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Biotechnology is a diverse, complex, and rapidly evolving field. Students and experienced researchers alike face the challenges of staying on top of developments in their field of specialty and maintaining a broader overview of the field as a whole. This latest volume of Biotechnology Annual Review comprises expert reviews on a diverse range of topics, ranging from gene expression microarray analysis to the use of ethnomedicines and ethnomedicinal phytophores to treat herpes viruses. Such a diverse range of review topics will keep biotechnologists of all levels up-to-date on the latest in the vast field of biotechnology and deepen their understanding of the many facets of the field as a whole. More than 150 figures elucidate and reinforce key points Inclusion of reviews of such hot-topics as arginine methylation in health and disease Wide variety of coverage keeps biotechnologists up-to-date on many facets of the field

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Understanding and characterizing value created by consumers in a digital economy Oswaal Books and Learning Private Limited

Retail internationalisation refers to the establishment of retailers into foreign sales markets and is an important success factor for many retail chains. Logistics has been acknowledged as an important prerequisite and key component of retail internationalisation, enabling physical distribution to new foreign markets as well as ensuring customer satisfaction in terms of on-time delivery and product availability. Despite the recognition of logistics, logistics managers struggle to adapt their logistics organisation and operations in order to efficiently and effectively support retail internationalisation due to the complexity of operating in multiple markets. Previous research seldom mentions how logistics supports retail internationalisation, especially when retail chains are at the beginning of their retail-internationalisation journey. By exploring the supporting role of logistics during the early stage of retail internationalisation, retailers can better understand how logistics organisation and operations can be organised in order to successfully expand into foreign sales markets. Therefore, the purpose of this licentiate thesis is to: Explore the supporting role of logistics during the early stage of retail internationalisation. This licentiate thesis is based on an abductive, multiple-case-study approach that combines empirical data with literature in an iterative process in order to explore the supporting role of logistics during the early stage of retail internationalisation. The selected case companies were three large-sized Swedish retail chains that have recently established themselves into nearby foreign sales markets. The findings of this licentiate thesis suggest that logistics plays both a reactive and a proactive supporting role during the early stage of retail internationalisation. The reactive supporting role refers to logistics that adapts to predetermined conditions set by the retail company , s top management team. As a reactive supporter, the logistics organisation is typically involved at an operational level and scales up its logistics operations in order to supply multiple markets. Beyond its reactive role, logistics can also play a proactive supporting role. This refers to its involvement at a strategic level within the retail company where it can influence the conditions of retail internationalisation. When logistics is involved more proactively, its operations can become better aligned with the other company operations involved in retail internationalisation. Furthermore, proactive logistics support enables more efficient and effective logistics that can better cope with increased complexity as well as more effectively keeping track of logistics costs. In addition to these findings, the importance of top management has been identified as a key aspect of proactive logistics support. More specifically, logistics competence within the top management team enables logistics to be prioritised at a strategic level and to be better integrated during retail internationalisation, including during individual establishments into new markets. The findings also suggest that the importance of logistics increases over time during retail internationalisation. The more markets the retailer enters, the more important efficient logistics becomes in order to deal with both complexity and logistics costs. By involving proactive logistics from the start of retail internationalisation, retail chains can more efficiently and effectively establish into and operate within foreign

sales markets, which in turn supports a sustainable retail internationalisation. One of the main academic contributions of this licentiate thesis has been to study logistics in the specific context of retail internationalisation, which has previously not been researched in any great detail. In addition, logistics has often been studied as a static aspect, but in this thesis it is studied from a dynamic perspective in order to understand how its supporting role changes over time during the early stage of retail internationalisation. Another important contribution is that the role of logistics has been studied from both a strategic and an operational level, as previous research has mostly focused on the strategic level of logistics related to retail internationalisation. In terms of practical contributions, this licentiate thesis clarifies the logistics characteristics and supply-chain capabilities that support the early stage of retail internationalisation. This licentiate thesis can also help practitioners to better prepare their logistics organisation and logistics operations for a future retail internationalisation, as well as helping them to avoid making logistical mistakes during the early stage of retail internationalisation.

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J. R. R. Tolkien is arguably the most influential and popular of all fantasy writers. Although his position and status have long been controversial, his popularity has not faded. His best-loved works, The Hobbit and The Lord of the Rings, have sold millions of copies around the world and continue to enthrall readers young and old. This lively collection of original essays examines The Hobbit and The Lord of the Rings in the light of children's literature theory and approaches, as well as from adult and fantasy literature perspectives. Exploring issues such as gender, language, worldbuilding, and ecocriticism, the volume also places Tolkien's works in the context of a range of visual media, including Peter Jackson's film adaptations.

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This edited volume contains a selection of refereed and revised papers originally presented at the International Symposium on Signal Processing and Intelligent Recognition Systems (SIRS-2014), March 13-15, 2014, Trivandrum, India. The program committee received 134 submissions from 11 countries. Each paper was peer reviewed by at least three or more independent referees of the program committee and the 52 papers were finally selected. The papers offer stimulating insights into Pattern Recognition, Machine Learning and Knowledge-Based Systems; Signal and Speech Processing; Image and Video Processing; Mobile Computing and Applications and Computer Vision. The book is directed to the researchers and scientists engaged in various field of signal processing and related areas.

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In the context of what is commonly referred to as consumer-centric digital economy, personal data has become the new currency which is utilized by consumers to be granted access to seemingly “ free apps ” within so-called digital zero-price markets. Simultaneously, there are consumers, known as “ content creators ” , who can generate million-

dollar revenues annually. The current understanding of how consumers create and capture value within this new digital economy is scarce and more research is needed to systematically build a basis for creating an understanding of value creation and capture in the consumer-centric digital economy, based on a consumer perspective. The purpose of this dissertation is consequently to explore how consumers create and capture value within a consumer-centric digital economy. The explorative study also serves to obtain an initial overview of the phenomenon and the widely dispersed literature which spans different research fields. The collected data constitute more than 500 articles in combination with empirical data collected from websites. Based on the current literature, central concepts related to consumer-centric digital economy are explained. These include for instance Web 2.0, user-generated content and the consumerto- business relationship. The different concepts are discussed in relation to each other and a trend analysis shows that these concepts are on the rise and have become increasingly popular. The results show that consumers within the digital economy may take different roles, and some create value as business-oriented consumers (i.e., consumers who have a commercial interest). For instance, they make a business out of their participation in the digital economy. Examples are YouTubers, bloggers or creators in virtual worlds such as Second Life. Another, probably larger category is characterized as traditional consumers, for instance they participate in the digital economy through their use of seemingly “ free ” apps but do not reap any direct monetary benefits. By sharing their personal data, they take part in value creation in a more passive way. The findings also indicate that the level of control, e.g. determined by whether or not value is created within the digital platform, may characterize the prerequisites for value capture. Based on this, a taxonomy for value creation and value capture by consumers in the digital economy is developed. The study also identifies different business model types for business-oriented consumers.

I samband med vad som benämns konsumentcentrisk digital ekonomi har persondata blivit den nya valutan som används av konsumenter för att få tillgång till tillsynes gratis applikationer inom så kallade digitala nollprismarknader. Samtidigt finns det konsumenter, så kallade innehållsskapare (content creators), som kan generera intäkter som uppgår till flera miljoner euro per år. Den nuvarande förståelsen för hur konsumenter skapar och fångar värde inom denna nya digitala ekonomi är begränsad, varför det behövs mer forskning för att systematiskt bygga upp en grund för att skapa förståelse för värdeskapande och värdeåterföring inom den konsumentcentriska digitala ekonomin utifrån ett konsumentperspektiv. Syftet med denna avhandling är följaktligen att undersöka hur konsumenter skapar och fångar värde inom en konsumentcentrisk, digital ekonomi. Den explorativa studien bidrar också till att ge en initial översikt över fenomenet och den spridda litteraturen som sträcker sig över olika forskningsområden. Datasamlingen utgörs av mer än 500 artiklar i kombination med empiriska data som har insamlas från webbplatser. Baserat på aktuell litteratur förklaras centrala koncept som relaterar till konsumentcentrisk, digital ekonomi. Dessa koncept inkluderar bland annat Web 2.0, ” User-generated content ” och ” consumer-to-business ” -relationen. De olika koncepten har ställts mot varandra och en trendanalys av dem visar att de blivit allt populärare. Resultaten på visar att konsumenter inom den digitala ekonomin kan ta på sig olika roller, som exempelvis affärsinriktade konsumenter (d.v.s. konsumenter som har ett kommersiellt intresse). Till exempel skapar de affärer utifrån sin delaktighet i den digitala ekonomin. Det kan handla om YouTubers, bloggare eller skapare inom virtuella världar så som Second Life. En annan och troligtvis större kategori kan karaktäriseras som passiva konsumenter, utifrån sin delaktighet i den digitala ekonomin genom användandet av till synes ” fria ” appar, där de inte skördar några direkta monetära fördelar. Genom att ge tillgång till persondata så bidrar de på ett passivt sätt till värdeskapande. Resultaten på visar också att möjligheterna att fånga värdet bestäms av om värdeskapandet har skett inom, eller utanför, ramarna för den digitala plattformen. Baserat på detta, har en taxonomi för konsumenters möjlighet att skapa och fånga värden inom den digitala ekonomin utarbetats. Studien identifierar även olika affärsmodeller för affärsinriktade konsumenter.

Advances in Signal Processing and Intelligent Recognition Systems Oswaal Books and Learning Private Limited

This volume establishes how English language constructs were measured in Cambridge English examinations over the period 1913 to 2012. An addition to the Studies in Language Testing series, this volume provides an overview of English language testing over the last century, with coverage of key theoretical and practical aspects of the assessment of reading, listening, writing and speaking skills. It includes examples of the Cambridge English exams, old and new, and is the first volume to describe in a systematic way the different theoretical influences which have shaped the development of the constructs underlying Cambridge English exams in the last 100 years.

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