, business professionals,

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academicians, students, and researchers.

How do we prepare for and manage the challenges and the transformations that are increasingly confronting cities? Solutions are necessary for the

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impacts expected from the global population movement toward urban centres; the evolution of technologies and its influence on the economy; the evolving socio-cultural fabric of our cities and what it means for citizen engagement

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and happiness; and for the increasing need to protect and better manage the environment. The series of essays presented here will help governments, organizations, and concerned citizens think differently about ways

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we can improve the places we call home. It will stimulate local stakeholders to move away from silo-thinking and work collaboratively toward innovative solutions to make cities more liveable and sustainable. The

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volume brings together international experts on development, innovation, education, health, digitalization, and planning to provide stimulating new ideas and successful examples of tools and systems being used worldwide to

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improve the future of cities.

Data as a Service

DevOps for the AWS Cloud

CSCMP Certification Collection

How to Monetize, Manage, and Measure Information as an Asset for Competitive Advantage

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The ISPMA-Compliant Study Guide and Handbook

13th IFIP WG 6.11 Conference on e-Business, e-Services, and e-Society, I3E 2014, Sanya, China, November 28-30, 2014, Proceedings

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18th International Conference,
WISA 2017, Jeju Island, Korea,
August 24-26, 2017, Revised
Selected Papers

**This book gives a comprehensive
overview on Software Product
Management (SPM) for beginners**

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as well as best practices, methodology and in-depth discussions for experienced product managers. This includes product strategy, product planning, participation in strategic management activities

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and orchestration of the functional units of the company. The book is based on the results of the International Software Product Management Association (ISPMA) which is led by a group of SPM experts from industry

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and research with the goal to foster software product management excellence across industries. This book can be used as textbook for ISPMA-based education and as guide for anybody interested in SPM as one

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of the most exciting and challenging disciplines in the business of software. Hans-Bernd Kittlaus is the Chairman of ISPMA and owner and managing director of InnoTivum Consulting, Germany. Samuel

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Fricker is Board Member of ISPMA and Professor at FHNW, Switzerland.

Machiavellians are few in number in IT. The massive pressure on CIOs continues to increase as the opportunities to use technology in

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business become more prevalent and more competitive. As CIOs often find themselves at the center of business conflict, they must not only familiarize themselves with Machiavellian tactics as a defensive weapon, but also learn

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to use them as an offensive weapon in extreme situations so that they can increase IT's contribution to their enterprises. As Italian political philosopher Niccolo Machiavelli implied, you're either predator or prey,

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and the animal you most resemble determines your position on the food chain. In The Wolf in CIO's Clothing Gartner analyst and author Tina Nunno expands on Machiavelli's metaphor, examining seven animal types and

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the leadership attributes of each. Nunno posits the wolf -- a social animal with strong predatory instincts -- as the ideal example of how a leader can adapt and thrive. Technology may be black and white, but successful leadership

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demands an ability to exist in the grey. Drawing on her experience with hundreds of CIOs, Nunno charts a viable way to master the Machiavellian principles of power, manipulation, love, and war. Through compelling case

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studies, her approach demonstrates how CIOs and IT leaders can adjust their leadership styles in extreme situations for their own success and that of their teams.

This edited volume covers

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essential and recent development in the engineering and management of data centers. Data centers are complex systems requiring ongoing support, and their high value for keeping business continuity operations is

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crucial. The book presents core topics on the planning, design, implementation, operation and control, and sustainability of a data center from a didactical and practitioner viewpoint. Chapters include:

- **Foundations of data**

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centers: Key Concepts and Taxonomies · ITSDM: A Methodology for IT Services Design · Managing Risks on Data Centers through Dashboards · Risk Analysis in Data Center Disaster Recovery Plans · Best

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practices in Data Center Management Case: KIO Networks · QoS in NaaS (Network as a Service) using Software Defined Networking · Optimization of Data Center Fault-Tolerance Design ·

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**Energetic Data Centre Design
Considering Energy Efficiency
Improvements During Operation ·
Demand-side Flexibility and
Supply-side Management: The
Use Case of Data Centers and
Energy Utilities · DevOps:**

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**Foundations and its Utilization in
Data Centers · Sustainable and
Resilient Network Infrastructure
Design for Cloud Data Centres ·
Application Software in Cloud-
Ready Data Centers This book
bridges the gap between academia**

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and the industry, offering essential reading for practitioners in data centers, researchers in the area, and faculty teaching related courses on data centers. The book can be used as a complementary text for traditional courses on

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Computer Networks, as well as innovative courses on IT Architecture, IT Service Management, IT Operations, and Data Centers.

This volume comprises research papers presented at the

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International Conference on Informatics and Communication Technologies for Societal Development (ICICTS 2014) held at Karunya University, India. The content focuses on the recent advancements in image or signal

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processing, computer vision, communication technologies, soft computing, advanced computing, data mining and knowledge discovery. The primary objective of this volume is to facilitate advancement and application of

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the knowledge and to promote ideas that solve problems faced by society through cutting-edge technologies. The chapters contain selected articles from academicians, researchers and industry experts in the form of

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frameworks, models and architectures. Practical approaches, observations and results of research that promotes societal development are also incorporated. This volume will serve as a useful compendium for

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interested readers and researchers working towards societal development from the technological perspective.

**Supply Chain Management and Advanced Planning
A Holistic Approach**

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Anticipating Future Innovation Pathways Through Large Data Analysis

Social Media and Networking: Concepts, Methodologies, Tools, and Applications

Handbook on Business Process

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Management 2 Innovative Solutions for Creating Sustainable Cities Red Team

This compendium introduces game theory and gamification to a number of different domains and describes

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their professional application in information systems. It explains how playful functions can be implemented in various contexts and highlights a range of concrete scenarios planned and developed for several large corporations. In its first part the book presents the fundamentals,

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concepts and theories of gamification. This is followed by separate application-oriented sections – each containing several cases – that focus on the use of gamification in customer management, innovation management, teaching and learning,

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mobile applications and as an element of virtual worlds. The book offers a valuable resource for readers looking for inspiration and guidance in finding a practical approach to gamification.

The purpose of this book is to highlight major debates in

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Information Technology (“IT”) that might be of interest to fledgling MIS students to help them get a sense of the big ideas in their field. This book is intended for graduate and undergraduate audiences but is easily accessible to practitioners and students alike. Each big idea is

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presented as a resolution for discussion, one per chapter, and each chapter opens with a broad overview of the resolution, followed by pro and con discussions weighing the merits of the issue. These informative chapters should help students quickly get up to speed on

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the facts of the issue in order to stimulate more fruitful class discussion. Chapters were authored and reviewed entirely by graduate students as part of an online class project spanning two semesters from 2013 to 2014. Over 80 students contributed to writing it. Faculty

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editorship enhanced the chapters' consistency and where necessary, smoothed the writing style. As a whole, this work embodies an important achievement for which these students should be commended. It shows (once again) just how capable students really are.

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This book aims to identify promising future developmental opportunities and applications for Tech Mining. Specifically, the enclosed contributions will pursue three converging themes: The increasing availability of electronic text data resources relating to Science,

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Technology and Innovation (ST&I). The multiple methods that are able to treat this data effectively and incorporate means to tap into human expertise and interests. Translating those analyses to provide useful intelligence on likely future developments of particular emerging

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S&T targets. Tech Mining can be defined as text analyses of ST&I information resources to generate Competitive Technical Intelligence (CTI). It combines bibliometrics and advanced text analytic, drawing on specialized knowledge pertaining to ST&I. Tech Mining may also be

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viewed as a special form of “Big Data” analytics because it searches on a target emerging technology (or key organization) of interest in global databases. One then downloads, typically, thousands of field-structured text records (usually abstracts), and analyses those for

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useful CTI. Forecasting Innovation Pathways (FIP) is a methodology drawing on Tech Mining plus additional steps to elicit stakeholder and expert knowledge to link recent ST&I activity to likely future development. A decade ago, we demeaned Management of

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Technology (MOT) as somewhat self-satisfied and ignorant. Most technology managers relied overwhelmingly on casual human judgment, largely oblivious of the potential of empirical analyses to inform R&D management and science policy. CTI, Tech Mining, and

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FIP are changing that. The accumulation of Tech Mining research over the past decade offers a rich resource of means to get at emerging technology developments and organizational networks to date. Efforts to bridge from those recent histories of development to project

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likely FIP, however, prove considerably harder. One focus of this volume is to extend the repertoire of information resources; that will enrich FIP. Featuring cases of novel approaches and applications of Tech Mining and FIP, this volume will present frontier advances in

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ST&I text analytics that will be of interest to students, researchers, practitioners, scholars and policy makers in the fields of R&D planning, technology management, science policy and innovation strategy.

Supply Chain Management,

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Enterprise Resources Planning (ERP), and Advanced Planning Systems (APS) are important concepts in order to organize and optimize the flow of materials, information and financial funds. This book, already in its fifth edition, gives a broad and up-to-date

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overview of the concepts underlying APS. Special emphasis is given to modeling supply chains and implementing APS successfully in industry. Understanding is enhanced by several case studies covering APS from various software vendors. The fifth edition contains updated

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material, rewritten chapters and an additional case study.

Critical Research on Scalability and Security Issues in Virtual Cloud Environments

Using Game Elements in Serious Contexts

Software Product Management

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Handbook of Research on Innovation and Development of E-Commerce and E-Business in ASEAN
An IT Service Management Approach
Infonomics
ICT and Society

Many senior executives talk about information as one of their

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most important assets, but few behave as if it is. They report to the board on the health of their workforce, their financials, their customers, and their partnerships, but rarely the health of their information

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assets. Corporations typically exhibit greater discipline in tracking and accounting for their office furniture than their data. Infonomics is the theory, study, and discipline of asserting economic significance to

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information. It strives to apply both economic and asset management principles and practices to the valuation, handling, and deployment of information assets. This book specifically shows: CEOs and

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business leaders how to more fully wield information as a corporate asset CIOs how to improve the flow and accessibility of information CFOs how to help their organizations measure the actual and latent

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value in their information assets. More directly, this book is for the burgeoning force of chief data officers (CDOs) and other information and analytics leaders in their valiant struggle to help their organizations become more

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infosavvy. Author Douglas Laney has spent years researching and developing Infonomics and advising organizations on the infinite opportunities to monetize, manage, and measure information. This book delivers a

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set of new ideas, frameworks, evidence, and even approaches adapted from other disciplines on how to administer, wield, and understand the value of information. Infonomics can help organizations not only to better

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develop, sell, and market their offerings, but to transform their organizations altogether.

This book constitutes the refereed proceedings of the 11th IFIP TC 9 International Conference on Human Choice

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and Computers, HCC11 2014, held in Turku, Finland, in July/August 2014. The 29 revised full papers presented were carefully reviewed and selected from numerous submissions. The papers are based on both

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academic research and the professional experience of information technologists working in the field. They have been organized in the following topical sections: society, social responsibility, ethics and ICT;

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the history of computing and its meaning for the future; peace, war, cyber-security and ICT; and health, care, well-being and ICT. GET TO THE FUTURE FIRST! LEVERAGE STRATEGIC NOVELTY (SN) TO TRANSFORM

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AND DOMINATE YOUR MARKET
Become an “outlier organization”: recognize huge opportunities in novelty, and act fast and first Listen for the tremors already building beneath your markets Learn from winning

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“outlier” business models, organizational forms, markets, products, and services Today, the companies that rise rapidly to dominance are the outliers. They’re radically novel where it matters: whether in business

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models, products, services, or some other key driver of value. Strategic Innovation reveals how to think like these vanguard organizations—and become one of them. You'll discover how to borrow the lenses and insights

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of companies operating right at the edge of conventional industry dynamics and boundaries...where opportunities are underdefined, predictions unstable, and the greatest opportunities exist. Using linked

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case studies and a proven three-step methodology, the authors guide you through uncovering Strategic Novelty (SN) with explosive potential...executing quickly... and learning and tweaking relentlessly to amplify

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your impact. If you keep doing what everyone else is doing, you may succeed—but not greatly, and not for long. If you want to create, transform, and dominate your market, you need to think and act like an outlier. Learn

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how. Now. Before someone does it to you. Right now, all around you, there's an explosion of new business models, new product/service categories, and new organizational forms. It's a veritable Cambrian Explosion of

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business life, led by outlier organizations you've never even heard of. Many will remain practically invisible to the incumbents in their markets...until they suddenly explode into dominance. What

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do they share? A fundamental commitment to Strategic Novelty (SN). Now, in Strategic Innovation, leading innovation strategists Liisa Välikangas and Michael Gibbert show you how to leverage SN to become your

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industry's winning disruptor. You'll master SN through case studies from leading outlier organizations in areas ranging from 3D printing to crowd financing and resource-constrained innovation. Each

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case is original, previously unpublished, and based at least in part on the authors' direct experiences. Through these cases, you'll explore how each company's story is playing out: sometimes in failure, but often in

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massive success. You'll discover why incumbents rarely notice outliers in time, and how to keep it from happening to you. Perhaps most valuable of all, the authors help you extrapolate the likely impact of any novelty, so

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you can tell the difference between promising opportunities and those destined to fail. Essential reading for business leaders and policymakers, an in-depth investigation of red teaming, the practice of

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inhabiting the perspective of potential competitors to gain a strategic advantage Red teaming. The concept is as old as the Devil's Advocate, the eleventh-century Vatican official charged with discrediting

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candidates for sainthood. Today, red teams are used widely in both the public and the private sector by those seeking to better understand the interests, intentions, and capabilities of institutional rivals. In the right

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circumstances, red teams can yield impressive results, giving businesses an edge over their competition, poking holes in vital intelligence estimates, and troubleshooting dangerous military missions long before

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boots are on the ground. But not all red teams are created equal; indeed, some cause more damage than they prevent. Drawing on a fascinating range of case studies, Red Team shows not only how to create

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and empower red teams, but also what to do with the information they produce. In this vivid, deeply-informed account, national security expert Micah Zenko provides the definitive book on this important strategy

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**-- full of vital insights for decision makers of all kinds.
Managing Enterprise Resource Planning Adoption and Business Processes
11th IFIP TC 9 International Conference on Human Choice**

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**and Computers, HCC11 2014,
Turku, Finland, July 30 - August
1, 2014, Proceedings
Mobile Commerce: Concepts,
Methodologies, Tools, and
Applications
LTE and LTE-Advanced**

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11th International Joint Conference, ICETE 2014, Vienna, Austria, August 28-30, 2014, Revised Selected Papers
A Partnership Approach
Gartner and the Magic Quadrant
Pro PowerShell for Amazon Web

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Services is written specifically for Windows professionals who already know PowerShell and want to learn to host Windows workloads in the Amazon Elastic Cloud Compute (EC2) cloud service. The cloud offers information technology

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workers significant cost savings and agility unimaginable even just a few years ago. Tasks that traditionally took weeks of work, costing thousands of dollars, can be completed in minutes for a fraction of a penny. This book is a resource

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for using Microsoft's powerful scripting language, PowerShell, to create, host, manage, and administer workloads using a service widely recognized as the industry leader in cloud computing. Inside, find scripts to create and

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manage virtual machines, provision storage, configure networks with agility, and more--all using your preferred Windows scripting language. Use your PowerShell knowledge to harness the power of Amazon EC2 today! What you'll

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learnCreate, manage, and terminate Windows servers in the cloud
Manage storage options including backup and recovery
Configure a virtual network including subnets and route tables
Secure your servers using security

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groups and access control lists Use Auto Scaling to respond to changing conditions Deploy SQL Server using Relational Database Service Use Simple Storage Service (S3) to reliably store and archive data Control access to resources

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using Identity and Access Management (IAM) Who this book is for Pro PowerShell for Amazon Web Services is for the intermediate to advanced Windows professional who is ready to make the leap to the Amazon cloud.

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Chapter 7 Amazon Machine Images Chapter 8 Monitoring and High Availability Chapter 9 Relational Database Service Chapter 10 Simple Storage Service Chapter 11 Identity and Access Management Chapter 12 Glossary

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of Terms Chapter 13 Metadata URL Structure Chapter 14 List of Filters by EC2 Command Chapter 15 List of API Methods by Command Chapter 16 CloudWatch Metrics and Dimensions Chapter 17 SQL Server RDS Parameters

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Knowledge management can be a powerful tool if successfully implemented into an organizational structure. Uncovering the latest methods, tools, trends, and strategies in organizational knowledge management should be

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a priority for individuals working in a variety of industries. Knowledge Management Practice in Organizations: The View from Inside brings together industry experts to discuss the realities of knowledge management work in

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organizations. Examining the challenges associated with operational knowledge management, this work provides insight into the day-to-day practice of knowledge management in real-life settings. Organizational leaders

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and professionals, librarians, students, and researchers will find this publication to be an essential tool in understanding knowledge management implementation. This book constitutes the refereed conference proceedings of the 13th

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IFIP WG 6.11 Conference on e-Business, e-Services and e-Society, I3E 2014, held in Sanya, China, in November 2014. The 32 revised full papers presented were carefully reviewed and selected from 42 submissions. They are organized in

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the following topical sections: digital services, digital society, and digital business.

This book constitutes the refereed proceedings of the 11th International Joint Conference on E-Business and

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Telecommunications, ICETE 2014, held in Vienna, Austria, in August 2014. ICETE is a joint international conference integrating four major areas of knowledge that are divided into six corresponding conferences:

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International Conference on Data Communication Networking, DCNET; International Conference on E-Business, ICE-B; International Conference on Optical Communication Systems, OPTICS; International Conference

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on Security and Cryptography, SECRCRYPT; International Conference on Wireless Information Systems, WINSYS; and International Conference on Signal Processing and Multimedia, SIGMAP. The 27 full papers

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presented were carefully reviewed and selected from 328 submissions. The papers cover the following key areas of e-business and telecommunications: data communication networking; e-business; optical communication

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systems; security and cryptography; signal processing and multimedia applications; wireless information networks and systems.

How to Succeed By Thinking Like the Enemy

Big Data in Complex Systems

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Challenges and Opportunities

Reflections, Challenges and New Directions

Pro PowerShell for Amazon Web Services

ICCSM2013-Proceedings of the International Conference on Cloud

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Security Management
Social Commerce

In the era of digital technology, business transactions and partnerships across borders have become easier than

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ever. As part of this shift in the corporate sphere, managers, executives, and strategists across industries must acclimate themselves with the challenges and opportunities for

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conducting business.

Mobile Commerce:

***Concepts, Methodologies,
Tools, and Applications***

***provides a comprehensive
source of advanced***

academic examinations on

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the latest innovations and technologies for businesses. Including innovative studies on marketing, mobile commerce security, and wireless handheld devices, this multi-volume

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book is an ideal source for researchers, scholars, business executives, professionals, and graduate-level students.

The purpose of the 4th International Asia

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Conference on Industrial Engineering and Management Innovation (IEMI 2013) is to bring together researchers, engineers and practitioners interested in the

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application of informatics to usher in new advances in the industrial engineering and management fields. Concepts, Methodologies, Tools, and Applications Approach and Applicability

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***in Manufacturing
Marketing, Technology and
Management
Encyclopedia of
Information Science and
Technology, Third Edition
Informatics and***

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Communication Technologies for Societal Development Knowledge Management Practice in Organizations: The View from Inside