Purecloud For Salesforce Genesys

Cisco TelePresence™ Systems (CTS) create live, face-to-face meeting experiences, providing a breakthrough virtual conferencing and collaboration experience that transcends anything previously achievable by videoconferencing. Although the business case for deploying CTS is compelling, implementing it requires advanced knowledge of the latest networking technologies, an attention to detail, and thorough planning. In this book, four leading CTS technical experts cover everything you need to know to successfully design and deploy CTS in your environment. The authors cover every element of a working CTS solution: video, audio, signaling protocols and call processing, LAN and WAN design, multipoint, security, inter-company connectivity, and much more. They deliver start-to-finish coverage of CTS design for superior availability, QoS support, and security in converged networks. They also present the first chapter-length design guide of it's kind detailing the room requirements and recommendations for lighting, acoustics, and ambience within various types of TelePresence rooms. Cisco Telepresence Fundamentals is an indispensable resource for all technical professionals tasked with deploying CTS, including netadmins, sysadmins, audio/video specialists, VoIP specialists, and operations staff. This is the only book that: Introduces every component of a complete CTS solution and shows how they work together Walks through connecting CTS in real-world environments Demonstrates how to secure virtual meetings using Cisco firewalls and security protocols Includes a full chapter on effective TelePresence room design Walks through every aspect of SIP call signaling design, including both single-cluster and intercluster examples for use in a TelePresence environment Provides prequalification, room, and network path assessment considerations to help you anticipate and avoid problems Tim Szigeti, CCIE® No. 9794, technical leader within the Cisco® Enterprise Systems Engineering team, is responsible for defining Cisco TelePresence network deployment best practices. He also coauthored the Cisco Press book End-to-End QoS Network Design. Kevin McMenamy, senior manager of technical marketing in the Cisco TelePresence Systems Business Unit, has spent the past nine years at Cisco supporting IP videoconferencing, video telephony, and unified communications. Roland Saville, technical leader for the Cisco Enterprise Systems Engineering team, tests and develops best-practice design guides for Cisco TelePresence enterprise deployments. Alan Glowacki is a Cisco technical marketing engineer responsible for supporting Cisco TelePresence customers and sales teams. Use Cisco TelePresence Systems (CTS) to enhance global teamwork and collaboration, both within your own enterprise and with your customers, partners, and vendors Understand how the various components of the Cisco TelePresence Solution connect and work together Integrate CTS into existing LAN, enterprise, and service provider networks Successfully design and deploy a global TelePresence network Understand the importance of room dimensions, acoustics, lighting, and ambience and how to properly design the physical room environment Provide the high levels of network availability CTS requires Leverage the Cisco quality of service (QoS) tools most relevant to CTS network provisioning and deployment Systematically secure CTS using TLS, dTLS, sRTP, SSH, and Cisco firewalls This book is part of the Cisco Press® Fundamentals Series. Books in this series introduce networking professionals to new networking technologies, covering network topologies, sample deployment concepts, protocols, and management techniques. Category: IP Communications Covers: Cisco TelePresence Systems

The power of online auctions is attracting hundreds of thousands--if not millions--of users who want to turn their eBay hobbies into profitable businesses. While turning an eBay hobby into an eBay business might look easy, making that business profitable is much more difficult. Not enough sellers treat their eBay sales as a business, and subsequently are disappointed in the results. To launch a successful and profitable eBay business, the detailed instructions in this book will show you how to get started. It will help you determine what kind of business you want to run, write an action-oriented business plan, establish an effective accounting system, set up a home office, obtain starting inventory, arrange initial funding, establish an eBay presence, and arrange for automated post-auction management. This book is a step-by-step guide for anyone serious about making money from their eBay sales. Unlike other computer-oriented titles, this is a straight-ahead business book that shows how to set up and run different types of eBay businesses, and how to maximize sales and profits while doing so. This book includes a section titled "Choosing Your eBay Business" that details six different types of eBay businesses you can start. Included in this section is a chapter on eBay Trading Assistants (AKA drop-off stores or consignment stores), which is the newest form of an eBay business.

Customer experience pioneer Jeanne Bliss shows why "Make Mom Proud" companies outperform their competition. Her 5-step guide to customer experience and culture transformation makes this achievement possible. Bliss urges companies to make business personal to earn ardent fans and admirers, by focusing on one deceptively simple question: "Would you do that to your mother?" "Make Mom Proud" companies give customers the treatment they desire, and employees the ability to deliver it. They turn "gotcha" moments into "we've got your back" moments by rethinking business practices, and they enable employees to be part of the solution to fix customer frustrations. Bliss scoured the marketplace seeking companies who excel at living their core values, grounded in what we all learned as kids. She offers a five-step plan for evaluating your current behaviors and implementing actions at every level of the organization. Step 1. "Be the Person I Raised You to Be" Understand how you are hiring, developing and trusting employees to bring the best version of themselves to work. Vail resorts, for example, the world's largest ski resort operator, banned the three words "Our policy is..." from their vocabulary, freeing employees to take spirited actions to deliver "the experience of a lifetime." Step 2. "Don't Make Me Feed You Soap" Learn the eight key frustrations that bind us as customers (waiting, fear, anxiety, the black hole of no communication, etc.) and how to apply actions from companies who are delivering a seamless, frictionless and easy experience. Step 3. "Put Others Before Yourself" Determine if your focus is on helping customers achieve their goals – and evaluate how that is fueling your growth. Canada's Mayfair Diagnostics, for example, spent over a year studying the emotions of patients entering an imaging clinic, so they could redesign their welcome to deliver warmth and caring over procedure and process. The newly designed clinic achieved profitability in record time. Step 4. "Take the High Road" Learn how companies who do the right thing rise above the competition. Virgin Hotels, for example, named #1 U.S. hotel by Conde Nast Reader's Choice Awards, walked away from price gouging at the mini bar, so you'll never pay more for that Snickers bar than what you'd pay at the corner market. Step 5. "Stop the Shenanigans!" Evaluate your current company behaviors and identify the key actions that you can begin immediately. With 32 case studies and examples from more than 85 companies, this is a practical and easy to follow guide for your experience and culture transformation. Filled with cartoons to snapshot our experiences as customers, a "mom lens" to reflect continuously on your performance, and a "make-mom-proud-ometer" quiz – the book makes Bliss's approach accessible and approachable. Join the movement to #MakeMomProud by applying this book across your organization. Whether you're contemplating your company's returns policy, its social media presence, or its big-picture strategy, this approach will help your company anticipate both employee and customer needs, extend patience, and show respect at all times.

Never before has mankind changed so much so fast-but we rely on outdated demographic stereotypes to understand groups of people and target audiences. Now there's a better way to discover what matters to the people you are trying to motivate: a brand-new big-data tool that will change audience profiling for everything-forever. In We Are All the Same Age Now, David Allison, creator of Valuegraphics, explains how you can increase efficiency, create strategies that are eight times more effective, decrease internal politics around decisions, and be better equipped for disruption. He explains what Valuegraphics can do and offers the data samples and tools you need to get started using Valuegraphics immediately. He also shares how to make powerful values-based decisions throughout your organization and how to take your insights further. It's time to change the way you see the world and motivate more people more often-by embracing the power of Valuegraphics.

Valuegraphics, the End of Demographic Stereotypes

Making a Living from Your eBay Business

How Hard Is It to Be Your Customer?

Progress Review of Latvia's Public Utilities Commission

The Future of Enterprise Applications

How to Drive Sustainable Business Growth in the Customer Economy

Based on eight years of research visiting dozens of startups, tech companies and incumbents, Harvard Business School professor Thales Teixeira shows how and why consumer industries are disrupted, and what established companies can do about it—while highlighting the specific strategies potential startups use to gain a competitive edge. There is a pattern to digital disruption in an industry, whether the disruptor is Uber, Airbnb, Dollar Shave Club, Pillpack or one of countless other startups that have stolen large portions of market share from industry leaders, often in a matter of a few years. As Teixeira makes clear, the nature of competition has fundamentally changed. Using innovative new business models, startups are stealing customers by breaking the links in how consumers discover, buy and use products and services. By decoupling the customer value chain, these startups, instead of taking on the Unilevers and Nikes, BMW's and Sephoras of the world head on, peel away a piece of the consumer purchasing process. Birchbox offered women a new way to sample beauty products from a variety of companies from the convenience of their homes, without having to visit a store. Turo doesn't compete with GM. Instead, it offers people the benefit of driving without having to own a car themselves. Illustrated with vivid, indepth and exclusive accounts of both startups, and reigning incumbents like Best Buy and Comcast, as they struggle to respond, Unlocking the Customer Value Chain is an essential guide to demystifying how digital disruption takes place - and what companies can do to defend themselves.

Googlepedia® Third Edition The all-encompassing book about everything Google. Not only will you learn advanced search techniques, but you also will learn how to master Google's web and software tools. It's all inside! Google Chrome Google's new web browser Google Gadgets create your own gadgets Google Gears turn web applications into desktop applications Android use Google's phone Blogger create your own personal blog Gmail Google's web-based email service Google Web Search the most popular search on the Internet Google AdSense put profit-making ads on their own website Google AdWords buy keyword advertising on the Google site Google Product Search find hot deals without ever leaving your office chair Google Calendar a web-based scheduling and public calendar service Google Desktop search documents and emails on your PC's hard drive Google Docs create and share web-based word processing and spreadsheet documents Google Earth a fun way to view 3D maps of any location on Earth YouTube view and share videos over the Web Google Groups a collection of user-created message forums Google Maps maps, satellite images, and driving directions for any location GOOGLE MAY BE THE INTERNET'S MOST POPULAR SEARCH SITE, BUT IT'S ALSO MORE THAN JUST SIMPLE WEB SEARCHES. • Use Google developer tools and APIs • Create MySpace and Facebook applications with OpenSocial • Use Google Gears to turn web-based applications into desktop applications • Use Google to search for news headlines, scholarly articles, and the best prices on the Web • Read and respond to blog postings and create your own blogs with Blogger • View the latest viral videos with YouTube • Use Android, the new Google phone • Use Google with the Apple iPhone and iPod Touch • Create maps and driving directions with Google Maps • Use Google's free web-based email service Gmail • Create your own custom Google Maps mashups—and put customized Google search on your own website Michael Miller has written more than 80 nonfiction how-to books, including Que's Absolute Beginner's Guide to Computer Basics, YouTube for Business, and Photopedia: The Ultimate Digital Photography Resource. Category: Internet Covers: Google User Level: Intermediate to Advanced

Data is raw facts and figures and information is meaningful data that would be helpful for a person or company. Business intelligence extracts information from raw data through tools like data mining, perspective analysis, online analytical processing etc. The textbook will provide comprehensive information to readers about business intelligence and analytics. This book explores all the important aspects of business intelligence and analytics in the present day scenario. The topics covered in this extensive book deal with the core subjects of business intelligence. It aims to serve as a resource guide for students and facilitate the study of the discipline.

We generate and gather a lot of data about ourselves and others, some of it highly confidential. The collection, storage and use of this data is strictly regulated by laws, but restricting the use of data often limits the benefits which could be obtained from its analysis. Secure multi-party computation (SMC), a cryptographic technology, makes it possible to execute specific programs on confidential data while ensuring that no other sensitive information from the data is leaked. SMC has been the subject of academic study for more than 30 years, but first attempts to use it for actual computations in the early 2000s – although theoretically efficient – were initially not practicable. However, improvements in the situation have made possible the secure solving of even relatively large computational tasks. This book describes how many different computational tasks can be solved securely, yet efficiently. It describes how protocols can be combined to larger applications, and how the security-efficiency trade-offs of different components of an SMC application should be chosen. Many of the results described in this book were achieved as part of the project Usable and Efficient Secure Multi-party Computation (UaESMC), which was funded by the European Commission. The book will be of interest to all those whose work involves the secure analysis of confidential data.

How to Profit From the Coming Economic Collapse

Ignore Your Customers (and They'll Go Away)

Discover the Whole Story, Build the Right Product

Ten Tools to Create a World-Class Third-Party Selling Program

How Decoupling Drives Consumer Disruption

11th International Conference, TCC 2014, San Diego, CA, USA, February 24-26, 2014, Proceedings

From an award-winning New York Times reporter comes the full, mind-boggling true story of the lies, crimes, and ineptitude behind the Enron scandal that imperiled a presidency, destroyed a marketplace, and changed Washington and Wall Street forever. It was the corporate collapse that appeared to come out of nowhere. In late 2001, the Enron Corporation—a darling of the financial world, a company whose executives were friends of presidents and the powerful—imploded virtually overnight, leaving vast wreckage in its wake and sparking a criminal investigation that would last for years. Kurt Eichenwald transforms the unbelievable story of the Enron scandal into a rip-roaring narrative of epic proportions, taking readers behind every closed door—from the Oval Office to the executive suites, from the highest reaches of the Justice Department to the homes and bedrooms of the top officers. It is a tale of global reach—from Houston to Washington, from Bombay to London, from Munich to Sao Paolo—laying out the unbelievable scenes that twisted together to create this shocking true story. Eichenwald reveals never-disclosed details of a story that features a cast including George W. Bush, Dick Cheney, Paul O'Neill, Harvey Pitt, Colin Powell, Gray Davis, Arnold Schwarzenegger, Alan Greenspan, Ken Lay, Andy Fastow, Jeff Skilling, Bill Clinton, Rupert Murdoch and Sumner Redstone. With its you-are-there glimpse into the secretive worlds of corporate power, Conspiracy of Fools is an all-true financial and political thriller of cinematic proportions.

Learn how to create journey maps that actually get resultsNearly two out of three journey maps fail to drive customer-focused change. Find out how to make your initiative successful, and avoid the pitfalls that doom so many others, with this authoritative new book. With insights from dozens of CX pros, extensive research, and real-world case studies and examples, How Hard Is It to Be Your Customer will help you understand why some maps drive action - leading to an improved customer experience, greater customer loyalty, and impressive ROI - while others just gather dust on a shelf.

How organisations can drive growth in the Customer Economy The Digital Revolution has changed the business landscape in remarkable ways and will continue to do so. Organisations across industries and around the world are being disrupted and digitised at increasing pace – putting far more power in the hands of both customers and end-consumers. The traditional inside-out, functionally-siloed business model, typical of the product and sales-led growth era is over. The Customer Catalyst shows how organisations can put customers truly at the heart of their business and catalyse genuine, sustainable growth. Future business models are no longer about functions – they are beginning to revolve around customers. Customer-led companies will, over time, unpack their static functional activities and transform their structure. Customer advocates already wield massive influence in a customer's buying process, and this is only set to increase. This is already changing the role and nature of business functions and Sales is no longer seen as the only source of growth. The Customer Economy is placing greater demands on businesses and offers greater rewards to the businesses that meet and exceed customer expectations. This invaluable book will enable readers to: Lead their organisations to more profitable and sustainable growth Transform their organisations to become truly customer-centric with the C-change growth engine Explore in-depth stories from leaders of companies such as Zoom, Signify, Starling Bank, Ritz Carlton, Microsoft and Finastra with frank advice and practical steps to achieve success Help their companies adapt to, and profit from, the new realities of the Customer Economy Gain important insights from business leaders on best practice in key customer-centric growth areas The Customer Catalyst shows businesses how to survive the transition to the Customer Economy, transform to align around today's dynamic customer needs, and ultimately, drive sustainable business growth.

Summary Spring Microservices in Action teaches you how to build microservice-based applications using Java and the Spring platform. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the technology Microservices break up your code into small, distributed, and independent services that require careful forethought and design. Fortunately, Spring Boot and Spring Cloud simplify your microservice applications, just as the Spring Framework simplifies enterprise Java development. Spring Boot removes the boilerplate code involved with writing a REST-based service. Spring Cloud provides a suite of tools for the discovery, routing, and deployment of microservices to the enterprise and the cloud. About the Book Spring Microservices in Action teaches you how to build microservice-based applications using Java and the Spring platform. You'll learn to do microservice design as you build and deploy your first Spring Cloud application. Throughout the book, carefully selected real-life examples expose microservice-based patterns for configuring, routing, scaling, and deploying your services. You'll see how Spring's intuitive tooling can help augment and refactor existing applications with micro services. What's Inside Core microservice design principles Managing configuration with Spring Cloud Config Client-side resiliency with Spring, Hystrix, and Ribbon Intelligent routing using Netflix Zuul Deploying Spring Cloud applications About the Reader This book is written for developers with Java and Spring experience. About the Author John Carnell is a senior cloud engineer with twenty years of experience in Java. Table of contents Welcome to the cloud, Spring Building microservices with Spring Boot Controlling your configuration with Spring Cloud configuration server On service discovery When bad things happen: client resiliency patterns with Spring Cloud and Netflix Hystrix Service routing with Spring Cloud and Zuul Securing your microservices Event-driven architecture with Spring Cloud Stream Distributed tracing with Spring Cloud Sleuth and Zipkin Deploying your microservices

Pregnancy and Childbirth in Women's Literature

The Ultimate Google Resource

Learn Windows PowerShell 3 in a Month of Lunches

Information System Adoption

Conspiracy of Fools

Presents a guide on how to use Windows PowerShell to script Windows administrative tasks and control Windows from the command line.

Cloud ComputingWeb-Based Applications That Change the Way You Work and Collaborate OnlineQue Publishing

The economic tipping point for the United States is no longer theoretical. It is a reality today. The country has gone from the world's largest creditor to its greatest debtor; the value of the dollar is sinking; domestic manufacturing is winding down - and these trends don't seem to be slowing. Peter Schiff casts a sharp, clear-sighted eye on these factors and explains what the possible effects may be and how investors can protect themselves. For more than a decade, Schiff has not only observed the U.S. economy, but also helped his clients reposition their portfolios to reflect his outlook. What he sees is a nation facing an economic storm brought on by growing federal, personal, and corporate debt, too-little savings, a declining dollar, and lack of domestic manufacturing. Crash-Proof is an informed and informative warning of a looming period marked by sizeable tax hikes, loss of retirement benefits, double digit inflation, even - as happened recently in Argentina - the possible collapse of the middle class. However, Schiff does have a survival plan that can provide the protection that readers will need in the coming years.

If you don't sell, you don't have a business. In Secrets of Successful Sales, Alison Edgar, The Entrepreneur's Godmother, brings together psychology and sales to help you develop a winning strategy for increasing sales and growing your business. Centred around Alison's Four Key Pillars of Sales methodology, this book enables you to understand customer behaviours, provides you with a foolproof process, explains how to create an effective strategy, and close with confidence.

Crash Proof

Absolute Beginner's Guide to Computer Basics

Stress and Productivity

Using Journey Mapping to Drive Customer Focused Change

Secrets of Successful Sales

The Customer Catalyst

This book constitutes the refereed proceedings of the 11th Theory of Cryptography Conference, TCC 2014, held in San Diego, CA, USA, in February 2014. The 30 revised full papers presented were carefully reviewed and selected from 90 submissions. The papers are organized in topical sections on

obfuscation, applications of obfuscation, zero knowledge, black-box separations, secure computation, coding and cryptographic applications, leakage, encryption, hardware-aided secure protocols, and encryption and signatures.

Blood on the Street is a riveting account of the Wall Street scam in which ordinary investors lost literally billions of dollars -- in many cases their life savings -- in one of the greatest deceptions ever, by the crack reporter who broke the original story. In one of the most outrageous examples of dirty dealing in the history of Wall Street, hundreds of millions of dollars in illicit profits were made during the booming 1990s as a result of research analysts issuing positive stock ratings on companies that kicked back investment banking business. Now, for the first time, award-winning journalist Charles Gasparino reveals the whole fascinating story of greed, arrogance, and corruption. It was Gasparino's front-page reporting in The Wall Street Journal that brought the story to national attention and spurred New York State attorney general Eliot Spitzer to launch an official probe. Now, Gasparino goes behind his own headlines to tell the inside story of this spectacular swindle -- with revelations from his unprecedented access to never-before-published depositions and documents, including e-mail exchanges leading all the way up to Citigroup CEO Sanford Weill. Drawing on his research and interviews with industry insiders, Gasparino takes readers into the back rooms of Wall Street's top investment firms and captures the outsize personalities of three key players: Salomon Smith Barney's Jack Grubman, a braggart with one of the largest salaries on Wall Street; Merrill Lynch's Henry Blodget, the Yale graduate who hyped his way to the top of the research pyramid; and Morgan Stanley's Mary Meeker, the "Queen of the Internet," who foresaw the market catastrophe but gave in to the pressures Blood on the Street shows how regulators, like former SEC chairman Arthur Levitt, allowed the deceptive practices to fester and grow during the 1990s bubble, leaving the door open for a then- little-known attorney general from New York State to step in and make his mark by holding Wall Street accountable. Gasparino provides the first major account of Spitzer's rise to prominence, detailing how the attorney general pursued key players to build his case against Wall Street, including his shifting allegiance to the powerful New York Stock Exchange chairman Richard Grasso. A fast-paced narrative rich in sharp insights, Blood on the Street is the definitive book on the financial debacle that affected millions of Americans.

Cloud Computing: Web-Based Applications That Change the Way You Work and Collaborate On-Line Computing as you know it has changed. No longer are you tied to using expensive programs stored on your computer. No longer will you be able to only access your data from one computer. No longer will you be tied to doing work only from your work computer or playing only from your personal computer. Enter cloud computing—an exciting new way to work with programs and data, collaborate with friends and family, share ideas with coworkers and friends, and most of all, be more productive! The "cloud" consists of thousands of computers and servers, all linked and accessible to you via the Internet. With cloud computing, everything you do is now web-based instead of being desktop-based: you can access all your programs and documents from any computer that's connected to the Internet. Whether you want to share photographs with your family, coordinate volunteers for a community organization, or manage a multi-faceted project in a large organization, cloud computing can help you do it more easily than ever before. Trust us. If you need to collaborate, cloud computing is the way to do it. • Learn what cloud computing is, how it works, who should use it, and why it's the wave of the future. • Explore the practical benefits of cloud computing, from saving money on expensive programs to accessing your documents ANYWHERE. • See just how easy it is to manage work and personal schedules, share documents with coworkers and friends, edit digital photos, and much more! • Learn how to use web-based applications to collaborate on reports and presentations, share online calendars and to-do lists, manage large projects, and edit and store digital photographs. Michael Miller is known for his casual, easy-to-read writing style and his ability to explain a wide variety of complex topics to an everyday audience. Mr. Miller has written more than 80 nonfiction books over the past two decades, with more than a million copies in print. His books for Que include Absolute Beginner's Guide to Computer Basics, Googlepedia: The Ultimate Google Resource, and Is It Safe?: Protecting Your Computer, Your Business, and Yourself Online. His website is located at www.molehillgroup.com. Covers the most popular cloud-based applications, including the following: • Adobe Photoshop Express • Apple MobileMe • Glide OS • Google Docs • Microsoft Office Live Workspace • Zoho Office CATEGORY: Web Applications COVERS: Cloud Computing USER LEVEL: Beginner-Intermediate

Everything one needs to know about how Windows Vista works is illustrated in this book. No other book drills as deeply into the inner workings of Windows, showing how things work behind the scenes. The series sports a rich, full-color, 8 x 10 layout illustrated by Michael Troller.

Bearing Liminality, Laboring White Ink

Cisco TelePresence Fundamentals

The Simple Playbook for Delivering the Ultimate Customer Service Experience

Citizen Relationship Management

Spring Microservices in Action

Brand Touch Points

Is It Safe? PROTECTING YOUR COMPUTER, YOUR BUSINESS, AND YOURSELF ONLINE IDENTITY THEFT. DATA THEFT. INTERNET FRAUD. ONLINE SURVEILLANCE. EMAIL SCAMS. Hacks, attacks, and viruses. The Internet is a dangerous place. In years past, you could protect your computer from malicious activity by installing an antivirus program and activating a firewall utility. Unfortunately, that's no longer good enough: the Internet has become a much darker place, plagued not only by rogue software but also by dangerous criminals and shadowy government agencies. Is It Safe? addresses the new generation of security threat. It presents information about each type of threat and then discusses ways to minimize and recover from those threats. Is It Safe? differs from other security books by focusing more on the social aspects of online security than purely the technical aspects. Yes, this book still covers topics such as antivirus programs and spam blockers, but it recognizes that today's online security issues are more behavioral in nature– phishing schemes, email scams, and the like. Are you being scammed? Learn how to spot the newest and most insidious computer security threats– fraudulent retailers, eBay scammers, online con artists, and the like. Is your identity safe? Avoid being one of the nine million Americans each year who have their identities stolen. Today's real Internet threats aren't viruses and spam. Today's real threat are thieves who steal your identity, rack up thousands on your credit card, open businesses under your name, commit crimes, and forever damage your reputation! Is Big Brother watching? Get the scoop on online tracking and surveillance. We examine just who might be tracking your online activities and why. Is your employer watching you? How to tell when you're being monitored: and how to determine what is acceptable and what isn't. Michael Miller has written more than 80 nonfiction books over the past two decades. His best-selling books include Que's YouTube 4 You, Googlepedia: The Ultimate Google Resource, iPodpedia: The Ultimate iPod and iTunes Resource, and Absolute Beginner's Guide to Computer Basics. He has established a reputation for clearly explaining technical topics to nontechnical readers and for offering useful real-world advice about complicated topics.

Discover how to create exceptional customer service and a superior customer experience, learning from the greatest companies of our time. When it comes to delivering great customer service and customer experience, many companies miss the mark. But there's no reason this should include you and your company. Ignore Your Customers (and They'll Go Away) spells out, step by step, how to craft a customer service culture and customer experience so powerful that they'll transform your organization and boost your company's bottom line. You'll enjoy inspirational, often hilarious, tales from the trenches as author Micah Solomon, one of the world's best-known customer service consultants, relates hands-on adventures about assessing and improving customer service in various industries. You'll spend time behind the scenes with Zappos CEO Tony Hsieh and discover how the company delivers "wow" customer service. From Richard Branson, you'll learn how Virgin brands deliver authentic customer service (avoiding what Branson calls "Stepford Customer Service") and Branson's secrets for turning social media attackers into brand promoters. Drawing on a wealth of stories personally assembled from today's most innovative and successful companies, including Amazon, Cleveland Clinic, Drybar, USAA Insurance, and The Ritz-Carlton Hotel Company, Solomon reveals what it takes to turn a ho-hum customer interaction into one that drives customer engagement and lifelong loyalty.

"Literature has been a bastion of male creativity, not of female procreativity, which has traditionally inhibited the voices of women and disempowered their self-expression. This book explores the underestimated legacy of women's fiction and (semi-)autobiographical works about pregnancy and childbirth in Great Britain and North America during the nineteenth and twentieth centuries, highlighting the symbiosis between the processes of childbearing and writing, problematizing female subjugation to the patriarchal institution of motherhood, and compensating for the silence around the experience of becoming a mother in literature. Drawing on the anthropological concept of liminality, controversies about maternity within women's liberation movements, and milestones in French feminist theory, this book discusses pregnancy and childbirth as transformative events that can engender both women's imaginative responses to procreation and re-creations of memories about their prenatal/natal episodes, as well as therapeutic narratives of self-discovery and recovery from pain. Examining the works of authors such as Mary Shelley, Emily Bronte , Jean Rhys, Anai s Nin, Margaret Drabble, and Toni Morrison, this book positsa literary corpus of procreativity, written by women with an empowering 'white ink' to defend their (un)maternal freedom and (life-)writings"--

User story mapping is a valuable tool for software development, once you understand why and how to use it. This insightful book examines how this often misunderstood technique can help your team stay focused on users and their needs without getting lost in the enthusiasm for individual product features. Author Jeff Patton shows you how changeable story maps enable your team to hold better conversations about the project throughout the development process. Your team will learn to come away with a shared understanding of what you're attempting to build and why. Get a high-level view of story mapping, with an exercise to learn key concepts quickly Understand how stories really work, and how they come to life in Agile and Lean projects Dive into a story's lifecycle, starting with opportunities and moving deeper into discovery Prepare your stories, pay attention while they're built, and learn from those you convert to working software

Bridging Linguistics and Economics

Theory of Cryptography

Business Intelligence and Analytics

Driving Performance

Making Channel Sales Work

Applications of Secure Multiparty Computation

Regulators act as "market referees", balancing often competing interests of stakeholders in the sector, including governments, current and future actors in the markets, and consumers. At the same time, markets are changing at an unprecedented pace due to new technologies, the international drive toward carbon-neutral economies, shifts in consumer needs and preferences, and, most recently, the profound changes brought by the coronavirus pandemic. Assessing the performance of economic regulators must therefore be a continuous process. This progress review evaluates the changes put in place by Latvia's Public Utilities Commission since the previous OECD performance assessment review in 2016, in the interest of increasing the effectiveness of its regulatory activities and improving final outcomes for consumers and the economy.

Brand touchpoints are used to reinforce the basic premise of branding, which is to distinguish brands from their competitors and remain memorable, ultimately keeping customers resolute in their allegiance. Information related through brand touchpoints increases brand familiarity, contributes to a brands value, improves attitudes towards a brand, and in general is essential to maintain an ongoing relationship with consumers. Given the role of brand touchpoints, a look at contemporary issues is warranted. Brand Touchpoints is a collection of chapters by academics, practitioners and designers on the current evolution of brand communication. The book looks at existing issues in the marketplace and ways to influence the branding process. First, the changing role of brand touchpoints is reviewed in terms of the move from physical assets such as stores, trucks, and outdoor billboards to digital applications. A foundational sense of how consumers develop inferences surrounding brand touchpoints is then explored. Following this, prescriptive models for building brands to enhance the effectiveness of brand touchpoints are proposed. Then the ability of tangible touchpoints such as product design, packaging, and other tangible aspects of the brand to inform macro branding is reviewed. A case is made for more research on multisensory aspects of a brand. Chapters in the final section of the book explore brand touchpoints as it influences microtrends of prosocial consumers, children and ardent sports fans. To conclude, novel linkages in brand literature that set up an agenda for future research as it relates to consumer culture is discussed. The diverse set of chapters in this book offer a well-timed, in-depth summary of the various academic literature and industry phenomenon. Chapters are contributed by leading academic and industry experts which include: Chris Allen, University of Cincinnati; Clarinda Rodrigues, Linnaeus University; Claudio Alvarez, Baylor University; Conor Henderson, University of Oregon; Dominic Walsh, Landor Associates; Doug Ewing, Bowling Green State University; Drew Boyd, University of Cincinnati; Frank R. Kardes, University of Cincinnati; Frank Veltri, University of Oregon; Kathryn Mercurio, University of Oregon; Lars Bergkvist, Zayed University; Marc Mazodier, Zayed University; Matt Carcieri, The Jim Stengel Company; Maureen Morrin, Temple University; Peter Chamberlain, University of Cincinnati; Remi Trudel, Boston University; Sara Baskentli, City University of New York; Susan P. Mantel, University of Cincinnati; Susan Sokolowski, University of Oregon; Teresa Davis, The University of Sydney; Todd Timney, The University of Cincinnati; Xiaoqi Han, Western Connecticut State University

SMEs play an important role in economies, including Vietnam's. The need for ISs is now necessary in every enterprise. Most of published studies on information systems have been conducted in developed countries, with little in developing or less developed countries. From those few, there was no one focusing in Vietnam. This book examines the experiences of 7 Vietnamese SMEs when they adopted ISs. The authors investigated the reasons for, the process of, and the factors influencing information system adoption. The qualitative research method was used to answer research questions. Semi-structured interviews, content analysis and open coding were used as the data collection and analysis tool to explore participants' experiences. The analysis resulted in important findings. It confirmed some reasons and factors found in the literature concerning information system adoption in Vietnamese small and medium enterprises. Despite some similarities, the authors found some differences, such as government role, concerning the information system adoption. The results confirmed some factors and reasons, but also brought up some new ones. We suggest, therefore, some further studies on those.

LinkedIn is a powerful tool for selling...Here is the reality for many salespeople, recruiters and businesses out there, your prospects and customers are using LinkedIn, some are using it every single day. There are so many ways that you can use LinkedIn to sell and in this book, you will learn how one single well crafted LinkedIn message helped land a deal worth over £1,000,000. Not only that but Daniel also shows you 25 tried, tested and proven LinkedIn message templates as well. There are also several BONUS chapters including showing you how to build an effective LinkedIn profile and generate results from just 15 minutes per day with Social Selling. Daniel Disney is one of the world's leading LinkedIn and Social Selling experts. Daniel has generated £millions in revenue from LinkedIn, has built an audience of over 500,000 followers on LinkedIn and has content reaching millions of people every single month. If you, your team or your business are looking to use LinkedIn to sell, Daniel is the man to bring in.

Is It Safe? Protecting Your Computer, Your Business, and Yourself Online

Pistol's Promise

A Study of CRM in Government

A True Story

The "Make Mom Proud" Standard for How to Treat Your Customers

We Are All the Same Age Now

Guides beginning users through basic PC operations in Microsoft Windows, demonstrating how to print letters, manage finances, shop online, send and receive e-mail, and customize the desktop.

Pistol's Promise is book 1 of The Brethren MC trilogy. Books 2 and 3, Pistol's Rage and Pistol's Claim are available everywhere now! I'm back to claim what's mine. If she wasn't a mother by the time I came home, I swore I'd give her the baby she wanted. But Lisa forgot my promise and my face – until I stormed back into her life. And she realized something about me in my broken youth. And I'm coming to finish the job. Lisa Tallbrook doesn't remember me, but I've never forgotten her. Time has treated her well. Drew curves where none were before, painted a glistening sheen to her flowing hair. Made her all the more delicious to look at and touch. But the years haven't been as gentle to me. They've added tattoos to my back, scars to m fact, Lisa doesn't even recognize the boy who left her so long ago. All she sees when she looks at me is a savage biker eager to score. Hell, she might even be right. I'm certainly hungry to bind her in my bed. But she's not just another notch on my belt. She's the prize I've been denied the whole time I've been on the road. And I'm tired of waiting. I'm back in town on make my childhood sweetheart my own. And I'll fulfill the promise I made way back then: To put my baby in her womb. She'll never forget me again.

This study explores Customer Relationship Management (CRM) in government. Based on an interdisciplinary literature review and multiple-case study design, a model of Citizen Relationship Management (CiRM) is developed and discussed. The case studies explore the perceptions of CRM/CiRM by administrators, elected officials and consultants as well as its implement multijurisdictional environment in the United States: Although the explorative part of the study focuses broadly on a theoretical conceptualization of CiRM, the immediate empirical referent of research are the 311 initiatives in the City of Baltimore, the City of Chicago, the City of New York and Miami-Dade County. Thus, the results help administrators and researchers CRM is to a certain extent only partly able to make novel contributions to currently active reform movements in government. In addition, the study's findings support the idea that CiRM provides the means to a different kind of public participation.

By bridging the gap between linguistics and economics, this book sheds light on a range of mutually valuable topics.

User Story Mapping

Cloud Computing

Unlocking the Customer Value Chain

A Bad Boy Motorcycle Club Romance

Blood on the Street

The Sensational Inside Story of How Wall Street Analysts Duped a Generation of Investors