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Research in Mathematics and Public Policy - Mary Lee 2020-12-03

This volume features a variety of research projects at the intersection of mathematics and public policy. The topics included here fall in the areas of cybersecurity and climate change, two broad and impactful issues that benefit greatly from mathematical techniques. Each chapter in the book is a mathematical look into a specific research question related to one of these issues, an approach that offers the reader insight into the application of mathematics to important public policy questions. The articles in this volume are papers inspired by a Workshop for Women in Mathematics and Public Policy, held January 22-25, 2019 at the Institute for Pure and Applied Mathematics and the Luskin Center at the University of California, Los Angeles. The workshop was created to promote and develop women at all levels of their careers as researchers in mathematics and public policy. The idea was modeled after other successful Research Collaboration Conferences for Women, where junior and senior women come together at week-long conferences held at mathematics institutes to work on pre-defined research projects. The workshop focused on how mathematics can be used in public policy research and was designed to foster collaborative networks for women to help address the gender gap in mathematics and science.

Brand Failures - Matt Haig 2005

It's not just smaller, lesser-known companies that have launched dud brands. On the contrary, most of the world's global giants have launched new products that have flopped - spectacularly and at great cost. Haig organizes these 100 ""failures"" into ten types which include classic failures (e.g., New Coke), idea failures (e.g., R.J.Reynolds' smokeless cigarettes), extension failures (e.g. Harley Davidson perfume), culture failures (e.g., Kellogs in India), and technology failures (e.g., Pets.com).

The Education of Eva Moskowitz - Eva Moskowitz 2017-09-12

From Eva Moskowitz, the outspoken founder and CEO of the charter school Success Academy, comes a frank, feisty memoir about the rough-and-tumble battles to reform America's education system. Eva Moskowitz is a fighter with a reputation for having "sharp elbows"— if that's a synonym for getting the job done, she'll take it. A born and bred New Yorker, former City Councilmember, and "charter czarina," Moskowitz has taken on powerful unions and politicians to establish and grow her astonishingly effective and popular charter school program in four of the city's five boroughs. In this unabashedly candid memoir, Moskowitz tells of how she became a forward-thinking education entrepreneur and her fight to establish nearly three dozen schools—activism that has made her into one of the most polarizing figures in New York City and beyond. Now, having established a remarkable, even unprecedented, track record for guiding the city's most disadvantaged children to high academic performance, Moskowitz addresses the battles she has won and lost, writing candidly about the people who seek to undermine her work—most notably New York City Mayor Bill de Blasio—and celebrating the powerful allies who have aided her cause, including former Mayor Michael Bloomberg and Governor Andrew Cuomo. Moskowitz's insightful memoir is a deeply felt personal story and an impassioned call to action that bluntly identifies failing policies and the alarmingly powerful forces arrayed against improving an education system that is both deeply dysfunctional and prejudiced. The Education of Eva Moskowitz is sure to galvanize supporters, enrage her opponents, generate headlines, and urgently impact the national conversation on education.

Building the Tatmadaw - Maung Aung Myoe 2009-01-22

Ever since Myanmar regained her independence in January 1948, the Tatmadaw (Myanmar Armed Forces)

has been crucial in restoring and maintaining law and order. It is one of the most important institutions in Myanmar politics. Various aspects of the Tatmadaw have been studied. The most notable area of study has been the political role of the military. This study looks at the organizational development of the Myanmar armed forces. It analyses four different aspects of the Tatmadaw: military doctrine and strategy, organization and force structure, armament and force modernization, and military training and officer education. It sets out security perceptions and policies, charting developments in each phase against the situation at the time, and also notes the contributions of the leading actors in the process. Since early 1990s, the Tatmadaw has implemented a force modernization programme. This work studies rationales and strategy behind the force modernization programme and examines the military capabilities of the Tatmadaw. Drawing extensively from archival sources and existing literature, this empirically grounded research argues that, while the internal armed security threat to the state continues to play an important role, it is the external security threat that gives more weight to the expansion and modernization of the Tatmadaw since 1988. It also argues that, despite its imperfections, the Tatmadaw has transformed from a force essentially for counter-insurgency operations into a force capable of fighting in limited conventional warfare.

Advances in Knowledge Discovery and Data Mining - Ming-Syan Cheng 2002-04-26

This book constitutes the refereed proceedings of the 6th Pacific-Asia Conference on Knowledge Discovery and Data Mining, PAKDD 2002, held in Taipei, Taiwan, in May 2002. The 32 revised full papers and 20 short papers presented together with 4 invited contributions were carefully reviewed and selected from a total of 128 submissions. The papers are organized in topical sections on association rules; classification; interestingness; sequence mining; clustering; Web mining; semi-structure and concept mining; data warehouse and data cube; bio-data mining; temporal mining; and outliers, missing data, and causation.

Digital Logic Testing and Simulation - Alexander Miczo 2003-10-24

Your road map for meeting today's digital testing challenges Today, digital logic devices are common in products that impact public safety, including applications in transportation and human implants. Accurate testing has become more critical to reliability, safety, and the bottom line. Yet, as digital systems become more ubiquitous and complex, the challenge of testing them has become more difficult. As one development group designing a RISC stated, "the work required to . . . test a chip of this size approached the amount of effort required to design it." A valued reference for nearly two decades, Digital Logic Testing and Simulation has been significantly revised and updated for designers and test engineers who must meet this challenge. There is no single solution to the testing problem. Organized in an easy-to-follow, sequential format, this Second Edition familiarizes the reader with the many different strategies for testing and their applications, and assesses the strengths and weaknesses of the various approaches. The book reviews the building blocks of a successful testing strategy and guides the reader on choosing the best solution for a particular application. Digital Logic Testing and Simulation, Second Edition covers such key topics as: * Binary Decision Diagrams (BDDs) and cycle-based simulation * Tester architectures/Standard Test Interface Language (STIL) * Practical algorithms written in a Hardware Design Language (HDL) * Fault tolerance * Behavioral Automatic Test Pattern Generation (ATPG) * The development of the Test Design Expert (TDX), the many obstacles encountered and lessons learned in creating this novel testing approach Up-to-date and comprehensive, Digital Logic Testing and Simulation is an important resource for anyone

charged with pinpointing faulty products and assuring quality, safety, and profitability.

Data Science and Analytics - Brajendra Panda 2018-03-07

This book constitutes the refereed proceedings of the 4th International Conference on Recent Developments in Science, Engineering and Technology, REDSET 2017, held in Gurgaon, India, in October 2017. The 66 revised full papers presented were carefully reviewed and selected from 329 submissions. The papers are organized in topical sections on big data analysis, data centric programming, next generation computing, social and web analytics, security in data science analytics.

Cross-Lingual Word Embeddings - Anders Søgaard 2019-06-04

The majority of natural language processing (NLP) is English language processing, and while there is good language technology support for (standard varieties of) English, support for Albanian, Burmese, or Cebuano—and most other languages—remains limited. Being able to bridge this digital divide is important for scientific and democratic reasons but also represents an enormous growth potential. A key challenge for this to happen is learning to align basic meaning-bearing units of different languages. In this book, the authors survey and discuss recent and historical work on supervised and unsupervised learning of such alignments. Specifically, the book focuses on so-called cross-lingual word embeddings. The survey is intended to be systematic, using consistent notation and putting the available methods on comparable form, making it easy to compare wildly different approaches. In so doing, the authors establish previously unreported relations between these methods and are able to present a fast-growing literature in a very compact way. Furthermore, the authors discuss how best to evaluate cross-lingual word embedding methods and survey the resources available for students and researchers interested in this topic.

Service Science, Management and Engineering - Bill Hefley 2008-01-08

Papers in this unique volume were developed from the 2006 conference hosted by IBM, Service Science, Management, and Engineering (SSME) — Education for the 21st Century. The book incorporates a variety of perspectives, informed by an international background in SSME experience and education, including management, business, social science, computer science and engineering. Readers will derive an understanding of education needs and program offerings in SSME.

YouTube Marketing - B. Vincent 2021-05-13

Established in 2005, YouTube is one of the first global social networks around, and its relevance continues to do nothing but grow. The video content posted, viewed, and shared on YouTube can be watched on desktops, laptops, notebooks and smartphones-any time of day or night. YouTube attracts a larger range of demographics across all ages, hobbies, interests, and careers than any other social media platform-and YouTube videos can generate high search engine page rank. If that's not enough, the combined audio/visual makes content more memorable than plain written text.

Educate, Train & Transform: Toolkit On Medical And Health Professions Education - Dujeepta D Samarasekera 2021-04-21

This handbook contextualises medical and health professions education concepts using contemporary best evidence available with the relevant theoretical underpinnings. Each section is developed by internationally renowned experts in their respective fields. All chapters are succinct and concise, providing answers to everyday issues and challenges using practical solutions. Through its unique structure, this handbook facilitates learning by raising and providing solutions to the questions 'What', 'Why' and 'How'. It emphasises lifelong learning and future directions in medical and health professions education — highlighting trends, issues, priorities and strategies (TIPS).

Integrated Business Planning - Robert Kepczynski 2018-05-31

This book presents a comprehensive introduction to Integrated Business Planning (IBP), building on practitioner's experience and showcasing the value gains when moving from disconnected planning to IBP. It also proposes a road map for the transformation of planning, including technological initiatives, business priorities and organizational processes, and demonstrates how to motivate different IBP stakeholders to work together, when and how to connect strategic (to be understood as long term SC&O), tactical and operational planning and how to leverage functional and data integration features of SAP IBP. Real-world business-process use cases help to show the practical implications of implementing SAP IBP. Furthermore the book explores new capabilities, talent acquisition and retention, career development leadership, IBP

Center of Expertise. A discussion of how disruptive technology trends like big data, Internet of Things, machine learning and artificial intelligence can influence IBP now and in the near future rounds out the book.

Dictionary of Medical Acronyms and Abbreviations - Stanley Jablonski 2004-09

This dictionary lists acronyms and abbreviations occurring with a reasonable frequency in the literature of medicine and the health care professions. Abbreviations and acronyms are given in capital letters, with no punctuation, and with concise definitions. The beginning sections also include symbols, genetic symbols, and the Greek alphabet and symbols.

Improving Forecasts with Integrated Business Planning - Ganesh Sankaran 2019-03-05

This book provides both a broad overview of the forecasting process, covering technological and human aspects alike, and deep insights into algorithms and platform functionalities in the IBP toolbox required to maximize forecast accuracy. Rich in technical and business explanations, it addresses short-, medium- and long-term forecasting processes using functionalities available in demand planning and demand sensing. There are also several theoretical concepts underpinning the algorithms discussed; these are explained with numerical examples to help demystify the IBP forecasting toolbox. Beyond standard procedures, the book also discusses custom approaches (e.g. new segmentation criteria, new outlier detection and correction methods) and new methods (e.g. the use of Markov chains for forecasting sporadic demands), etc. It subsequently benchmarks common practices using these innovative approaches and discusses the results. As measurement is an important precondition for improvement, an entire chapter is devoted to discussing process improvement and value using the Six Sigma methodology. In closing, the book provides several useful tips and tricks that should come in handy during project implementation.

Advances and Trends in Artificial Intelligence. From Theory to Practice - Franz Wotawa 2019

This book constitutes the thoroughly refereed proceedings of the 32nd International Conference on Industrial, Engineering and Other Applications of Applied Intelligent Systems, IEA/AIE 2019, held in Graz, Austria, in July 2019. The 41 full papers and 32 short papers presented were carefully reviewed and selected from 151 submissions. The IEA/AIE 2019 conference will continue the tradition of emphasizing on applications of applied intelligent systems to solve real-life problems in all areas. These areas include engineering, science, industry, automation and robotics, business and finance, medicine and biomedicine, bioinformatics, cyberspace, and human-machine interactions. IEA/AIE 2019 will have a special focus on automated driving and autonomous systems and also contributions dealing with such systems or their verification and validation as well.

Digital Marketer - Eileen Brown 2018-08-16

Digital marketing is now essential to making products and services a success and digital marketers are more and more in demand. This book is your guide to becoming an efficient and effective digital marketer, covering the expertise and array of skills you will need; how to stay current and future-proof your career; useful digital marketing tools, channels, frameworks and procedures; how to measure campaign success, and how to take the next steps to advance your digital marketing career.

Film & Video Finder - 1987

Advanced Data Mining and Applications - Longbing Cao 2010-11-18

With the ever-growing power of generating, transmitting, and collecting huge amounts of data, information overload is now an imminent problem to mankind. The overwhelming demand for information processing is not just about a better understanding of data, but also a better usage of data in a timely fashion. Data mining, or knowledge discovery from databases, is proposed to gain insight into aspects of data and to help people make informed, sensible, and better decisions. At present, growing attention has been paid to the study, development, and application of data mining. As a result there is an urgent need for sophisticated techniques and tools that can handle new fields of data mining, e. g. , spatial data mining, biomedical data mining, and mining on high-speed and time-variant data streams. The knowledge of data mining should also be expanded to new applications. The 6th International Conference on Advanced Data Mining and Applications (ADMA2010) aimed to bring together the experts on data mining throughout the world. It provided a leading international forum for the dissemination of original research results in advanced data mining techniques,

applications, algorithms, software and systems, and different applied disciplines. The conference attracted 361 online submissions from 34 different countries and areas. All full papers were peer reviewed by at least three members of the Program Committee composed of international experts in data mining fields. A total number of 118 papers were accepted for the conference. Amongst them, 63 papers were selected as regular papers and 55 papers were selected as short papers.

Advances in Remediation Techniques for Polluted Soils and Groundwater - Pankaj Kumar Gupta 2021-12-13

Advances in Remediation Techniques for Polluted Soils and Groundwater focuses on the thematic areas for assessment, mitigation, and management of polluted sites. This book covers advances in modelling approaches, including Machine Learning (ML)/ Artificial Intelligence (AI) applications; GIS and remote sensing; sensors; impacts of climate change on geogenic contaminants; and socio-economic impacts in the poor rural and urban areas, which are lacking in a more comprehensive manner in the previous titles. This book encompasses updated information as well as future directions for researchers working in the field of management and remediation of polluted sites. Introduces fate and transport of multi-pollutants under varying subsurface conditions Details underlying mechanisms of biodegradation and biotransformation of geogenic, industrial and emerging pollutants Presents recent advances and challenges in assessment, water quality modeling, uncertainty, and water supply management Provides authoritative contributions on the diverse aspects of management and remediation from leading experts around the world

The Food and Beverage Hospitality Industry in India - Sandeep Munjal 2021-11-18

This book presents the story of growth and change of what is still a largely unorganized food and beverage service industry in India. With the authors' vast experience in both industry and academia, the volume provides a holistic perspective of the current status of the food and beverage industry in India and identifies the topical issues and the challenges. The authors offer an insightful discussion on where the industry is headed and how it can move from top-line driven growth to a bottom-line supported one.

Data-Driven Marketing - Mark Jeffery 2010-02-08

NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION How organizations can deliver significant performance gains through strategic investment in marketing In the new era of tight marketing budgets, no organization can continue to spend on marketing without knowing what's working and what's wasted. Data-driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities from branding and awareness, trial and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg School of Management, this book is a clear and convincing guide to using a more rigorous, data-driven strategic approach to deliver significant performance gains from your marketing. Explains how to use data-driven marketing to deliver return on marketing investment (ROMI) in any organization In-depth discussion of the fifteen key metrics every marketer should know Based on original research from America's leading marketing business school, complemented by experience teaching ROMI to executives at Microsoft, DuPont, Nisan, Philips, Sony and many other firms Uses data from a rigorous survey on strategic marketing performance management of 252 Fortune 1000 firms, capturing \$53 billion of annual marketing spending In-depth examples of how to apply the principles in small and large organizations Free downloadable ROMI templates for all examples given in the book With every department under the microscope looking for results, those who properly use data to optimize their marketing are going to come out on top every time.

E-Commerce Management - Zinovy Radovilsky 2009-05-01

In the modern global business environment, e-commerce shakes the foundation of most industries, leads to entirely new kinds of businesses, and directly affects both our careers and the way we live. One of the most significant changes is in the manner companies conduct business, especially in how they manage their resources, connect and communicate with customers, negotiate and outsource from suppliers. The main goal of this book is to explain in a systematic way managerial aspects of e-commerce, and demonstrate its value-added capabilities. This book offers a detailed description and analysis of e-commerce business models including their components, classification, and performance results. The book presents managerial aspects of various up-to-date e-commerce applications including demand- and supply-side e-commerce, collaborative and mobile commerce, electronic payments and services. The book also provides a

methodology and practical examples of selecting and implementing e-commerce business models and associated online applications. Finally, the book emphasizes managerial aspects of enterprise resources planning (ERP) systems. After reading this book you will gain knowledge and develop essential skills required in managing e-commerce models and applications. Dr. Zinovy Radovilsky is Professor of Management in the College of Business and Economics at California State University, East Bay. He has more than 20 years of experience in teaching operations and supply chain management courses. Dr. Radovilsky has been a business consultant to leading U.S. companies and organizations. Zinovy has done extensive research in the areas of enterprise resource planning (ERP), e-commerce business models and management, quality management, and quantitative business methods. He published a number of papers in international and domestic peer-reviewed journals. Dr. Radovilsky is also a managing editor of two research journals.

Principles and Prevention of Corrosion - Denny A. Jones 2013-11-01

For a senior/graduate-level course in corrosion. Comprehensive in approach, this text explores the scientific principles and methods that underlie the cause, detection, measurement, and prevention of many metal corrosion problems in engineering practice. Most chapters progress from qualitative, descriptive sections (including methods of prevention and testing), to more quantitative sections (involving metallurgy and electrochemistry), and finally to sections on current research developments in the chapter topic."

Association Rule Mining - Chengqi Zhang 2003-08-01

Due to the popularity of knowledge discovery and data mining, in practice as well as among academic and corporate R&D professionals, association rule mining is receiving increasing attention. The authors present the recent progress achieved in mining quantitative association rules, causal rules, exceptional rules, negative association rules, association rules in multi-databases, and association rules in small databases. This book is written for researchers, professionals, and students working in the fields of data mining, data analysis, machine learning, knowledge discovery in databases, and anyone who is interested in association rule mining.

An Introduction to Management Science - David Ray Anderson 1997

This volume provides an applications-oriented introduction to the role of management science in decision-making. The text blends problem formulation, managerial interpretation, and math techniques with an emphasis on problem solving.

Key Marketing Metrics - Paul Farris 2017-09-21

"Marketers know that they must use metrics. The key--which this book addresses superbly--is which metrics to use and how to use them." Erv Shames, Chairman, Western Connecticut Health Network; former President and CEO of Borden, Inc. and Stride Rite Corporation "50+ metrics crackles like new money...this is the best marketing book of the year." Updated version of Strategy + Business "2006 Best Books in Marketing award winner" WHAT TO MEASURE AND HOW TO MEASURE IT TO GET THE MOST OUT OF YOUR MARKETING As the old adage goes, "If you can't measure it, you can't manage it." Key Marketing Metrics is the definitive guide to today's most valuable marketing metrics to measure the results of your marketing. In this thoroughly updated and significantly expanded book, you will understand the pros, the cons and the nuances of more than 50 of the most important metrics and know exactly how to choose the right metrics for every challenge. Key Marketing Metrics gives you a portfolio, or "dashboard", of the most valuable metrics for your business to maximise the return on your marketing investment and identify the best new opportunities for profit. Discover high-value metrics for every facet of marketing: promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and pricing; products and portfolios; customer profitability; sales forces and channels; and more. This edition includes the latest web, online, social, and email metrics, plus new insights into measuring marketing ROI and brand equity, as well as practical advice for managing complex issues such as advertising elasticity and "double jeopardy."

Implementing Integrated Business Planning - Robert Kepczynski 2018-08-02

This book provides comprehensive guidance on leveraging SAP IBP technology to connect strategic, tactical and operational planning into one coherent process framework, presenting experience shared by practitioners in workshops, customer presentations, business, and IT transformation projects. It also offers

use cases and a wealth of practical tips to ensure that readers understand the challenges and advantages of IBP implementation. The book starts by characterizing disconnected planning and contrasting this with key elements of a transformation project approach. It explains the functional foundations and SAP Hybris, Trade Promotion Planning, Customer Business Planning, ARIBA, and S/4 integration with SAP IBP. It then presents an example of a process for integrating finance in IBP. Annual business planning and monthly strategic product planning are taken as examples of explain Strategic Planning. The core of the book is dedicated to tactical sales and operations planning (S&OP) and its process steps, product demand, supply review, integrated reconciliation and management business review, illustrating all steps with use cases. It also describes unconstrained and constrained-but-optimized supply planning, inventory optimization, and shelf life planning in detail, and explains how to improve responsiveness with order-based allocation planning, sales order confirmation, and big deal / tender management coupled with simultaneous re-planning of supply. The book closes with a chapter on performance measurement, focusing on effectiveness, efficiency, and adherence. Throughout, the book includes use cases to connect process and technology through use.

Renewable Energy for Smart and Sustainable Cities - Mustapha Hatti 2018-11-23

This book features cutting-edge research presented at the second international conference on Artificial Intelligence in Renewable Energetic Systems, IC-AIRES2018, held on 24-26 November 2018, at the High School of Commerce, ESC-Koléa in Tipaza, Algeria. Today, the fundamental challenge of integrating renewable energies into the design of smart cities is more relevant than ever. While based on the advent of big data and the use of information and communication technologies, smart cities must now respond to cross-cutting issues involving urban development, energy and environmental constraints; further, these cities must also explore how they can integrate more sustainable energies. Sustainable energies are a major determinant of smart cities' longevity. From an environmental and technological standpoint, these energies offer an optimal power supply to the electric network while creating significantly less pollution. This requires flexibility, i.e., the availability of supply and demand. The end goal of any smart city is to improve the quality of life for all citizens (both in the city and in the countryside) in a way that is sustainable and respectful of the environment. This book encourages the reader to engage in the preservation of our environment, every moment, every day, so as to help build a clean and healthy future, and to think of the future generations who will one day inherit our planet. Further, it equips those whose work involves energy systems and those engaged in modelling artificial intelligence to combine their expertise for the benefit of the scientific community and humanity as a whole.

Building Strong Brands - David A. Aaker 2010

As industries turn increasingly hostile, it is clear that strong brand-building skills are needed to survive and prosper. In David Aaker's pathbreaking book, MANAGING BRAND EQUITY, managers discovered the value of a brand as a strategic asset and a company's primary source of competitive advantage. Now, in this compelling new work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed. A common pitfall of brand strategists is to focus on brand attributes. Aaker shows how to break out of the box by considering emotional and self-expressive benefits and by introducing the brand-as-person, brand-as-organisation, and brand-as-symbol perspectives. A second pitfall is to ignore the fact that individual brands are part of a larger system consisting of many intertwined and overlapping brands and subbrands. Aaker shows how to manage the "brand system" to achieve clarity and synergy, to adapt to a changing environment, and to leverage brand assets into new markets and products. As executives in a wide range of industries seek to prevent their products and services from becoming commodities, they are recommitting themselves to brands as a foundation of business strategy. This new work will be essential reading for the battle-ready.

Decision Support Systems for Sustainable Development - Gregory E. Kersten 2007-05-08

In recent years, much work has been done in formulating and clarifying the concept of sustainable development and related theoretical and research issues. Now, the challenge has shifted to designing and stimulating processes of effective planning and decision-making, at all levels of human activity, in such a way as to achieve local and global sustainable development. Information technology can help a great deal in

achieving sustainable development by providing well-designed and useful tools for decision makers. One such tool is the decision support system, or DSS. This book explores the area of DSS in the context of sustainable development. As DSS is a very new technique, especially in the developing world, this book will serve as a reference text, primarily for managers, government officials, and information professionals in developing countries. It covers the concept of sustainable development, defines DSS and how it can be used in the planning and management of sustainable development, and examines the state of the art in DSS use. Other interested readers will include students, teachers, and analysts in information sciences; DSS designers, developers, and implementors; and international development agencies.

Content is Currency - Jon Wuebben 2011-12-09

New strategies in SEO and SMM to help grow your business In the digital age, content is no longer confined to the written page. It is spread across web and mobile, taking the form of podcasts, webinars, widgets, and blog posts. Powerful content tells the story of your product or business, but it means nothing if it's not written well, optimized for search and social media, and properly marketed. In Content is Currency, content strategist Jon Wuebben explains the fine art of content development by utilizing the latest Search Engine Optimization (SEO) and Social Media Marketing (SMM) techniques, and provides you with the tools and strategies you need to get your online content noticed. You will learn: - What types of content best suit your specific business, market, and industry - How key content tactics influence search engine rankings and sales conversion - How to leverage social media to connect with your target market - How to merge the many elements of your webs presence. Don't lose your target audience to the millions of online search results, or allow them to click away because your content doesn't engage. Let Content is Currency teach you the techniques to get your content onto the screens and into the minds of B2B and B2C viewers everywhere.

The Customer Culture Imperative: A Leader's Guide to Driving Superior Performance - Linden Brown 2013-12-06

What do Toyota, Apple, and Zappos have in common? CUSTOMER-CENTRIC CULTURE And now, with this research-based method, you can replicate their success with your business Based on more than 60 studies and the authors' three-year proprietary research project with more than 100 companies, The Customer Culture Imperative demonstrates that organizations exhibiting a strong "customer-centric culture" do, in fact, produce superior business performance. It provides diagnostic tools and a roadmap for effective implementation, designed to make cultural change concrete and actionable in any organization. Dr. Linden R. Brown is chairman and co-founder of MarketCulture Strategies Inc. Christopher Brown is the former marketing director for Hewlett-Packard for the South Pacific and is presently a Silicon Valley-based sales and marketing consultant.

101 Content Marketing - Sorav Jain 2018-11-27

101 Content Marketing Tips on Social Media is for all those Marketers who want to give their brand's Social Media Journey the right dimensions. These tips are based out of my experience of handling multiple brands and attempting a variety of techniques at echoVME along with my team who have dedicated their career to help brands grow on Social Media. This book includes Social Media do's and don'ts, creative engagement ideas, contest ideas that work, strategic advice, interesting tools and some simple tips that you can immediately start practicing.

Dictionary of Acronyms and Technical Abbreviations - Jakob Vlietstra 2012-12-06

This Dictionary covers information and communication technology (ICT), including hardware and software; information networks, including the Internet and the World Wide Web; automatic control; and ICT-related computer-aided fields. The Dictionary also lists abbreviated names of relevant organizations, conferences, symposia and workshops. This reference is important for all practitioners and users in the areas mentioned above, and those who consult or write technical material. This Second Edition contains 10,000 new entries, for a total of 33,000.

Handbook of Applied Algorithms - Amiya Nayak 2007-11-09

Discover the benefits of applying algorithms to solve scientific, engineering, and practical problems Providing a combination of theory, algorithms, and simulations, Handbook of Applied Algorithms presents an all-encompassing treatment of applying algorithms and discrete mathematics to practical problems in

"hot" application areas, such as computational biology, computational chemistry, wireless networks, and computer vision. In eighteen self-contained chapters, this timely book explores: * Localized algorithms that can be used in topology control for wireless ad-hoc or sensor networks * Bioinformatics algorithms for analyzing data * Clustering algorithms and identification of association rules in data mining * Applications of combinatorial algorithms and graph theory in chemistry and molecular biology * Optimizing the frequency planning of a GSM network using evolutionary algorithms * Algorithmic solutions and advances achieved through game theory Complete with exercises for readers to measure their comprehension of the material presented, Handbook of Applied Algorithms is a much-needed resource for researchers, practitioners, and students within computer science, life science, and engineering. Amiya Nayak, PhD, has over seventeen years of industrial experience and is Full Professor at the School of Information Technology and Engineering at the University of Ottawa, Canada. He is on the editorial board of several journals. Dr. Nayak's research interests are in the areas of fault tolerance, distributed systems/algorithms, and mobile ad-hoc networks. Ivan Stojmenovic, PhD, is Professor at the University of Ottawa, Canada (www.site.uottawa.ca/~ivan), and Chair Professor of Applied Computing at the University of Birmingham, United Kingdom. Dr. Stojmenovic received the Royal Society Wolfson Research Merit Award. His current research interests are mostly in the design and analysis of algorithms for wireless ad-hoc and sensor networks.

Digital Marketing For Dummies - Ryan Deiss 2020-08-25

Get digital with your brand today! Digital Marketing for Dummies has the tools you need to step into the digital world and bring your marketing process up to date. In this book, you'll discover how digital tools can expand your brand's reach and help you acquire new customers. Digital marketing is all about increasing audience engagement, and the proven strategy and tactics in this guide can get your audience up and moving! You'll learn how to identify the digital markets and media that work best for your business—no wasting your time or money! Discover how much internet traffic is really worth to you and manage your online leads to convert web visitors into paying clients. From anonymous digital prospect to loyal customer—this book will take you through the whole process! Learn targeted digital strategies for increasing brand awareness Determine the best-fit online markets for your unique brand Access downloadable tools to put ideas into action Meet your business goals with proven digital tactics Digital marketing is the wave of the business future, and you can get digital with the updated tips and techniques inside this book!

Intelligent Distributed Computing XIII - Igor Kotenko 2019-10-01

This book gathers research contributions on recent advances in intelligent and distributed computing. A major focus is placed on new techniques and applications for several highlydemanded research directions: Internet of Things, Cloud Computing and Big Data, Data Mining and Machine Learning, Multi-agent and

Service-Based Distributed Systems, Distributed Algorithms and Optimization, Modeling Operational Processes, Social Network Analysis and Inappropriate Content Counteraction, Cyber-Physical Security and Safety, Intelligent Distributed Decision Support Systems, Intelligent Human-Machine Interfaces, VisualAnalytics and others. The book represents the peer-reviewed proceedings of the 13thInternational Symposium on Intelligent Distributed Computing (IDC 2019), which was held in St. Petersburg, Russia, from October 7 to 9, 2019.

Data and Applications Security and Privacy XXXV - Ken Barker 2021-07-14

This book constitutes the refereed proceedings of the 35th Annual IFIP WG 11.3 Conference on Data and Applications Security and Privacy, DBSec 2021, held in Calgary, Canada, in July 2021.* The 15 full papers and 8 short papers presented were carefully reviewed and selected from 45 submissions. The papers present high-quality original research from academia, industry, and government on theoretical and practical aspects of information security. They are organized in topical sections named differential privacy, cryptology, machine learning, access control and others. *The conference was held virtually due to the COVID-19 pandemic.

Advanced Data Mining and Applications - Shuigeng Zhou 2012-12-09

This book constitutes the refereed proceedings of the 8th International Conference on Advanced Data Mining and Applications, ADMA 2012, held in Nanjing, China, in December 2012. The 32 regular papers and 32 short papers presented in this volume were carefully reviewed and selected from 168 submissions. They are organized in topical sections named: social media mining; clustering; machine learning: algorithms and applications; classification; prediction, regression and recognition; optimization and approximation; mining time series and streaming data; Web mining and semantic analysis; data mining applications; search and retrieval; information recommendation and hiding; outlier detection; topic modeling; and data cube computing.

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