

Digital Content Preliminary Swot Analysis

Understanding how places, particularly cities and towns, are marketed to and consumed by tourists, is vital to anyone working in the tourism industry. By creating and promoting a unique branded destination, the successful marketer can attract new visitors to their city or tourism attraction. With the rise of social media, there is even more scope to explore how tourism marketers can use their own and other social media sites to communicate with today ' s tech connected traveler. In a new updated volume, *Tourism Marketing for Cities and Towns* provides thorough and succinct coverage of place marketing theory specific to the tourism industry. It focuses on

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clearly explaining how to develop the branded destination with special emphasis on product analysis, promoting authenticity and, new to this edition, the use of social media to create the personalized experiences desired by visitors. In addition, it contains a wide range of international examples and perspectives from a large variety of different stakeholders, alongside discussion questions and strategic planning worksheets. This book provides both practical advice with real-world application and a theoretical background to the field as a whole. Written in an engaging style, this book will be valuable reading for upper level students and business practitioners of Tourism, Marketing, Urban Studies, Business Management and Leisure Studies.

A Complete Toolbox of Theories and Techniques The second edition of a bestseller, Handbook of Virtual Environments: Design,

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Implementation, and Applications presents systematic and extensive coverage of the primary areas of research and development within VE technology. It brings together a comprehensive set of contributed articles that address the principles required to define system requirements and design, build, evaluate, implement, and manage the effective use of VE applications. The contributors provide critical insights and principles associated with their given areas of expertise to provide extensive scope and detail on VE technology and its applications. What ' s New in the Second Edition: Updated glossary of terms to promote common language throughout the community New chapters on olfactory perception, avatar control, motion sickness, and display design, as well as a whole host of new application areas Updated information to reflect the tremendous progress made over the last decade in applying VE

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technology to a growing number of domains This second edition includes nine new, as well as forty-one updated chapters that reflect the progress made in basic and applied research related to the creation, application, and evaluation of virtual environments. Contributions from leading researchers and practitioners from multidisciplinary domains provide a wealth of theoretical and practical information, resulting in a complete toolbox of theories and techniques that you can rely on to develop more captivating and effective virtual worlds. The handbook supplies a valuable resource for advancing VE applications as you take them from the laboratory to the real-world lives of people everywhere. Helps citizens and their governments apply the concept of sustainable development in their communities. Original. The integration of technology has become so deeply rooted into

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modern society that the upcoming generation of students has never known a world without such innovations. This defining trait calls for an examination of effective methods in which to support and motivate these learners. The Handbook of Research on Engaging Digital Natives in Higher Education Settings focuses on the importance of educational institutions implementing technology into the learning and teaching process in order to prepare for students born into a digital world. Highlighting relevant issues on teaching strategies and virtual education, this book is a pivotal reference source for academicians, upper-level students, practitioners, and researchers actively involved in higher education.

30th International Conference on Industrial Engineering and Other Applications of Applied Intelligent Systems, IEA/AIE 2017, Arras, France, June 27-30, 2017, Proceedings, Part II

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Beitr ä ge Zur 15. Internationalen Konferenz Zu Stadtplanung, Regionalentwicklung und Informationsgesellschaft

FOCUS on College and Career Success

Makers at School, Educational Robotics and Innovative Learning Environments

The Sponsorship Seeker's Toolkit, Fourth Edition

Handbook of Methodological Approaches to Community-Based Research

Islam, Media and Education in the Digital Era

Discover exciting behind-the-scenes opportunities and challenges in technology today with Schwalbe's unique INFORMATION TECHNOLOGY PROJECT

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MANAGEMENT, REVISED 7E. This one-of-a-kind book demonstrates the principles distinctive to managing information technology (IT) projects that extend well beyond standard project management requirements. No book offers more up-to-the minute insights and software tools for IT project management success, including updates that reflect the latest PMBOK Guide, 5th edition, the global standard for managing projects and earning certification. The book

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weaves today's theory with successful practices for an understandable, integrated presentation that focuses on the concepts, tools, and techniques that are most effective today.

INFORMATION TECHNOLOGY PROJECT

MANAGEMENT *is the only book to apply all ten project management knowledge areas to IT projects. You master skills in project integration, scope, time, cost, quality, human resource, communications, risk, procurement, and*

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stakeholder management as well as all five process groups--initiating, planning, executing, monitoring and controlling, and closing. Intriguing examples from familiar companies featured in today's news, a new Agile case, opportunities with MindView software, and a new chapter on project stakeholder management further ensure you are equipped to manage information technology projects with success. The REVISED Seventh Edition has updated

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Appendix A for Microsoft Project 2013. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

THE "BIBLE OF SPONSORSHIP" --UPDATED WITH NEW SOCIAL MEDIA AND OTHER DIGITAL STRATEGIES The Sponsorship Seeker's Toolkit, fourth edition, makes cutting-edge, best-practice sponsorship not only achievable, but sensible and straightforward. Corporate sponsorship

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experts Kim Skildum-Reid and Anne-Marie Grey have updated their classic guide to put you miles ahead of the competition. New material includes the integration of social media into existing strategies, developing leverage ideas for proposals, more case studies than ever, and important trends in the world of corporate sponsorship. PRAISE FOR THE SPONSORSHIP SEEKER'S TOOLKIT: "This book leads you step-by-step through the choices you have to

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make throughout the process, from gathering internal support to renewal. I have never read a better how-to book on seeking sponsors." -- AD MAATJENS, Founder and Director, Sponsorreport

"One of the best and most thorough how-to books in fundraising! A must-read orientation for nonprofits considering transforming their approach or venturing into the exciting world of sponsorship!" -- KYLA SHAWYER, Chair of the International Fundraising Congress

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(IFC), Chief Operating Officer, SCIA – International Alliance "The Sponsorship Seeker's Toolkit contains all the information you'll need to successfully develop, deliver, and manage a best-practice sponsorship program, using an easy-to-understand, step-by-step process supported by useful case studies and example templates." -- KYM OBERAUER, founder of PracticalSponsorshipIdeas.com

This book offers conceptual discourse,

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empirical evidence, application of existing and emerging theories, and implication of practical findings. It discusses the perspectives of both providers and recipients of quality services across a wide spectrum of hospitality and tourism sectors. Medical and technological organizations have recently developed therapy and assistance solutions that venture beyond what is considered conventional for individuals with various mental

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health conditions and behavioral disorders such as autism, Down syndrome, Alzheimer's disease, anxiety disorders, phobias, and learning difficulties. Through the use of virtual and augmented reality, researchers are working to provide alternative therapy methods to treat these conditions, while studying the long-term effects the treatment has on patients. Virtual and Augmented Reality in Mental Health Treatment provides

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innovative insights into the use and durability of virtual reality as a treatment for various behavioral and emotional disorders and health problems. The content within this publication represents the work of e-learning, digital psychology, and quality of care. It is designed for psychologists, psychiatrists, professionals, medical staff, educators, and researchers, and covers topics centered on medical and

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therapeutic applications of artificial intelligence and simulated environment.

Festival and Special Event Management, Essentials Edition

Scaling an Integrated Social Media Strategy Across Your Organization

Strengthening Forensic Science in the United States

Sense, Feel, Design

Social Media Marketing for Business

Proceedings of the 3rd Social and Humanities Research Symposium (SoRes

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2020), 23 – 24 November 2020, Bandung, Indonesia

16th International Online Information Meeting Proceedings, London 8-10 December 1992

Digital health and medical informatics have grown in importance in recent years, and have now become central to the provision of effective healthcare around the world. This book presents the proceedings of the 30th Medical Informatics Europe conference (MIE). This

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edition of the conference, hosted by the European Federation for Medical Informatics (EFMI) since the 1970s, was due to be held in Geneva, Switzerland in April 2020, but as a result of measures to prevent the spread of the Covid19 pandemic, the conference itself had to be cancelled. Nevertheless, because this collection of papers offers a wealth of knowledge and experience across the full spectrum of digital health and medicine, it was decided to publish the submissions accepted in the review process and

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confirmed by the Scientific Program Committee for publication, and these are published here as planned. The 232 papers are themed under 6 section headings: biomedical data, tools and methods; supporting care delivery; health and prevention; precision medicine and public health; human factors and citizen centered digital health; and ethics, legal and societal aspects. A 7th section deals with the Swiss personalized health network, and section 8 includes the 125 posters accepted for the conference. Offering an

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overview of current trends and developments in digital health and medical informatics, the book provides a valuable information resource for researchers and health practitioners alike.

The 21st century has brought about many changes in the economic realm due to acceleration of globalization. The competitive landscape in numerous areas must always be reinvented to account for these changes, therefore making different marketing efforts a requirement for long-term success. The Handbook of Research on

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Effective Marketing in Contemporary Globalism provides readers with an understanding of the importance of marketing products and services across different cultures and languages in an era of high global competition. Intensified globalization, shifting demographics, and rapid innovations in technology and productivity solidify this publication's importance to scholar-practitioners, business executives, and undergraduate/graduate students. This open access book contains

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observations, outlines, and analyses of educational robotics methodologies and activities, and developments in the field of educational robotics emerging from the findings presented at FabLearn Italy 2019, the international conference that brought together researchers, teachers, educators and practitioners to discuss the principles of Making and educational robotics in formal, non-formal and informal education. The editors' analysis of these extended versions of papers presented at FabLearn Italy 2019 highlight

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the latest findings on learning models based on Making and educational robotics. The authors investigate how innovative educational tools and methodologies can support a novel, more effective and more inclusive learner-centered approach to education. The following key topics are the focus of discussion: Makerspaces and Fab Labs in schools, a maker approach to teaching and learning; laboratory teaching and the maker approach, models, methods and instruments; curricular and non-curricular robotics in formal, non-formal

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and informal education; social and assistive robotics in education; the effect of innovative spaces and learning environments on the innovation of teaching, good practices and pilot projects.

Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get

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you out in front of your competitors, you need Business Model Generation. Co-created by 470 "Business Model Canvas" practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically

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understand, design, and implement a game-changing business model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. Business Model Generation features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded

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thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to "the business model generation!"

Quality Services and Experiences in
Hospitality and Tourism

Toward Sustainable Communities

Proceedings of MIE 2020

Qualitative, Quantitative, and Mixed
Methods

International Online Information Meeting

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Tourism Marketing for Cities and Towns
Handbook of Research on Effective
Marketing in Contemporary Globalism

Social media has become an imperative for almost every business. Discover how to successfully implement an effective social media strategy that is supported and integrated throughout every part of your organization, with this essential handbook to enhancing your online presence. Social Media Marketing for Business provides a step-by-step roadmap to setting up effective workflows, team configurations, governance models and social media policies, alongside creating and measuring content and social media campaigns that have the competitive edge. Featuring insights

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from leading industry experts, it covers areas such as balancing social media ownership, measuring success using analytics and conducting a social media audit. Containing an array of international case study examples from organizations such as The World Wildlife Fund (WWF), Deloitte Digital, Dell, Burger King and LVMH, Social Media Marketing for Business explores how to build a supportive culture, get buy-in and the common pitfalls to avoid. Supported by a content calendar templates, content marketing framework and online presentation slides, this book is a one-stop-shop for developing effective social media marketing strategies and integrating them within your business.

As web applications play a vital role in our society, social media has emerged as an important tool in the creation and

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exchange of user-generated content and social interaction. The benefits of these services have entered in the educational areas to become new means by which scholars communicate, collaborate, and teach. Social Media and the New Academic Environment: Pedagogical Challenges provides relevant theoretical frameworks and the latest research on social media and its challenges in the educational context. This book is essential for professionals aiming to improve their understanding of social media at different levels of education, as well as researchers in the fields of e-learning, educational science, information and communication sciences, and much more.

Staley's FOCUS ON COMMUNITY COLLEGE SUCCESS, 6th edition, equips you with the tools and confidence to

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succeed in college and beyond -- including strategies to overcome the special challenges of juggling school, family and work. Extremely practical activities help you build the focus you need to cut through distractions, transfer to four-year colleges if desired and achieve career goals. Updated with the latest research and best career practices, it emphasizes the skills today's employers seek. It also offers tips for practicing mindfulness, coping with isolation, managing money, conducting smart research, avoiding plagiarism, developing successful learning strategies for online classes, overcoming Zoom fatigue and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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For anyone representing lawyers, doctors, and other professionals or their spouses, one of the thorniest problems in divorce cases continues to be assessing the worth of the professional practice. Valuing Professional Practices and Licenses has been used nationwide as the essential practice guide in this area of matrimonial law. Over 45 chapters newly revised by a team of savvy matrimonial practitioners offer complete and current information on the valuation of professional practices, degrees, and licenses. There is also coverage of difficult topics such as merger, double dipping, celebrity goodwill, and how to best represent clients in these complex cases. Plus, the updated Fourth Edition has been expanded and revised, with new chapters on key topics such as the difficulties of representing lawyers in divorces, the

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various factors included in the sale of a law practice relevant to valuation for divorce litigation, the effective use of financial experts, and the bankruptcy aspects of awards of professional assets. With Valuing Professional Practices and Licenses' legal analysis and expert commentary, valuation Examples & Explanations, sample reports, checklists and forms to use for discovery, and sample question-and-answer sequences, you'll be fully prepared to represent your professional clients efficiently and successfully.

Managing Electronic Media

Solutions for Citizens and Their Governments

Educating in the Crafts—The Global Experience. Book One

Advances in Artificial Intelligence: From Theory to Practice

Handbook of Research on Consumer Behavior Change and

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Data Analytics in the Socio-Digital Era

Design, Implementation, and Applications, Second Edition

Digitalisation, Quality and Trust in Higher Education

Within a scenario of globalised markets, where the capacity to efficiently cooperate with other firms starts to become essential in order to remain in the market in an economically, socially and environmentally cost-effective manner, it can be seen how the most innovative enterprises are beginning to redesign their business model to become interoperable. This goal of interoperability is essential, not only from the perspective of the individual enterprise but also in the

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new business structures that are now emerging, such as supply chains, virtual enterprises, interconnected organisations or extended enterprises, as well as in mergers and acquisitions. Composed of over 40 papers, Enterprise Interoperability V ranges from academic research through case studies to industrial and administrative experience of interoperability. The international nature of the authorship continues to broaden. Many of the papers have examples and illustrations calculated to deepen understanding and generate new ideas. The I-ESA'12 Conference from which this book is drawn was organized

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by Polytechnic University of Valencia, on behalf INTERVAL, and the European Virtual Laboratory for Enterprise Interoperability (INTEROP-VLab) and sponsored by the International Federation for Information Processing (IFIP) and the International Federation of Automatic Control (IFAC). A concise reference to the state of the art in systems interoperability, Enterprise Interoperability V will be of great value to engineers and computer scientists working in manufacturing and other process industries and to software engineers and electronic and manufacturing engineers working in the

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academic environment.

Sandra Nelson focuses on the essential steps to draft a results-driven, strategic planning process that libraries can complete over the course of four months, regardless of organisational structure or size.

The proceedings of the Social and Humanities Research Symposium (SoRes) shares ideas, either research results or literature review, on islam, media and education in the digital era. Some recent issues consists of innovative education in the digital era, new media and journalism, islamic education, human wellbeing, marketing and fintech in terms of

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islamic perspective, economic welfare, law and ethics. It is expected that the proceedings will give new insights to the knowledge and practice of social and humanities research. Therefore, such parties involved in social and humanities research as academics, practitioners, business leaders, and others will acquire benefits from the contents of the proceedings.

The emergence of new technologies within the industrial revolution has transformed businesses to a new socio-digital era. In this new era, businesses are concerned with collecting data on customer needs, behaviors,

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and preferences for driving effective customer engagement and product development, as well as for crucial decision making. However, the ever-shifting behaviors of consumers provide many challenges for businesses to pinpoint the wants and needs of their audience. The Handbook of Research on Consumer Behavior Change and Data Analytics in the Socio-Digital Era focuses on the concepts, theories, and analytical techniques to track consumer behavior change. It provides multidisciplinary research and practice focusing on social and behavioral analytics to track consumer behavior shifts

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and improve decision making among businesses. Covering topics such as consumer sentiment analysis, emotional intelligence, and online purchase decision making, this premier reference source is a timely resource for business executives, entrepreneurs, data analysts, marketers, advertisers, government officials, social media professionals, libraries, students and educators of higher education, researchers, and academicians.

Transformation Fast and Slow

*Research and Experiences from FabLearn Italy 2019, in the Italian Schools and Beyond
Craft Shaping Society*

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Online Information 92

Business Model Generation

*Practice Standard for Project Risk Management
A Handbook for Visionaries, Game Changers,
and Challengers*

Scores of talented and dedicated people serve the forensic science community, performing vitally important work.

However, they are often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a

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number of forensic science disciplines to ensure the reliability of work, establish enforceable standards, and promote best practices with consistent application. Strengthening Forensic Science in the United States: A Path Forward provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating the forensic

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science disciplines are clear: assisting law enforcement officials, enhancing homeland security, and reducing the risk of wrongful conviction and exoneration. Strengthening Forensic Science in the United States gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforceable best practices, and mandatory certification and accreditation programs. While this book

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provides an essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators. This comprehensive resource for graphic designers will help you merge traditional print design skills with new technology to create imaginative, informative, and useful online experiences for clients and ultimately the end users. The Graphic Designer's Electronic-Media Manual focuses on reigning in the specific skills and

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tools necessary for creating design projects for the web and beyond. You'll also find a rich collection of sound design examples for the web from studios around the world. Unlike other books on web and electronic media, this book is not a technical manual, but a visual resource packed with real-world examples of design for the web.

Historically, small businesses do not hire marketing managers. In many cases the owner of the company drives the marketing and sales functions with gut instinct to

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survive. Many die a financially painful death. For a long time Dr. Stan Fine The Business Doctor has seen the need for a general purpose how to marketing book. As a reference book, it will provide answers to your marketing questions, how do I do it? And what do I do next? If you wish to contact Dr. Fine about speaking engagements or book signing events you can reach him at 314-604-7350 or stanfine@randomapp.com

Praise for the first edition: "This excellent text will be useful to

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every system engineer (SE) regardless of the domain. It covers ALL relevant SE material and does so in a very clear, methodical fashion. The breadth and depth of the author's presentation of SE principles and practices is outstanding."

-Philip Allen This textbook presents a comprehensive, step-by-step guide to System Engineering analysis, design, and development via an integrated set of concepts, principles, practices, and methodologies. The methods presented in this text apply to any type of human system

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-- small, medium, and large organizational systems and system development projects delivering engineered systems or services across multiple business sectors such as medical, transportation, financial, educational, governmental, aerospace and defense, utilities, political, and charity, among others. Provides a common focal point for "bridging the gap" between and unifying System Users, System Acquirers, multi-discipline System Engineering, and Project, Functional, and Executive Management education,

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knowledge, and decision-making for developing systems, products, or services Each chapter provides definitions of key terms, guiding principles, examples, author's notes, real-world examples, and exercises, which highlight and reinforce key SE&D concepts and practices Addresses concepts employed in Model-Based Systems Engineering (MBSE), Model-Driven Design (MDD), Unified Modeling Language (UMLTM) / Systems Modeling Language (SysMLTM), and Agile/Spiral/V-Model Development such as user needs, stories, and use cases

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analysis; specification development; system architecture development; User-Centric System Design (UCSD); interface definition & control; system integration & test; and Verification & Validation (V&V)

Highlights/introduces a new 21st Century Systems Engineering & Development (SE&D) paradigm that is easy to understand and implement. Provides practices that are critical staging points for technical decision making such as Technical Strategy Development; Life Cycle requirements; Phases, Modes, & States; SE

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Process; Requirements Derivation; System Architecture Development, User-Centric System Design (UCSD); Engineering Standards, Coordinate Systems, and Conventions; et al. Thoroughly illustrated, with end-of-chapter exercises and numerous case studies and examples, Systems Engineering Analysis, Design, and Development, Second Edition is a primary textbook for multi-discipline, engineering, system analysis, and project management undergraduate/graduate level students and available reference for

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professionals.

Using Social Media and Branding to Attract Tourists

Handbook of Research on Engaging Digital Natives in Higher Education Settings
Pedagogical Challenges

Virtual and Augmented Reality in Mental Health Treatment

The Practice of Government Public Relations

Making, Moving and Marketing Digital Content

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This book contains a series of revised papers selected from 7 workshops organized by 18th IFIP TC 13 International Conference on Human-Computer Interaction, INTERACT 2021, which was held in September 2021 in Bari, Italy. The 15 papers included in this volume were carefully reviewed and selected from 30 submissions. They show the design of interactive technologies addressing one or more United Nations' Sustainable Development Goals, to deal with evolving contexts of use in today's and future application domains and its influence on human-

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centered socio-technical system design and development practice, share educational resources and approaches to support the process of teaching and learning HCI Engineering (HCI-E), share educational resources and approaches to support the process of teaching and learning HCI Engineering (HCI-E), and address and discuss geopolitical issues in Human-Computer Interaction as a field of knowledge and practice. Chapter “Extreme Citizen Science Contributions to the Sustainable Development Goals:

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Challenges and Opportunities for a Human-Centred Design Approach” is available open access under a Creative Commons Attribution 4.0 International License via link.springer.com. Advances in Artificial Intelligence: From Theory to Practice 30th International Conference on Industrial Engineering and Other Applications of Applied Intelligent Systems, IEA/AIE 2017, Arras, France, June 27-30, 2017, Proceedings, Part II Springer

This book focusses on the role of craft as a continuing cultural practice and the revival of

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disappearing skills in contemporary society. It includes twenty-five essays by highly regarded artisans, academics, technologists, entrepreneurs, businesspeople, curators, and researchers from many countries representing a wide range of global craft traditions and innovations. The authors explain their professional practices and creative pathways with knowledge, experience, and passion. They offer insightful analyses of their traditions within their culture and in the marketplace, alongside the evolution of technology as it adapts to

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support experimentation and business strategies. They write about teaching and research informing their practice; and they explain the importance of their tools and materials in function and form of the objects they make. The essays reveal a poignant expression of their successes, disappointments, and opportunities. This book offers case studies of how artisans have harnessed the traditions of the past alongside the latest design technologies. The authors reveal how global craft is not only a vehicle for self-expression and

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creativity, but also for being deeply relevant to the world of work, community and environmental sustainability. The book makes the vital link between skills, knowledge, education, and employment, and fills a much-needed niche in Technical, Vocational Education and Training TVET.

As the COVID-19 pandemic has accelerated change and transformation in higher education, this book discusses the transformative power of the pandemic on three key elements in higher education: digitalisation, quality and trust.

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***Digital Personalized Health and Medicine
FOCUS on Community College Success
Enterprise Interoperability V
INTERACT 2021 IFIP TC 13 Workshops, Bari,
Italy, August 30 – September 3, 2021, Revised
Selected Papers
SWOT analysis
Digital Transformation of Supply Chain
Management
Shaping Enterprise Interoperability in the Future
Internet
The Practice Standard for Project Risk***

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Management covers risk management as it is applied to single projects only. It does not cover risk in programs or portfolios. This practice standard is consistent with the PMBOK® Guide and is aligned with other PMI practice standards. Different projects, organizations and situations require a variety of approaches to risk management and there are several specific ways to conduct risk management that are in agreement with principles of Project Risk Management as presented in this practice standard.

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"The Handbook of Methodological Approaches to Community-Based Research is intended to aid the community-oriented researcher in learning about and applying cutting-edge quantitative, qualitative, and mixed methods approaches"--

Steve Staley and Constance Staley's FOCUS ON COLLEGE AND CAREER SUCCESS is uniquely equipped to turn the tides regarding retention among first-year college students, particularly at career, technical, and proprietary schools. Visually appealing, research-based, and highly motivational,

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this text thoroughly engages students with direct applications and immediate results. Steve Staley has been teaching at Colorado Technical University for 30 years and is intimately familiar with the specialized student needs of career and technical students. Constance Staley, one of the best-known names in the field of motivation and student engagement, provides a wealth of tools to help students of varied learning styles succeed in their first year of college and beyond. Thoroughly researched, the text covers the topics most important to student

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success and incorporates the underlying themes of professionalism, motivation, and self-discipline throughout. Rather than talking down to students or speaking over their heads, FOCUS ON COLLEGE AND CAREER SUCCESS initiates a personal and informal conversation with readers, directly connecting them with and drawing them into text discussions. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Along with such traditional management

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tools as budgeting, HR, planning, and leadership, The Practice of Government Public Relations, Second Edition demonstrates that the 21st-century government administrator needs new tools to address the changing context of government communication. It provides public managers with an understanding of the uses of public relations as tools to advance the goals of public agencies, including media relations, an informed public, public branding, listening to the citizenry, and crisis management. While no

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manager can be an expert in all aspects of public administration, this book will help managers know what external communications tools are available to them for advancing the mission and results of their agencies. The authors argue that government public relations activities can serve three broad purposes: mandatory activities, which support governance; optional activities, which offer a pragmatic means of improving policy outcomes, inputs, and impacts; and dangerous but powerful activities, which may serve political

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interests. The book focuses on practitioners throughout the public sector, including the U.S. federal government, state and local governments, and public administrators outside of the U.S. Several new chapters address the use of digital communications as social media and the resultant rapid diffusion of information has transformed the responsibility, accessibility, and vulnerability of government communications. In addition, two new chapters examine the topic of branding, its growing influence in the public sector, and

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how it can be used to connect with citizens and increase public engagement. The Practice of Government Public Relations, Second Edition is designed to help government managers at various levels of administration looking to specialize in public relations, those assigned to communications offices, and program managers seeking innovative and cost-effective ways to implement their programmatic missions. It will also be of interest to students of publication administration who will become the

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government workers of the future.

Valuing Professional Practices and Licenses

Concepts, Principles, and Practices

Handbook of Virtual Environments

Information Technology Project

Management, Revised

The Graphic Designer's Electronic-Media

Manual

Social Media and the New Academic

Environment: Pedagogical Challenges

Logistics 4.0

Discover a practical, streamlined approach to information systems development that focuses on the

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latest developments with Tilley's SYSTEMS ANALYSIS AND DESIGN, 12E. Real-world examples clearly demonstrate both traditional and emerging approaches to systems analysis and design, including object-oriented and agile methods. You also study cloud computing and mobile applications as this edition presents an easy-to-follow approach to systems analysis and design. Meaningful projects, insightful assignments and proven exercises emphasize the critical thinking and IT skills that are most important in today's dynamic, business-related environment. Master the concepts and skills for success in today's competitive and rapidly changing business world with Tilley's SYSTEMS ANALYSIS AND

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DESIGN, 12E. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The two-volume set LNCS 10350 and 10351 constitutes the thoroughly refereed proceedings of the 30th International Conference on Industrial, Engineering and Other Applications of Applied Intelligent Systems, IEA/AIE 2017, held in Arras, France, in June 2017. The 70 revised full papers presented together with 45 short papers and 3 invited talks were carefully reviewed and selected from 180 submissions. They are organized in topical sections: constraints, planning, and optimization; data mining

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and machine learning; sensors, signal processing, and data fusion; recommender systems; decision support systems; knowledge representation and reasoning; navigation, control, and autonome agents; sentiment analysis and social media; games, computer vision; and animation; uncertainty management; graphical models: from theory to applications; anomaly detection; agronomy and artificial intelligence; applications of argumentation; intelligent systems in healthcare and mhealth for health outcomes; and innovative applications of textual analysis based on AI.

Allen's Festival and Special Event Management, Essentials Edition serves as a concise yet

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comprehensive, step-by-step handbook for modern event management. This Essentials edition gives students contemporary lessons and insights that they can relate to. It brings theory to life through copious practical examples, illustrative diagrams and unique case studies demonstrating best practices and pitfalls. Industry experts from across APAC's event planning sector have contributed content to key contemporary topics including sustainability, risk management, project management and strategic alignment to client goals. This edition also features Wiley's Future Student Guide, a unique tool which provides expert and practical advice on career preparedness making for more future-ready

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graduates.

This college-level media management textbook reflects the changes in the media industries that have occurred in the past decade. Today's managers must address new issues that their predecessors never faced, from the threats of professional piracy and casual copying of digital media products, to global networks, on-demand consumption, and changing business models. The book explains the new new vocabulary of media moguls, such as bandwidth, digital rights management, customer relations management, distributed work groups, centralized broadcast operations, automated playlists, server-based playout, repurposing, mobisodes, TV-to-DVD,

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and content management. The chapters logically unfold the ways that managers are evolving their practices to make content, market it, and deliver it to consumers in a competitive, global digital marketplace. In addition to media companies, this book covers management processes that extend to all content-producing organizations, because today's students are as likely to produce high-quality video and Web video for ABC Computer Sales as they are for the ABC Entertainment Television Network. a tool for making better business decisions System Engineering Analysis, Design, and Development Strategic Planning for Results

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A Path Forward

How to Promote Your Business with Little or No Money

Systems Analysis and Design

How to Apply Visual Design Principles to Engage Users on Desktop, Tablet, and Mobile Websites

Industrial revolutions have impacted both, manufacturing and service. From the steam engine to digital automated production, the industrial revolutions have conduced significant changes in operations and supply chain management (SCM) processes. Swift changes in manufacturing and service systems have led to phenomenal improvements in

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productivity. The fast-paced environment brings new challenges and opportunities for the companies that are associated with the adaptation to the new concepts such as Internet of Things (IoT) and Cyber Physical Systems, artificial intelligence (AI), robotics, cyber security, data analytics, block chain and cloud technology. These emerging technologies facilitated and expedited the birth of Logistics 4.0. Industrial Revolution 4.0 initiatives in SCM has attracted stakeholders' attentions due to it is ability to empower using a set of technologies together that helps to execute

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more efficient production and distribution systems. This initiative has been called Logistics 4.0 of the fourth Industrial Revolution in SCM due to its high potential. Connecting entities, machines, physical items and enterprise resources to each other by using sensors, devices and the internet along the supply chains are the main attributes of Logistics 4.0. IoT enables customers to make more suitable and valuable decisions due to the data-driven structure of the Industry 4.0 paradigm. Besides that, the system's ability of gathering and analyzing information about the environment at any given time and

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adapting itself to the rapid changes add significant value to the SCM processes. In this peer-reviewed book, experts from all over the world, in the field present a conceptual framework for Logistics 4.0 and provide examples for usage of Industry 4.0 tools in SCM. This book is a work that will be beneficial for both practitioners and students and academicians, as it covers the theoretical framework, on the one hand, and includes examples of practice and real world.