

The Perfect Product Launch Ibm United States

For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

This IBM® Redbooks® publication represents a compilation of best practices for deploying and configuring the IBM System Storage® DS5000 Series family of products. This book is intended for IBM technical professionals, Business Partners, and customers responsible for the planning, deployment, and maintenance of the IBM System Storage DS5000 Series family of products. We realize that setting up DS5000 Storage Servers can be a complex task. There is no single configuration that will be satisfactory for every application or situation. First, we provide a conceptual framework for understanding the hardware in a Storage Area Network. Then, we offer our guidelines, hints, and tips for the physical installation, cabling, and zoning, using the Storage Manager setup tasks. Next, we provide a quick guide to help you install and configure the DS5000 using best practices. After that, we turn our attention to the performance and tuning of various components and features, including numerous guidelines. We look at performance implications for various application products such as IBM DB2®, Oracle, IBM Tivoli® Storage Manager, Microsoft SQL server, and in particular, Microsoft Exchange server. Then we review the various tools available to simulate workloads and to measure, collect, and analyze performance data. We also consider the IBM AIX® environment, including IBM High Availability Cluster Multiprocessing (HACMP™) and IBM General Parallel File System (GPFS™). This edition of the book also includes guidelines for managing and using the DS5000 with the IBM System Storage SAN Volume Controller (SVC) and IBM Storwize® V7000.

IBM® Content Navigator provides a unified user interface for your Enterprise Content Management (ECM) solutions. It also provides a robust development platform so you can build customized user interface and applications to deliver value and an intelligent, business-centric experience. This IBM Redbooks® publication guides you through the Content Navigator platform, its architecture, and the available programming interfaces. It describes how you can configure and customize the user interface with the administration tools provided, and how you can customize and extend Content Navigator using available development options with sample code. Specifically, the book shows how to set up a development environment, and develop plug-ins that add an action, service, and feature to the user interface. Customization topics include implementing request and response filters, external data services (EDS), creating custom step processors, and using Content Navigator widgets in other applications. This book also covers mobile development, viewer customization, component deployment, and debugging and troubleshooting. This book is intended for IT architects, application designers and developers working with IBM Content Navigator and IBM ECM products. It offers a high-level description of how to extend and customize IBM Content Navigator and also more technical details of how to do implementations with sample code.

International Brand Management of Chinese Companies

New Product Development

Proven Strategies for Profitable Growth

This book is for new or aspiring computer science teachers wishing to improve their subject knowledge and gain confidence in the classroom. And it's for experienced computer science teachers who wish to hone their practice, in particular in the areas of explicit instruction, tackling misconceptions and exploring pedagogical content knowledge. You will read some of the backstory to our subject - the "e;hinterland"e; - those fascinating journeys into history that make the subject come alive and place it in historical context. These stories will help you to enrich your lessons, cement core knowledge, develop cultural capital and help you excite a life-long love for the subject. We will go beyond the mark scheme to explore the subject knowledge behind the answers, giving you the confidence to discuss the field in greater depth, enabling you to use explicit instruction methods: presenting skills and concepts clearly and directly enabling student mastery. We will explore misconceptions that arise when teaching our subject, so you can "e;head them off at the pass"e;. And we will look at teaching ideas - the pedagogical content knowledge (PCK) - exploring the helpful analogies, questions and activities that work for each topic: practices that can be lifted and dropped straight into the classroom to immediately enhance your teaching. Trainee or pre-service teachers, NQTs and early-career teachers will find this book invaluable, experienced teachers will find it inspiring, and all will benefit from a fresh look at the hinterland and subject pedagogy that makes computer science a fascinating subject to teach.

"This book studies the nature, relevance, and quality of standards with ICTs and the impact they have on businesses"--Provided by publisher.

Commercialization Secrets for Scientists and EngineersCRC Press

Inside System Storage: Volume II (Paperback)

Tools and Techniques for Organizational Impact

Network World

From Start to Finish

This carefully edited book presents recent research in Innovative Technologies in Management and Science, representing a widely spread interdisciplinary research area with many applications in various disciplines including engineering, medicine, technology, or environment, among others. It consists of eleven invited and scholarly edited chapters written by respectable researchers and experts in the fields that integrate ideas and novel concepts in Intelligent Systems and Informatics. Most of the chapters were selected from the initial contributions to the World of Innovation Conference held on April 3, 2012 in Wroclaw, Poland. The contributions are focusing on research and development of the latest IT technologies, in the field of Cloud Computing, IT modeling, as well as optimization problems. The chapters presented can be grouped into three categories: Innovation supported by Clouds Technology, Innovation proposals in management area, and Theoretical refinement for innovative solutions.

The new "2010 Red Book" contains extensive updates and additions and provides the latest pricing and product information on more than 100,000 prescription and OTC items.

It's tricky enough to spearhead a big project when you're the boss. But when you're the leader of a team of people who don't report to you, the obstacles are even greater. Results Without Authority is the definitive book for project managers looking to establish credibility and control. A groundbreaker in the field, it supplies a start-to-finish system for getting successful project results from cross-functional, outsourced, and other types of teams. The completely updated second edition includes new information on: ò Agile methods and evolving project management tools ò Strategies for working with virtual teams ò Analytical versus ôblinkö decision processes ò The use (and misuse) of social media in project environments ò The myth of multitasking. For project leaders lacking clear-cut authority, getting everyone on boardùand keeping them thereùcan be a challenge. Results Without Authority is the must-have guide for getting the best results from your team.

2012, Volume 26, Issue II

Building the Computer That Defeated the World Chess Champion

Soldier of Fortune 500

Managing Product Life Cycles

The aim of EUROPEAN RETAIL RESEARCH is to publish interesting manuscripts of high quality and innovativeness with a focus on retail researchers, retail lecturers, retail students and retail executives. As it has always been, retail executives are part of the target group and the knowledge transfer between retail research and retail management remains a part of the publication's concept. EUROPEAN RETAIL RESEARCH welcomes manuscripts on original theoretical or conceptual contributions as well as empirical research – based either on large-scale empirical data or on the case-study method. Following the state of the art in retail research, articles on any major issues that concern the general field of retailing and distribution are welcome. The review process will support the authors in enhancing the quality of their work and will offer the authors a reviewed publication outlet. Part of the concept of EUROPEAN RETAIL RESEARCH is an only short delay between manuscript submission and final publication, so it is intended to become a quick publication platform.

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

At last, a book that, with honesty and humor, reveals the consultant's hidden playbook. A top-level consultant who came back in from the cold to become a corporate executive with one of the top U.S. banks, Romaine chronicles the behind-the-scenes deal making among executives, consultants, and third-party outsourcers that typifies all too many of today's corporations. . . . Romaine also presents sound recommendations that can help responsible managers and consultants survive and win. - M. A. Turin, Former IBM Group Director for International Technical Support, Vice President of Gartner Group, President of Turin Associates. . . intriguing and very relevant, particularly in light of Enron. - Ralph Nader Even if you're not in business, it's an interesting story, and worth the read. - Foreword Finally, the real story about corporate America with its increased reliance on consultants. Since the 1990s, consulting solutions have become the de facto standard for solving business problems and providing cover for corporate decision makers. This is not the typical CEO whitewash, or business management primer. Steve Romaine offers a view never before shared with management or stockholders as he takes a hired gun's journey beginning at the outside looking in, and ending at the pinnacle of a corporation's power. Based on his experience of working for IBM, his later role as a self-employed consultant, and finally his responsibilities as senior vice president for NationsBank, Romaine makes it clear that the issues leading to the collapse of Enron were not isolated events. Soldier of Fortune 500 explores corporate cronyism between executives and their consultants, and builds a convincing case of how, without the proper safeguards, such cozy relationships can lead to pervasive problems, placing stockholders, employees, and the future viability of the American corporation at risk. This book is a must read for corporate managers, employees, and anyone involved with the consulting business. Steve Romaine (Fairfield, CT), now an independent consultant, has held high-level consulting and managerial positions with KPMG Consulting, The Monitor Company, NationsBank, Informed Technology Decisions, and IBM.

PC Mag

Successful Innovation in the Marketplace

How to Teach Computer Science

Inside System Storage: Volume I (Paperback)

Open innovation enabled through crowdsourcing is one of the hottest topics in management strategy today. Particularly striking - and of vital importance to the world - are the pioneering efforts to apply crowdsourcing technology and open innovation to solve social, environmental, and economic sustainability challenges. CrowdRising sets out these challenges as context and then highlights the experiences of leaders and early adopters, identifies implementation guidelines, critical success factors and lessons learned, and finally projects where the field is going in the future. With a strong focus on the applications of crowdsourcing for innovation, engagement, and market intelligence, the book profiles the initiatives of companies, NGOs, and technology providers using crowdsourcing to develop these solutions to global problems. It addresses the key challenges impacting organizations: 1) identifying more sustainable ways to design, distribute, transport, recycle, and repurpose products; and 2) discovering and implementing the systems needed to transform global economic growth, drive human prosperity, and replenish the planet's resources.

Keep ahead of your competitors! New Product Development will help you and your company overcome an expensive and common weakness: the lack of adequate new product development. This vital book examines the requirements of new product development in detail as well as in the context of corporate strategy. Packed with practical information that can immediately be put into effect, New Product Development can help you keep your company on the leading edge, no matter what type of industry you're in! This uniquely insightful volume will help you become a successful innovator by showing you how to plan and execute strategies for developing a continuous flow of new products and services to help you stay ahead of the competition. It demonstrates how innovation, far from being a staff function, is a dynamic line management task. It calls for the same aggressive thrust as marketing and sales, and every officer of the company, from the president on down, has a share in this responsibility. Medium size,

small, and even large companies constantly face a mass of problems in achieving successful innovation. New Product Development will help you deal with issues including: inaccurate budgeting costs exceeding budgets faulty market and technical research findings flaws in design inadequately durable materials unforeseen consumer rejection caused by the lack of proper consumer trials leakage of plans to competition failure by outside suppliers missed opportunities for cooperation with outside specialists poorly coordinated development staff ineffective leadership and much more! Beginning with an "executive summary" that will guide you quickly to the chapters most relevant to your business, this well-organized book should be on the shelf of every company officer who wants to see his firm prosper, innovate, and create new products that sell-now and for years to come!

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

Red Book 2010

Information Communication Technology Standardization for E-Business Sectors: Integrating Supply and Demand Factors

Building Routes to Customers

Commercialization Secrets for Scientists and Engineers

Leaders as Learners, Learners as Leaders Drawing upon firsthand experiences and insights from senior practitioners, Leading the Learning Function: Tools and Techniques for Organizational Impact offers best practices, tools, techniques, and processes that successful business leaders use to develop, build, and implement their personal leadership skill sets. The ATD Forum—a consortium for senior talent and learning practitioners to connect, collaborate, and share knowledge, best practices, and company experiences—sought to extend those accruing benefits more broadly in the profession to current and aspiring learning leaders and talent practitioners. In this book, Forum managers and book editors MJ Hall and Laleh Patel and Forum members set out to document the work learning leaders do to help themselves and others build organizational capabilities and successful results. In 26 chapters, Forum contributors—leaders in their respective organizations—offer insights and lessons about setting direction, managing processes, leading and developing people, making an impact, collaborating with stakeholders, using technology for learning, and innovating. Growing leadership skills is a lifelong journey; gaining a portfolio of techniques others have used successfully to solve similar business challenges can provide an edge in your role as a business advisor. Leading the Learning Function is just that portfolio.

China is certainly doing its best to keep the world mesmerized by its economic achievements. The Chinese economic growth story that begun 30 years ago has in terms of dynamics and duration long since surpassed all those "economic miracles" which have brought Germany, Japan, and the South East Asian Tigers into the top-league of the industrialized world. The rapid expansion of the Chinese economy has gone along with a fledged re-integration of China into the global economic system. In the course of the last 30 years China has become a major player in the global economy and today is on a trajectory towards even greater prominence. In recent years, the Chinese economy seems to have reached an important threshold line of economic development and global integration. In the first quarter century of reform and global opening, Chinese enterprises have been largely confined to a 'passive' role in the global division of labor. Foreign enterprises as the proprietors of greatly superior business models, production technologies, management models as well as very competitively established brands have been integrating Chinese players in their value chains and global operations. Lacking the necessary production technologies, products as well as marketing knowledge to successfully address OECD-consumers, Chinese enterprises have been hardly able to enter the global markets without such guidance. Now, this constellation is changing.

Building Routes to Customers explains the powerful "Routes-to-Market" approach for driving profitable growth. World-class organizations including IBM, Microsoft, HP, Cisco, Hitachi, Adobe and Plantronics, and hundreds of smaller companies, have adopted RTM to develop and execute highly successful go-to-market strategies and tactics. With a step-by-step approach and dozens of examples, the authors show how you can use RTM to: (1) Determine the optimal level of spending for each function in marketing, sales and customer service, for each market segment, product and service. (2) Optimize your marketing mix and sales and distribution channels to maximize revenue and profitability throughout the product life cycle. (3) Get everyone in product management, marketing, sales, customer service, and your distribution partners aligned and working together to maximize results. (4) Get the right products and services to the right customers at the right time. (5) Retain existing customers and create profitable new ones.

Leading the Learning Function

Pharmacy's Fundamental Reference

Fortune

European Retail Research

For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

Commercializing a knowledge-based product or service requires a realistic, methodical approach combined with a great deal of perseverance. Commercialization Secrets for Scientists and Engineers serves as a high-level guide to answering key questions and critical issues that confront founding entrepreneurs on their quest to commercialize their knowledge-based innovations. It highlights the unique problems shared by all technologists across knowledge-intensive fields and how to overcome the most predictable obstacles faced by technology entrepreneurs. It demystifies the process of commercializing advanced products that require a high degree of specialized knowledge. Typically, these are "disruptive technologies" with the potential to revolutionize whole industries. The book simplifies the launch of high-tech ventures such as pharmaceuticals, genetic and

biotechnology products, wireless devices, fuel cells, and minimally invasive medical devices. Additionally, it will help readers bring their disruptive technologies to profitability.

The riveting quest to construct the machine that would take on the world's greatest human chess player—told by the man who built it On May 11, 1997, millions worldwide heard news of a stunning victory, as a machine defeated the defending world chess champion, Garry Kasparov. Behind Deep Blue tells the inside story of the quest to create the mother of all chess machines and what happened at the two historic Deep Blue vs. Kasparov matches. Feng-hsiung Hsu, the system architect of Deep Blue, reveals how a modest student project started at Carnegie Mellon in 1985 led to the production of a multimillion-dollar supercomputer. Hsu discusses the setbacks, tensions, and rivalries in the race to develop the ultimate chess machine, and the wild controversies that culminated in the final triumph over the world's greatest human player. With a new foreword by Jon Kleinberg and a new preface from the author, Behind Deep Blue offers a remarkable look at one of the most famous advances in artificial intelligence, and the brilliant toolmaker who invented it.

Controlling a Project When the Team Doesn't Report to You

Integrating Supply and Demand Factors

Customizing and Extending IBM Content Navigator

Parable, practice and pedagogy