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ECGBL2014-8th European Conference on Games Based Learning Firenze University Press

This book constitutes the refereed proceedings of the 16th IFIP WG 5.5 Working Conference on Virtual Enterprises, PRO-VE 2015, held in Albi, France, in October 2015. The 61 revised papers were carefully selected from 126 submissions. They provide a comprehensive overview of identified challenges and recent advances in various collaborative network (CN) domains and their applications, with a strong focus on the following areas: risks in collaborative networks; agility and resilience in collaborative networks; collaboration frameworks; logistics and transportation; innovation networks; governance in collaborative networks; collaborative communities; information and assets sharing; business processes; performance and optimization; and network formation.

Proceedings of the International Computer Symposium ICS 2012 Held at Hualien, Taiwan, December 12–14, 2012 Springer

"This book clarifies the present fast-advancing literature of the current state of art and knowledge in the areas of the development and reuse of reusable assets in emerging software systems and applications"--Provided by publisher.

16th International Conference, ICA3PP 2016, Granada, Spain, December 14-16, 2016, Proceedings IGI Global

The two volumes LNCS 9041 and 9042 constitute the proceedings of the 16th International Conference on Computational Linguistics and Intelligent Text Processing, CICLing 2015, held in Cairo, Egypt, in April 2015. The total of 95 full papers presented was carefully reviewed and selected from 329 submissions. They were organized in topical sections on grammar formalisms and lexical resources; morphology and chunking; syntax and parsing; anaphora resolution and word sense disambiguation; semantics and dialogue; machine translation and multilingualism; sentiment analysis and emotion detection; opinion mining and social network analysis; natural language generation and text

summarization; information retrieval, question answering, and information extraction; text classification; speech processing; and applications.

16th International Conference, ICWE 2016, Lugano, Switzerland, June 6-9, 2016. Proceedings Anchor Academic Publishing

International Marketing McGraw-Hill Education

Software Reuse in the Emerging Cloud Computing Era Springer

Policy analysts and policy planners should start from the premise that obstacles, uncertainties and surprises are important features of policy-making. All public policies should be treated as complex problems, from the outset. Complexity theorists start from the premise that complex policies are ill-defined and ambiguous. There is often little consensus about what the problem is, let alone how to resolve it. Into the complexity of the wicked problem fray, Marketing Public Policy introduces the role of communication scholars and practitioners whose models and practices focus on people, processes, opinions and behaviour as causes of organisational complexity.

Communication practice's role is to provide ideas on how to navigate, diagnose and interpret issues with a view to persuading the public to change its behaviour or opinions. From the case studies presented in this book, we see that despite rationally excellent macro- and micro-planning of policies to win the hearts and minds of citizens, public policies still deteriorate into hurts and minefields. The case studies are drawn from China, Indonesia, India, the USA, the UK and Europe to show that policy-making is always a complex issue in any country, whatever the political structure, whether democracy or communism.

16th European Conference on Innovation and Entrepreneurship Vol 2 IGI Global

This book provides readers with an overview of Cloud Computing, starting with historical background on mainframe computers and early networking protocols, leading to current concerns such as hardware and systems security, performance, emerging areas of IoT, Edge Computing etc. Readers will benefit from the in-depth discussion of cloud computing usage and the underlying architectures. The authors explain carefully the "why's and how's" of Cloud Computing, so engineers will find this book an invaluable source of information to the topic. This second edition includes new material on Cloud Computing Security, Threat Vectors and Trust Models, as well as best practices for a using dynamic cloud infrastructure, and cloud operations management. Several new examples and analysis of cloud security have been added, including edge computing with IoT devices.

Advances in Intelligent Systems and Applications - Volume 1 Springer

Covers the conservation of ethnobotanical information, the potential for nontimber forest products, plants as medicines, and international markets

Marketing International Marketing

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cutting-edge with the gold standard text that reflects the latest in marketing theory and practice. The world of marketing is changing everyday-and in order for students to have a competitive edge, they need a textbook that reflects the best of today's marketing theory and practices."Marketing Management" is the gold standard marketing text because its content and organization consistently reflect the latest changes in today's marketing theory and practice. The Fifteenth edition is fully integrated with MyMarketingLab and is updated where appropriate to provide the most comprehensive, current, and engaging marketing management text as possible. Also available with MyMarketingLab(TM)MyMarketingLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

16th International Conference on Cyber Warfare and Security McGraw-Hill Education

This book constitutes revised selected papers from the Australasian Symposium on Service Research and Innovation, ASSRI, held in Sydney Australia. The 11 full papers presented from ASSRI 2017, which took place during October 19-20, 2017, were carefully reviewed and selected from 26 submissions. The volume also contains 3 papers from ASSRI 2015, which took place during November 2-3, 2015, and one invited paper on the software development processes. The papers were organized in topical sections named: invited talk; modelling; design; quality; social, and application.

16th International Conference, CICLing 2015, Cairo, Egypt, April 14-20, 2015, Proceedings, Part II Springer

The current research scenario aims for new opportunities and perspectives in divulgence of scientific results. Nowadays research asks to be widely diffused and disseminated in a larger community in the effort to demonstrate its innovation and originality, so to enlarge network and obtain fund to keep working. In this context, PhD students, as part of scientific community and young researchers in training, have to understand the rule of publications to define the best strategy for the dissemination of their research. The present book, through the experiences of national and international PhD candidates, PhDs and Professors, is a contribute in the current opened debate on the most effective strategies and related tools to design specific dissemination strategies, to highlight and improve the peculiar qualities and disciplines of each research.

Willingness to Accept for Instagram Accounts. First Empirical Evidence IGI Global

This book constitutes the refereed proceedings of the 16th International Conference on Algorithms and Architectures for Parallel Processing, ICA3PP 2016, held in Granada, Spain, in December 2016. The 30 full papers and 22 short papers presented were carefully reviewed and selected from 117 submissions. They cover many dimensions of parallel algorithms and architectures, encompassing fundamental theoretical approaches, practical experimental projects, and commercial components and systems trying to push beyond the limits of existing technologies, including experimental efforts, innovative systems, and investigations that identify weaknesses in existing parallel processing technology.

Pacific Rim Knowledge Acquisition Workshop, PKAW 2008, Hanoi, Vietnam, December 15-16, 2008, Revised Selected Papers Springer Nature

Pioneers in the field, Cateora, Gilly, and Graham continue to set the standard in this 17th edition of International Marketing with their well-rounded perspective of international markets that encompass history, geography, language, and religion as well as economics, which helps students see the cultural and environmental uniqueness of any nation or region. In addition to coverage of technology's impact on the international market arena, the 17th edition of International Marketing features new topics that reflect recent changes in global markets, updated teaching resources, and new learning tools including McGraw-Hill's Connect with its adaptive SmartBook that lets instructors assign textbook readings and incentivize students' engagement with course content. Click "Features" below for more.

The Business of Gamification Academic Conferences International limited

At the turn of the century the term "gamification" was introduced as a concept to understand the

process of using game mechanics in "non-game" contexts. The impact of gamification was soon evident to business practices where it had impact both on marketing and, more broadly, on the organizations themselves. As the number of individuals playing video games grows, there seem to be an acceptance of game mechanics elsewhere. Its effectiveness is highly dependent on both technical possibilities and cultural acceptance, two factors present today. The aim of *The Business of Gamification* is to critically analyze the practical and theoretical consequences of gamification. Practically, how has gamification been applied in businesses to this point, and what are the future scenarios? Theoretically, what are the contributions of gamification to existing academic knowledge? How does this change our understanding of how business are performing and its consequences, for organizations, consumers, and society in general? This edited volume contains new, and stringent, perspectives on how gamification is contextualized in business settings, both in theory as well as in practice. This book will provide a wealth of research for individuals seriously interested in the industry at the academic level. As a result, this book will serve as a reference in curricula associated with video game development for years to come.

16th European Conference on Management, Leadership and Governance Academic Conferences Limited

This book presents best selected papers presented at the International Conference on Emerging Wireless Communication Technologies and Information Security (EWCIS 2020), held from 8th & 9th October 2020 at Amity University Jharkhand, Ranchi, India. The book includes papers in the research area of wireless communications and intelligent systems, signal and image processing in engineering applications, data communication and information security, IoT and cloud computing. The contribution ranges from scientists, engineers and technologists from academia as well as from industry.

International Commerce Routledge

"This book provides pertinent and vital information that researchers, postgraduate, doctoral students, and practitioners are seeking for learning about the latest discoveries and advances in NLP methodologies and applications of NLP"--Provided by publisher.

Computational Linguistics and Intelligent Text Processing Wiley Global Education

These proceedings represent the work of contributors to the 16th International Conference on Cyber Warfare and Security (ICCWS 2021), hosted by joint collaboration of Tennessee Tech Cybersecurity Education, Research and Outreach Center (CEROC), Computer Science department and the Oak Ridge National Laboratory, Tennessee on 25-26 February 2021. The Conference Co-Chairs are Dr. Juan Lopez Jr, Oak Ridge National Laboratory, Tennessee, and Dr. Ambareen Siraj, Tennessee Tech's Cybersecurity Education, Research and Outreach Center (CEROC), and the Program Chair is Dr. Kalyan Perumalla, from Oak Ridge National Laboratory, Tennessee.

The Emergence of Digital Libraries -- Research and Practices Academic Conferences Limited

Modern society requires a specialized, persistent approach to IT service delivery. Cloud computing offers the most logical answer through a highly dynamic and virtualized resource made available by an increasing number of service providers. *Advanced Research on Cloud Computing Design and Applications* shares the latest high quality research results on cloud computing and explores the broad applicability and scope of these trends on an international scale, venturing into the hot-button issue of IT services evolution and what we need to do to be prepared for future developments in cloud computing. This book is an essential reference source for researchers and practitioners in the field of cloud computing, as well as a guide for students, academics, or anyone seeking to learn more about advancement in IT services. This publication features chapters covering a broad range of relevant topics, including cloud computing for e-government, cloud computing in the public sector, security in the cloud, hybrid clouds and outsourced data, IT service personalization, and supply chain in the cloud.

Sustainable Harvest and Marketing of Rain Forest Products McGraw-Hill Education

As LGBTQ claims acquire global relevance, how do sexual politics impact the study of International Relations? This book argues that LGBTQ perspectives are not only an inherent part of world politics but can also influence IR theory-making. LGBTQ politics have simultaneously gained international prominence in the past decade, achieving significant policy change, and provoked cultural resistance and policy pushbacks. Sexuality politics, more so than gender-based theories, arrived late on the theoretical scene in part because sexuality and gender studies initially highlighted post-structuralist thinking, which was hardly accepted in mainstream political science. This book responds to a call for a more empirically motivated but also critical scholarship on this subject. It offers comparative case-studies from regional, cultural and theoretical peripheries to identify ways of rethinking IR. Further, it aims to add to critical theory, broadening the knowledge about previously unrecognized perspectives in an accessible manner. Being aware of preoccupations with the de-queering, disciplining nature of theory establishment in the social sciences, we critically reconsider IR concepts from a particular LGBTQ vantage point and infuse them with queer thinking. Considering the relative dearth of contemporary mainstream IR-theorizing, authors ask what contribution LGBTQ politics can provide for conceiving the political subject, as well as the international structure in which activism is embedded. This book will be of interest to students and scholars of gender politics, cultural studies and international relations theory.

Mobile Networks and Cloud Computing Convergence for Progressive Services and Applications GRIN Verlag
These proceedings represent the work of contributors to the 16th European Conference on Management Leadership and Governance (ECMLG 2020) hosted by ACI and EM-Normandie Business School, Oxford, UK, UK on 26 – 27th October 2020. The Conference Chair Dr Paul Griffiths, EM-Normandie Business School, Metis Lab. Oxford, UK

Annotated Bibliography of World Literature on Research, Industry, and Resource of Latin America 1915 to 1989 Prentice Hall

Boone and Kurtz, Contemporary Business 16th Edition, delivers solutions at the speed of business to stimulate curiosity, show relevance, promote creativity and prepare students for what's ahead, in their academic and business careers. With thoroughly revised cases, fresh, current examples, and an updated video series, the 16th Edition provides insights into the many facets of business that contribute to the dynamic, ever changing world of work.