

Images Of Strategy

PICTURE THIS: A BOLD NEW BUSINESS STRATEGY DRAWN FROM TODAY'S HOTTEST VISUAL TRENDS Scientific studies have shown that looking at pictures, drawings, and other graphics engage both sides of the brain—opening the "mind's eye" and business systems to new possibilities we might not otherwise see. Frustrated by lackluster approaches to strategy, companies are combining illustrations and color with business strategy with phenomenal success. If you want to go beyond drawing on the back of a napkin, this book shows you how. Picture Your Business Strategy will help you master the principles of "strategic illustration," a proven system for visualizing ideas. Pictures and strategy come to life in the board, conference, or meeting room quickly, easily, and brilliantly. With just a few markers and paper, you can: Use pictures to restructure, reorganize, and rethink your business plan Draw lines between people, processes, and productivity Create new business possibilities through pictures and idea sharing Chart your progress with benchmarks and goal lines Create a project activity map that allows you and your team to see the big picture—and make it succeed Packed with clever drawing tips and simple templates to help you unlock your creativity, this inspiring book gives you everything you need to start bringing your big ideas to life. Developed by Christine Chopyak at Alchemy: The Art of Transforming Business, the book provides a fresh new business model for developing specific "seeable" actions that can be measured, tracked, and cascaded into other priority areas. There are so many practical, purposeful ways to use drawings in your everyday work environment, you'll wonder why you never did it before. Most important, you and your team will learn how to turn strategic illustrations into real-world results. Whether you're a boardroom doodler, corporate cartoonist, or Picasso for fun and profit, Picture Your Business Strategy will help you draw your way to success. "With this approach, organizations can create a cohesive and authentic understanding among teams that ultimately leads to increased motivation and bottom-line results. Chris shows us that drawing isn't just for kids, it's for leaders looking for a competitive advantage." --Tamara Kleinberg, serial entrepreneur and founder of TheShuuk.com "A brilliant piece of work that brings together the finite world of words with the infinite possibilities of pictures, taking strategic thinking and collective wisdom to a whole new level and presenting a more colorful way of imagining/imaging the future." --Sabina Spencer, business strategist and author of The Heart of Leadership Recent research in business strategy suggests that corporate reputations are a valuable strategic asset for every company. Good reputations have been shown to help firms attain and sustain superior financial performance in their industry. This book outlines how high-status companies become corporate super brands, and it presents managers with a framework to proactively enhance their corporation's desired reputation. While many books concentrate on advertising or corporate identity as the primary tools for reputation enhancement, this book provides a more expansive and realistic picture of what it takes to build a corporate super brand. One of its key contributions is that it emphasizes the roles of customer value and organizational culture in the reputation-building process and exposes the limitations of corporate advertising, sponsorships, and minor corporate identity change. Drawing on more than fifteen years of academic research, executive seminars, and consulting experience, Grahame Dowling suggests ways to improve the corporate reputations that different groups of stakeholders hold of your company. He also describes how to avoid many of the traps that catch unwary managers who try to improve their company's desired reputation. Marketing Management: The Big Picture organizes traditional Marketing Management theory and practice in a conceptually appealing way. The use of well-known examples and consumer commercials throughout the content ensures students will commit to memory and innovative method for structuring and solving marketing problems. The framework constitutes a disciplined approach to connecting marketing variables to each other, inextricably linking marketing strategy concepts with their executional implications. Develop winning brand strategies by focusing your team on the key strategic choices that drive organizational growth and learning. This book presents a system of six practical choices that articulate exactly how to launch and grow brands. Big Picture Strategy shows readers how limiting and focusing the strategic options available to company stakeholders can unlock previously inaccessible levels of productivity and growth. Strategist, consultant, and author Marta Dapena Bar ó n describes the six key decisions facing organizations and teams today and how to develop a winning strategy by approaching these decisions systematically. The book includes discussions of The critical choices that leaders must make to define a marketing strategy and to align their teams to be able to execute on it The four strategies companies use to launch and grow brands successfully How to use strategy-integrated metrics to promote continuous learning in organizations How to increase communications efficiency in commercial organizations through the use of a common vocabulary to frame customer-based issues Unlike many of its competitors, Big Picture Strategy does not pretend that your organization has unlimited resources or capacity to pursue every area of possible strategic advantage. Instead, the author lays out a systematic and integrated choice-based framework that will drive growth in your organization for years to come.

Identity, Image and Performance

Medical Image Computing and Computer Assisted Intervention – MICCAI 2020

23rd International Conference, Lima, Peru, October 4 – 8, 2020, Proceedings, Part I

3 Powerful Communication Strategies to Upgrade Your Image and Improve Your Results When Speaking with Business Leaders about IT

Images of Strategy

Ways To Create Stunning Social Media Images: Social Media Marketing Strategy

Mirror Images presents ten iconic teacher-leadership models that help teachers move away from teaching as they were taught toward new roles that can transform the profession.

Drawing the attention of tourists to different destinations around the world assists in the overall economic health of the targeted region by increasing revenue and attracting investment opportunities, as well as increasing cultural awareness of the area’s population. Strategic Branding Methodologies and Theory for Tourist Interaction investigates international perspectives and promotional strategies in the topic area of place branding. Highlighting theoretical concepts and marketing techniques being utilized in the endorsement of various destinations, regions, and cities around the world, this publication is a pivotal reference source for researchers, practitioners, policy makers, students, and professionals.

Images of Strategy develops an innovative and multi-faceted approach to strategic management which will enable students to use and develop interesting and wide-ranging applications alongside some of the latest ideas and analysis. An innovative and multi-functional approach to strategic management. Approaches strategy from different viewpoints: functional, eg technology and systems management, marketing, accounting and HRM, and analytical, eg organization theory, game theory and knowledge management Helps students to analyse,

integrate and apply the many competing functional elements of strategic choice in today's world. Includes case examples to illustrate the chapters. Provides further reading sections and student questions Written by a team of top management scholars with many years of successful MBA teaching experience. Further lecturer resources and links, including case analyses and Power Point slides, are available at www.blackwellpublishing.com/cummings

Images of Strategy Wiley Blackwell

A Business Model Approach

Managing the Big Picture in Colleges and Universities

Product-Country Images

An Introduction to Medical Physics

How to Produce Photos, Pictures,

Aesthetics and Style in Strategy

Images of Wide Scope

This book constitutes the refereed proceedings of the Advanced Workshop on Content Computing, AWCC 2004, held in Zhen Jiang, Jiang Su, China in November 2004.The 26 revised full papers and 36 revised short papers presented were carefully reviewed and selected from 194 submissions. The papers are organized in topical sections on mobile code and agent technology, content sharing and consistency management, networking infrastructure and performance, content aware security, multimedia content, content applications, content retrieval and management, and ontologies and knowledge conceptualization.

Includes proceedings that cover 84 papers, presented at the "Remote Sensing for a Changing Europe" symposium held in Istanbul, Turkey (2-5 June 2008).

The three-volume set LNCS 12305, 12306, and 12307 constitutes the refereed proceedings of the Third Chinese Conference on Pattern Recognition and Computer Vision, PRCV 2020, held virtually in Nanjing, China, in October 2020. The 158 full papers presented were carefully reviewed and selected from 402 submissions. The papers have been organized in the following topical sections: Part I: Computer Vision and Application, Part II: Pattern Recognition and Application, Part III: Machine Learning.

How did historical images work and interact with their beholders and users? Drawing on the results of an international conference held in Vienna in 2018, this volume offers new perspectives on a central question for contemporary art history. The fourteen authors approach working imagery from the medieval and early modern periods in terms of its production, usage, and reception. They address wide-ranging media—architecture, sculpture, painting, metalwork, stained glass—in similarly wide-ranging contexts: from monastic devotion to the acquisition of political power to exquisite devotional objects and illuminated books reserved for more exclusive settings. While including research from West European and American institutions, the project also engages with the distinctive scholarly traditions of Eastern Europe and Israel. In all these ways, it reflects the interests of the dedicatee Michael Viktor Schwarz, whose introductory interview lays out the parameters of the subject.

Image Analysis and Processing -- ICIPAP 2009

The Guide to Social Media Images for Business

The Search for the Image

Using Images and Deep Emotions in Marketing Strategy in Higher Education

Picture Your Business Strategy: Transform Decisions with the Power of Visuals

Optimum-Path Forest

How to Create and Communicate More Effective Strategies

The political, economic, and social impact of multi-national enterprises (MNEs) on the rest of the world is significant and sometimes controversial. Alternative and contradictory views of MNEs abound between divided and often distant factions. This volume addresses commonly held beliefs and misconceptions about the nature and role of the multinationals. It presents a range of perspectives by leading academics, focusing on core themes and illustrating these themes with current business practices. Comparisons are drawn between analyses of the performance-based outcomes of an economics tradition, and the more process and relationship-oriented results of an organizational behavior approach. The book offers a close examination of the evolution of multinational firms - their new forms and organization, and ultimately, their global impact. The result is an informed and engaging text, charting the key developments which affect today's cross-border businesses

This book begins with the basic terms and definitions and takes a student, step by step, through all areas of medical physics. The book covers radiation therapy, diagnostic radiology, dosimetry, radiation shielding, and nuclear medicine, all at a level suitable for undergraduates. This title not only describes the basics concepts of the field, but also emphasizes numerical and mathematical problems and examples. Students will find An Introduction to Medical Physics to be an indispensable resource in preparations for further graduate studies in the field.

A visual and interactive guide to building and communicating strategies that actually work YOUR STRATEGY HAS SEVEN SECONDS TO CAPTIVATE ITS AUDIENCE... So how are you going to present it? A big wordy document? A lengthy address? Slides full of bullet points? The best way to engage and involve people is through pictures. Strategy Builder shows you how to creatively combine the best strategy frameworks to orient and animate strategy discussion and development in your team. This visual, interactive guide, with illustrations by Visory, uses real world examples and practical tips to help you: Discover the five key foundations that every strategy should be built upon Draw compelling and unique pictures that capture your organization's distinct strategies Develop your skills as a leader of strategy discussions Understand how to use interactive drawing to engage others and achieve 'buy in' Additional online resources available including Strategy Drawing Templates, plus Builder Slides and case studies materials for instructors. Locate the 'Companion Website' link towards the bottom of this page to access these materials. Test your strategic vision or develop a new strategic plan based on the best elements of key strategy frameworks by trying the FREE interactive Strategy Builder app, developed in association with StrategyBlocks, at www.strategicplan.com Praise for Strategy Builder: Cummings & Angwin are pioneers in introducing novel approaches in teaching and applying the principles of strategy --Robert M. Grant, Bocconi University, author of Contemporary Strategy Analysis In a complex, fast changing world, where we are bombarded by words, numbers and reports, the visual-first approach to strategy provided by Strategy Builder is immensely helpful for inspiring and communicating a clearer vision of how to move forward. -- Rachna Bhasin, VP Strategy, SiriusXM At last someone has grasped this idea and come up with a way to help us demonstrate strategic plans and ambitions in a creative new way. --Vikki Heywood CBE, Chair of The Royal Society for the Arts This wonderful book is the first to solve a near-universal problem: communicating strategic ideas is just as hard and just as important as coming up with them in the first place, and both are visual activities. The question is not "Do you understand?" but "Do you see?" --William Duggan, Professor, Columbia University, author Strategic Intuition This book shows how to draw an organization's strategy so you see what's been considered, what's not been considered, and how things are related.. Strategy building is presented as a fun and involving learning process.The approach is revolutionary in that it enables not only the development but also the easy sharing of strategic understanding. --Roger L.M. Dunbar, Emeritus Professor, Stern School of Business, New York University What a great idea! They layout is also really thoughtful; it makes you immediately want to get out a pencil and start doodling. --Adam Martin, Customer Solutions Director, The Brakes Group As a time pressed executive it was a delight to find a book that I can dip into to find the best strategic frameworks - those that have proved the test of time and academic scrutiny as being truly useful in the workplace. Even better for an inveterate scribbler: endorsement that a picture and 'permission to play' with ideas visually really does say a thousand words and more! --Sarah Mitson, Global Business Director, TNSGlobal This is an invaluable resource for anyone executive wanting to improve whittening in strategy development and communication. The accessible layout means that the book itself can play an active and inspiring role in strategy discussions. --Matt Thomas, Director, Braxton Associates, Strategy Consultants At last a book that grasps the implications of recent psychology: people think visually as well as verbally. The authors provide powerful visual devices that will both help managers conceive better strategies and enable their people to execute them more effectively. --Richard Whittington, Professor at Saïd Business School, Oxford University A powerful approach to make strategy more engaging again! Strategy Builder is landmark book is destined to make an important impact to the field of strategy, strategizing and strategic management. Executives across the board (and students of strategy) will find the core message of this book counterintuitive and compelling. The idea of "drawing" strategy may seem like child's play, yet all great strategists and philosophers know that it is through such "serious play" that allows us to see things differently so that we can see different things. --Robert Wright, Professor of Strategy, Hong Kong Polytechnic University

The Russian invasion of Crimea in 2014, subsequent war in Eastern Ukraine and economic sanctions imposed by the West, transformed European politics. These events marked a dramatic shift away from the optimism of the post-Cold War era. The conflict did not escalate to the levels originally feared but nor was either side able to bring it to a definitive conclusion. Ukraine suffered a loss of territory but was not forced into changing its policies away from the Westward course adopted as a result of the EuroMaidan uprising of February 2014. President Putin was left supporting a separatist enclave as Russia's economy suffered significant damage. In Ukraine and the Art of Strategy, Lawrence Freedman-author of the landmark Strategy: A History-provides an account of the origins and course of the Russia-Ukraine conflict through the lens of strategy. Freedman describes the development of President Putin's anxieties that former Soviet countries were being drawn towards the European Union, the effective pressure he put on President Yanukovich of Ukraine during 2013 to turn away from the EU and the resulting 'EuroMaidan Revolution' which led to Yanukovych fleeing. He explores the reluctance of Putin to use Russian forces to do more that consolidate the insurgency in Eastern Ukraine, the failure of the Minsk peace process and the limits of the international response. Putin's strategic-making is kept in view at all times, including his use of 'information warfare' and attempts to influence the American election. In contrast to those who see the Russian leader as a master operator who catches out the West with bold moves Freedman sees him as impulsive and so forced to improvise when his gambles fail. Freedman's application of his strategic perspective to this supremely important conflict challenges our understanding of some of its key features and the idea that Vladimir Putin is unmatched as a strategic mastermind.

Digital Libraries Applications

Third Chinese Conference, PRCV 2020, Nanjing, China, October 16–18, 2020, Proceedings, Part I

Harnessing Images, Instagram, Infographics and Pinterest to Grow Your Business Online

15th International Conference Vietri sul Mare, Italy, September 8-11, 2009 Proceedings

Strategic Place Branding Methodologies and Theory for Tourist Attraction

Advice On Social Media Image Marketing

Advanced Workshop on Content Computing, AWCC 2004, Zhen Jiang, Jiang Su, China, November 15-17, 2004, Proceedings

Visual Social Media Marketing is changing the way that we communicate online. This book will show you exactly how to harness the explosive growth of visual sites and social networks to get results for your business. Over the past few years, the web has become very crowded and social networks are even more cluttered. Visual images have emerged as an effective way to break through the clutter and reach your audience online. It isn't just about social media or social networks either. If you want your website or blog to stand out from the crowd, this book shows that the digital turn in photography was anticipated by the conceptualization of images within systems, and thus offers new perspectives for understanding the digital revolution. With social media only a strategic understanding, but also a tactical plan for how you can grow your business by using visuals.

The globalization of the competitive landscape has forced companies to fundamentally rethink their strategies. Whereas once only a few industries such as oil could be labeled truly global, today many-from pharmaceuticals to aircraft to computers-have become global in scale and scope. As a consequence, creating a global competitive advantage has become a key strategic issue for many companies. Crafting a global strategy requires making decisions about which strategy elements can and should be globalized and to which markets they should be applied.

As corporations move aggressively into the business of education, the boundaries between the profit and nonprofit sectors are blurring, forcing administrators to adopt a strategic approach to ensuring the health of their institutions. This book shows academic leaders how to effectively navigate this change in tactics.

This volume documents the results and presentations relating to the use of wavelet theory and other methods in surface fitting and image reconstruction of the Second International Conference on Curves and Surfaces, held in Chamonix in 1993. The papers represent directions for future research and development in many areas of application.

Social Media Marketing Tips For Business

Strategies of Visual Communication in Medieval Art

Wavelets, Images, and Surface Fitting

A Mode-switching Strategy

Digital Image Systems

How Strategy Really Works

Fundamentals of Global Strategy

Optimum-Path Forest: Theory, Algorithms, and Applications was first published in 2008 in its supervised and unsupervised versions with applications in medicine and image classification. Since then, it has expanded to a variety of other applications such as remote sensing, electrical and petroleum engineering, and biology. In recent years, multi-label and semi-supervised versions were also developed to handle video classification problems. The book presents the principles, algorithms and applications of Optimum-Path Forest, giving the theory and state-of-the-art as well as insights into future directions. Presents the first book on Optimum-path Forest Shows how it can be used with Deep Learning Gives a wide range of applications Includes the methods, underlying theory and applications of Optimum-Path Forest (OPF) Offers information on creating effective visual social marketing strategies as part of a business' overall marketing and social media plans.

In Digital Image Systems, Claus Guntt examines the antagonizing reactions to digital technologies in photography. While Thomas Ruff, Andreas Gursky and Jörg Sasse have gradually adopted digital imaging tools in the early 1990s, other photographers from the Düsseldorf School have remained faithful to film-based technologies. By evaluating the aesthetic and discursive preconditions of this situation and by extensively analyzing the digital work of these three photographers, this book shows that the digital turn in photography was anticipated by the conceptualization of images within systems, and thus offers new perspectives for understanding the digital revolution. Explains how companies must pinpoint business strategies to a few critically important choices, identifying common blunders while outlining simple exercises and questions that can guide day-to-day and long-term decisions.

The Multinational Firm

Impact and Role in International Marketing

How Do Images Work?

6th International Symposium, ISVC 2010, Las Vegas, NV, USA, November 29-December 1, 2010, Proceedings, Part I

Marketing Management

Remote Sensing for a Changing Europe

From Tactics to Strategy

The book quickly brings you up to speed on the how's and what for's in using images across the major social media platforms, gives solid examples that clearly demonstrate these practices in action, and details on tools to make the task a lot less daunting for everyone. In this book, you will discover quick and easy ways to create powerful images of all kinds - photos, graphics, animated GIFs, memes, and more - and how best to optimize their use across the most popular social networks: Facebook, Twitter, Pinterest, Instagram, and Google+. It shows you how to produce visual content that will stand out from the crowd, that your fans will love, and that will boost your overall social media marketing strategy to increase engagement and drive sales. You'll learn: - 4 Ways to Prepare Your Brand to Create Stunning Social Media Images - The 10 Key Principles of Successful Social Media Image - 5 Ways to Brand Your Images on Social Media Photos on Social Media: How to Snap Super Shots Every Time and much more
It is the great pleasure that we present the proceedings of the 6th Inter- tional, Symposium on Visual Computing (ISVC 2010), which was held in Las Vegas, Nevada. ISVC provides a common umbrella for the four main areas of visual computing including vision, graphics, visualization, and virtual reality. The goal is to provide a forum for researchers, scientists, engineers, and pr- titioners throughout the world to present their latest research findings, ideas, developments, and applications in the broader area of visual computing. This year, the program consisted of 14 oral sessions, one poster session, 7 special tracks, and 6 keynote presentations. The response to the call for papers was very good; we received over 300 submissions for the main symposium from which we accepted 93 papers for oral presentation and 73 papers for poster p- sentation. Special track papers were solicited separately through the Organizing and Program Committees of each track. A total of 44 papers were accepted for oral presentation and 6 papers for poster presentation in the special tracks.

The seven-volume set LNCS 12261, 12262, 12263, 12264, 12265, 12266, and 12267 constitutes the refereed proceedings of the 23rd International Conference on Medical Image Computing and Computer-Assisted Intervention, MICCAI 2020, held in Lima, Peru, in October 2020. The conference was held virtually due to the COVID-19 pandemic. The 542 revised full papers presented were carefully reviewed and selected from 1809 submissions in a double-blind review process. The papers are organized in the following topical sections: Part I: machine learning methodologies Part II: image reconstruction; prediction and diagnosis; cross-domain methods and reconstruction; domain adaptatïon; machine learning applications; generative adversarial networks Part III: CAI applications; image registration; instrumentation and surgical phase detection; navigation and visualization; ultrasound imaging; video image analysis Part IV: segmentation; shape models and landmark detection Part V: biological, optical, microscopic imaging; cell segmentation and stain normalization; histopathology image analysis; ophthalmology Part VI: angiography and vessel analysis; breast imaging; colonoscopy; dermatology; fetal imaging; heart and lung imaging; musculoskeletal imaging Part VI: brain development and atlases; DWI and tractography; functional brain networks; neuroimaging; positron emission tomography

FROM THE AUTHOR OF THE #1 AMAZON WEB MARKETING BESTSELLER, 500 SOCIAL MEDIA MARKETING TIPS... Are you maximizing the potential of images on social media? Captivating, quality images are now a necessity for brands who want to succeed in the ultra-competitive environment of social marketing, but thousands continue to get them all wrong. Poor images don't just reflect badly on your business, but mean precious opportunities to engage and connect with customers go astray every single day. In The Guide Social Media Images for Business, you will discover quick and easy ways to create powerful images of all kinds - photos, graphics, animated GIFs, memes, and more - and how best to optimize their use across the most popular social networks: Facebook, Twitter, Pinterest, Instagram, and Google+. The Guide Social Media Images for Business will show you how to produce visual content that will stand out from the crowd, that your fans will love, and that will boost your overall social media marketing strategy in order to increase engagement and drive sales. Everything you need to fire up a strong visual strategy you will learn: Why Quality Images So Crucial to Brands on Social Media4 Ways to Prepare Your Brand to Create Stunning Social Media ImagesThe 10 Key Principles of Successful Social Media Image5 Ways to Brand Your Images on Social Media: How to Snap Super Shots Every Time7 Types of Photographs that Your Social Media Fans Will Love10 Places to Find Totally Free, High Quality Photos to Use on Social MediaInfographics on Social Media: Ideas Your Audience Will Love5 Easy Ways to Create Irresistible Photos and Graphics for Social MediaInfographics on Social Media: How to Create Irresistible Visualisations for Ideas and Data4 Easy and Free Ways to Create Infographics for Social MediaAnimated GIFs on Social Media: Best Practices and Strategies for Success5 Easy Ways to Find And Create Animated GIFS For Social MediaMemes on Social Media: Best Practices and Strategies for Success7 Quick and Easy Ways to Create Memes for Social MediaPresentations on Social Media: Best Practices and Strategies for Success7 Ways to Build and Optimize Presentations for Social MediaStatistics, Case Studies, and Best Practices for Images on Facebook, Twitter, Pinterest, Instagram, and Google+Legal Considerations for Using Images on Social Media Bonus! Over 100 totally FREE images to download, edit, and useGet access to an exclusive gallery of high resolution photos, snapped by the author, to use within your social media strategy. Ready to Kick Start Your Social Media Image Marketing? Images are the most popular content type on social networks, both for posting and sharing. When you consider that the human brain processes visuals 60,000 faster than text and images are the way we all make sense of the world, their importance in social media marketing cannot be understated. Get ahead of the competition and start making the very most of everything that top quality social media images can do for your business. Scroll up and click "Add to Cart" to get started!

Proceedings of the 28th Symposium of the European Association of Remote Sensing Laboratories, Istanbul, Turkey, 2-5 June 2008

New Reflections on Teacher Leadership

Playing to Win

Mirror Images

Advances in Visual Computing

The Effectiveness of Systematic Search Strategy Training for the Analysis of Panoramic Images

"I was able to read this book very quickly and apply the lessons immediately!"-- David T. Jackson, CIO, Welch'sThis is a must read for any technical professional wanting to move their career forward."-- Eric Bloom, InfoWorld columnist, President of Manager Mechanics, and former CIOCommunication is EverythingOne of the most powerful capabilities you can build for success in today's complex business world is the ability to persuade and influence others through clear and compelling communication. Leadership and communication go hand-in-hand. Leveraging sound presentation strategies is key to leading change, which is at the heart of all IT-related initiatives. That's why it's crucial that we continually improve presentation and other professional communication skills.Improving these skills allows you to be able to command attention, wield influence, and gain respect as a leader.Start Today!In this book, you will learn a crucial foundational perspective that will set the tone for all of your future business conversations. You will also learn three powerful strategies to help you overcome the largest hurdles for IT professionals in today's business world. You will learn how to speak in the language of your audience, how to properly focus your core message, and how to capture attention through stories.The book also includes a special 12-point checklist that will make key lessons easy to review anytime you are preparing for a presentation or discussion.Get your copy now!More Praise for Leading the Conversation"This is a very enjoyable read, and more importantly, clearly explains how to be a more effective and influential communication.""A must-read for IT professionals who are interested in leadership and communication."" Succinct, clearly written, and useful."

Digital libraries (DLs) have evolved since their launch in 1991 into an important type of information system, with widespread application. This volume advances that trend further by describing new research and development in the DL field that builds upon the 5S (Societies, Scenarios, Spaces, Structures, Streams) framework, which is discussed in three other DL volumes in this series.While the 5S framework may be used to describe many types of information systems, and is likely to have even broader utility and appeal, we focus here on digital libraries. Drawing upon six (Akbar, Kozievich, Leidig, Li, Murthy, Park) completed and two (Chen, Fouh) in-process dissertations, as well as the efforts of collaborating researchers, and scores of related publications, presentations, tutorials, and reports, this book demonstrates the applicability of 5S in five digital library application areas, that also have importance in the context of the WWW, Web 2.0, and innovative information systems. By integrating surveys of the state-of-the-art, newresearch, connections with formalization, case studies, and exercises/projects, this book can serve as a textbook for those interested in computing, information, and/or library science. Chapter 1 focuses on images, explaining how they connect with information retrieval, in the context of CBIR systems. Chapter 2 gives two case studies of DLs used in education, which is one of the most common applications of digital libraries. Chapter 3 covers social networks, which are at the heart of work onWeb 2.0, explaining the construction and use of deduced graphs, that can enhance retrieval and recommendation. Chapter 4 demonstrates the value of DLs in eScience, focusing, in particular, on cyber-infrastructure for simulation. Chapter 5 surveys geospatial information in DLs, with a case study on geocoding. Given this rich content, we trust that any interested in digital libraries, or in related systems, will find this volume to be motivating, intellectually satisfying, and useful. We hope it will help move digital libraries forward into a science as well as a practice. We hope it will help build community that will address the needs of the next generation of DLs. Table of Contents: Content-Based Image Retrieval / Education / Social Networks in Digital Libraries / eScience and Simulation Digital Libraries / Geospatial Information / Bibliography

This book constitutes the refereed proceedings of the 15th International Conference on Image Analysis and Processing, ICIPAP 2009, held in Vietri sul Mare, Italy, in September 2009. The 107 revised full papers presented together with 3 invited papers were carefully reviewed and selected from 168 submissions. The papers are organized in topical sections on computer graphics and image processing, low and middle level processing, 2D and 3D segmentation, feature extraction and image analysis, object detection and recognition, video analysis and processing, pattern analysis and classification, learning, graphs and trees, applications, shape analysis, face analysis, medical imaging, and image analysis and pattern recognition.

This is the first-ever book about product and country images. It goes considerably beyond what was known until now about these images on buyer behavior and international market strategy. Thousands of companies use country identifiers as part of their international marketing strategy and hundreds of researchers have studied the ways in which these identifiers influence behavior. As markets become more international, the more prominently the origin of products will figure in sellers'and buyers'decisions. The time is ripe for practitioners and academicians to delve into the insights offered in this seminal volume so as to better prepare for meeting the competitive challenges of the global marketplace. National stereotyping and consumer biases in favor or against countries, based on image, have been known for some time to influence their marketplace decisions. Businesspeople who want to learn how to use country identifiers effectively, when to use them and when to avoid them, and how country images affect the behavior of consumers in their target markets will want to read this book cover to cover. Product-Country Images discusses the nature and role and influence of product-country images in international marketing strategy and consumer behavior. It is a wide-ranging and state-of-the-art book offering specific information and case studies to further understanding of the various aspects of this complex topic. Written by the world's preeminent researchers in the field from both academic and business sectors--a total of twenty-nine researchers from eleven countries--Product-Country Images presents the work of some of the best minds in the area--Johansson, Morello, Nebenzahl and Jaffe, Crawford and Lumpkin, Yaprak, Liefeld, and Wall, and the editors, Papadopoulos and Heslop, who have also authored some of it's chapters. The chapters cover areas related to the main theme from both theoretical and practical perspectives and address questions of international marketing strategy, public policy, and research methodology. The subject is treated at a level suitable for business executives, public policymakers, academic researchers, and university students. Generally, the influence of product country images is so pervasive that this will be an indispensable reference and guidebook to anyone interested in understanding better, and/or enhancing the effectiveness of, international consumer behavior, international marketing, and international marketing strategy. Academic researchers specializing in country-product images, international marketing, and other fields, such as decisionmaking, cultural anthropology, international behavior, and perhaps most importantly, social psychology for international relations, will find readily applicable information and new directions for further research. International business marketing practitioners and public policymakers will find the practical information on the role and importance of country image in attracting foreign investment, promoting a nation's exports, protecting domestic markets from imports, and capitalizing on major international events for promoting national image immediately useful in formulating strategies and policies. International marketing/business students will be better prepared for a competitive world from being exposed to this field of knowledge and its implications which are relevant to many subdisciplines. The made-in notion is a matter of tremendous importance in international marketing strategy, public policymaking, and research. With this in mind, editors Papadopoulos and Heslop take special care to achieve a blend of practice and theory and of the strategic, policy, and research perspectives. As such, Product-Country Images is divided into five main sections so that readers will be able to find the information they need: In the first section, the chapters that introduce the subject, provide an overview of the field.

Everything You Need To Fire Up A Strong Visual Strategy: Prepare Your Brand

The Six Choices That Will Transform Your Business

Content Computing

Pattern Recognition and Computer Vision

Ethics, Images of Strategy, and the War in Vietnam

Theory, Algorithms, and Applications

Visual Social Media Marketing

This book contains an Open Access chapter This volume is the first systematic survey of the interface between the aesthetic and strategic domains. The "aesthetic" turn in strategy encompasses the use of aesthetic features and style to create value, as well as the ways in which the useful and the beautiful can be brought together.

Photography and New Technologies at the Düsseldorf School

Big Picture Strategy

Ukraine and the Art of Strategy

Leading the Conversation

Creating Corporate Reputations : Identity, Image and Performance

The Big Picture

CBIR, Education, Social Networks, eScience/Simulation, and GIS