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The Focus Project SAGE

E-Books in Academic Libraries: Stepping Up to the Challenge provides readers with a view of the changing and emerging roles of electronic books in higher education. The three main sections contain contributions by experts in the publisher/vendor arena, as well as by librarians who report on both the challenges of offering and managing e-books and on the issues surrounding patron use of e-books. The case study section offers perspectives from seven different sizes and types of libraries whose librarians describe innovative and thought-provoking projects involving e-books. Read about perspectives on e-books from organizations as diverse as a commercial publisher and an association press. Learn about the viewpoint of a jobber. Find out about the e-book challenges facing librarians, such as the quest to control costs in the patron-driven acquisitions (PDA) model, how to solve the dilemma of resource sharing with e-books, and how to manage PDA in the consortial environment. See what patron use of e-books reveals about reading habits and disciplinary differences. Finally, in the case study section, discover how to promote scholarly e-books, how to manage an e-reader checkout program, and how one library replaced most of its print collection with e-books. These and other examples illustrate how innovative librarians use e-books to enhance users' experiences with scholarly works.

Awaken the Giant Within Verso Books

Since 1988, J. Hillis Miller has traveled to China to lecture on literary theory, especially the role of globalization in literary theory. Over time, he has assisted in the development of distinctively Chinese forms of literary theory, Comparative Literature, and World Literature. The fifteen lectures gathered in *An Innocent Abroad* span both time and geographic location, reflecting his work at universities across China for more than twenty-five years. More important, they reflect the evolution of Miller's thinking and of the lectures' contexts in China as these have markedly changed over the years, especially on either side of Tiananmen Square and in light of China's economic growth and technological change. A foreword by the leading theorist Fredric Jameson provides additional context.

Fast Food Nation Del Rey

Get complete coverage of all the objectives included on the EC-Council's Certified Ethical Hacker exam inside this comprehensive resource. Written by an IT security expert, this authoritative guide covers the vendor-neutral CEH exam in full detail. You'll find learning objectives at the beginning of each chapter, exam tips, practice exam questions, and in-depth explanations. Designed to help you pass the exam with ease, this definitive volume also serves as an essential on-the-job reference. **COVERS ALL EXAM TOPICS, INCLUDING:** Introduction to ethical hacking Cryptography Reconnaissance and footprinting Network scanning Enumeration System hacking Evasion techniques Social engineering and physical security Hacking web servers and applications SQL injection Viruses, trojans, and other attacks Wireless hacking Penetration testing Electronic content includes: Two practice exams Bonus appendix with author's recommended tools, sites, and references

Information and Communication Technologies in Tourism 2021

Springer Science & Business Media

The 10th-anniversary edition of this landmark investigation into how the Internet is dramatically changing how we think, remember and interact, with a new afterword.

Getting More Currency

#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up

whom he'd just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They'd have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove ("the greatest manager of his or any era") drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove's brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone's goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization's most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In *Measure What Matters*, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

Geo-Economics: The Interplay between Geopolitics,

Economics, and Investments Del Rey

Cloud Computing: Theory and Practice provides students and IT professionals with an in-depth analysis of the cloud from the ground up. Beginning with a discussion of parallel computing and architectures and distributed systems, the book turns to contemporary cloud infrastructures, how they are being deployed at leading companies such as Amazon, Google and Apple, and how they can be applied in fields such as healthcare, banking and science. The volume also examines how to successfully deploy a cloud application across the enterprise using virtualization, resource management and the right amount of networking support, including content delivery networks and storage area networks. Developers will find a complete introduction to application development provided on a variety of platforms. Learn about recent trends in cloud computing in critical areas such as: resource management, security, energy consumption, ethics, and complex systems Get a detailed hands-on set of practical recipes that help simplify the deployment of a cloud based system for practical use of computing clouds along with an in-depth discussion of several projects Understand the evolution of cloud computing and why the cloud computing paradigm has a better chance to succeed than previous efforts in large-scale distributed computing

CreateSpace

The Parisian research scholar and author of *Manhunts* offers a philosophical perspective on the role of drone technology in today's changing military environments and the implications of drone capabilities in enabling democratic choices. 12,500 first printing.

Those People MIT Press

Widely praised for its balanced treatment of computer ethics, *Ethics for the Information Age* offers a modern presentation of the moral controversies surrounding information technology. Topics such as privacy and intellectual property are explored through multiple ethical theories, encouraging readers to think critically about these issues and to make their own ethical decisions.

Macs For Dummies John Wiley & Sons

An explosive expose of Samsung that "reads like a dynastic thriller, rolling through three generations of family intrigue, embezzlement, bribery, corruption, prostitution, and other bad behavior" (*The Wall Street Journal*). **LONGLISTED FOR THE FINANCIAL TIMES AND MCKINSEY BUSINESS BOOK OF THE YEAR AWARD** Based on years of reporting on Samsung for *The Economist*, *The Wall Street Journal*, and *Time*, from his base in South Korea, and his countless sources inside and outside the company, Geoffrey Cain offers a penetrating look behind the curtains of the biggest company nobody in America knows. Seen for decades in tech circles as a fast follower rather than an innovation leader, Samsung today has grown to become a market leader in the United States and around the globe. They have captured one quarter of the smartphone market and have been pushing the envelope on every front. Forty years ago, Samsung was a rickety Korean agricultural conglomerate that produced sugar, paper, and fertilizer, located in a backward country with a third-world economy. With the rise of the PC revolution, though, Chairman Lee Byung-chul began a bold experiment: to make Samsung a major supplier of computer chips. The multimillion-dollar plan was incredibly risky. But Lee, wowed by a young Steve Jobs, who sat down with the chairman to offer his advice, became obsessed with creating a tech empire. And in *Samsung Rising*, we follow Samsung behind the scenes as the company fights its way to the top of tech. It is one of Apple's chief

suppliers of technology critical to the iPhone, and its own Galaxy phone outsells the iPhone. Today, Samsung employs over 300,000 people (compared to Apple's 80,000 and Google's 48,000). The company's revenues have grown more than forty times from that of 1987 and make up more than 20 percent of South Korea's exports. Yet their disastrous recall of the Galaxy Note 7, with numerous reports of phones spontaneously bursting into flames, reveals the dangers of the company's headlong attempt to overtake Apple at any cost. A sweeping insider account, *Samsung Rising* shows how a determined and fearless Asian competitor has become a force to be reckoned with.

Anand Sahib CFA Institute Research Foundation

For courses in Introductory Public Relations. Cutlip & Center offers students the gold standard in public relations, providing the most up-to-date reference in the market. In the new edition, Glen Broom continues the work of Cutlip and Center by providing the most up-to-date reference for students.

The Product Book: How to Become a Great Product Manager CreateSpace

This beautifully illustrated edition of the New York Times bestselling classic celebrates the 42nd anniversary of the original

publication—with all-new art by award-winning illustrator Chris Riddell. **SOON TO BE A HULU SERIES** • "An astonishing comic writer." —Neil Gaiman Nominated as one of America's

best-loved novels by PBS's *The Great American Read* It's an ordinary Thursday morning for Arthur Dent . . . until his house gets demolished. The Earth follows shortly after to make way for a new hyperspace express route, and Arthur's best friend has just announced that he's an alien. After that, things get much, much worse. With just a towel, a small yellow fish, and a book, Arthur has to navigate through a very hostile universe in the company of a gang of unreliable aliens. Luckily the fish is quite good at languages. And the book is *The Hitchhiker's Guide to the Galaxy* . . . which helpfully has the words **DON'T PANIC** inscribed in large, friendly letters on its cover. Douglas Adams's mega-selling pop-culture classic sends logic into orbit, plays havoc with both time and physics, offers up pithy commentary on such things as ballpoint pens, potted plants, and digital watches . . . and, most important, reveals the ultimate answer to life, the universe, and everything. Now, if you could only figure out the question. . . .

Samsung Rising Pearson/Education

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

Windows 10 For Dummies Del Rey

Explorations of science, technology, and innovation in Africa not as the product of "technology transfer" from elsewhere but as the working of African knowledge. In the STI literature, Africa has often been regarded as a recipient of science, technology, and innovation rather than a maker of them. In this book, scholars from a range of disciplines show that STI in Africa is not merely the product of "technology transfer" from elsewhere but the working of African knowledge. Their contributions focus on African ways of looking, meaning-making, and creating. The chapter authors see Africans as intellectual agents whose perspectives constitute authoritative knowledge and whose strategic deployment of both endogenous and inbound things represents an African-centered notion of STI. "Things do not (always) mean the same from everywhere," observes Clapperton Chakanetsa Mavhunga, the volume's editor. Western, colonialist definitions of STI are not universalizable. The contributors discuss topics that include the trivialization of indigenous knowledge under colonialism; the creative labor of chimurenga, the transformation of everyday surroundings into military infrastructure; the role of enslaved Africans in America as innovators and synthesizers; the African ethos of "fixing"; the constitutive appropriation that makes mobile technologies African; and an African innovation strategy that builds on domestic capacities. The contributions describe an Africa that is creative, technological, and scientific, showing that African STI is the latest iteration

of a long process of accumulative, multicultural knowledge production. Contributors Geri Augusto, Shadreck Chirikure, Chux Daniels, Ron Eglash, Ellen Foster, Garrick E. Louis, D. A. Masolo, Clapperton Chakanetsa Mavhunga, Neda Nazemi, Toluwalogo Odumosu, Katrien Pype, Scott Remer

For the Win PublicAffairs

Here is the ultimate book on the worldwide movement of hackers, pranksters, and activists that operates under the non-name Anonymous, by the writer the Huffington Post says “ knows all of Anonymous ’ deepest, darkest secrets. ” Half a dozen years ago, anthropologist Gabriella Coleman set out to study the rise of this global phenomenon just as some of its members were turning to political protest and dangerous disruption (before Anonymous shot to fame as a key player in the battles over WikiLeaks, the Arab Spring, and Occupy Wall Street). She ended up becoming so closely connected to Anonymous that the tricky story of her inside – outside status as Anon confidante, interpreter, and erstwhile mouthpiece forms one of the themes of this witty and entirely engrossing book. The narrative brims with details unearthed from within a notoriously mysterious subculture, whose semi-legendary tricksters—such as Topiary, tflow, Anachaos, and Sabu—emerge as complex, diverse, politically and culturally sophisticated people. Propelled by years of chats and encounters with a multitude of hackers, including imprisoned activist Jeremy Hammond and the double agent who helped put him away, Hector Monsegur, Hacker, Hoaxer, Whistleblower, Spy is filled with insights into the meaning of digital activism and little understood facets of culture in the Internet age, including the history of “ trolling, ” the ethics and metaphysics of hacking, and the origins and manifold meanings of “ the lulz. ”

Effective Public Relations Purdue University Press

Whether you ’ re thinking of switching to a Macintosh computer, are looking into the latest Apple products, or have a Mac and want to learn about Mac OS X Leopard, then Macs For Dummies, 10th Edition will get you going. Here you ’ ll learn all about how to compare the different desktop and laptop models to choose your perfect match, make Mac OS X Leopard work your way, use the new iLife 2008 digital lifestyle applications, get online and connect to a wired or wireless network, and run Windows on your Mac so you can keep the Microsoft programs you need. You ’ ll also discover how to: Navigate your way around the Mac interface and work with icons and folders Best utilize OS X, work with the new Photo Booth, and manage clutter with Expos é and Spaces Get connected, start a Web-browsing Safari, use e-mail and iChat, and shop online Join .Mac and take advantage of iDisk backups, iMAP photo, and Web Gallery Explore all that iTunes offers, process digital photos with iPhoto, make iMovies, and have fun with GarageBand Use Windows on your Mac and transfer Windows files It ’ s a perfect time to join the Mac generation, especially if you ’ re a Windows user who ’ s been thinking of defecting. Macs For Dummies, 10th Edition will get you there, helping you pick peripherals, download freebie programs, set up user accounts, implement security secrets, troubleshoot your Mac, and experience the iLife.

Ethics for the Information Age Newnes

Today ’ s investors need to understand geopolitical trends as a main driving force of markets. This book provides just that: an understanding of the interplay between geopolitics and economics, and of the impact of that dynamic on financial markets. To me, geo-economics is the study of how geopolitics and economics interact in international relations. Plenty of books on geopolitics have been written by eminent experts in politics and international affairs. This book is not one of them. First, I am neither a political scientist nor an expert in international affairs. I am an economist and an investment strategist who has been fascinated by geopolitics for many years. And this fascination has led me to the realization that almost all books and articles written on geopolitics are useless for investors. Political scientists are not trained to think like investors, and they are not typically trained in quantitative methods. Instead, they engage in developing narratives for geopolitical events and processes that pose risks and opportunities for investors. My main problem with these narratives is that they usually do not pass the “ so what? ” test. Geopolitical risks are important, but how am I to assess which risks are important for my portfolio and which ones are simply noise? Because geopolitics experts focus on politics, they do not provide an answer to this crucial question for investors. What could be important for a geopolitics expert and for global politics could be totally irrelevant for investors. For example, the US wars in Iraq and Afghanistan have been going on for almost two decades now and have been an important influence on the political discussion in the United States. But for investors, the war in Afghanistan was a total nonevent, and the war in Iraq had only a fleeting influence, when it started in 2003. Geopolitics experts cannot answer the question of which geopolitical events matter for investors and which do not. Unfortunately, some experts thus claim that all geopolitical risks matter and that these risks cannot be quantified but only assessed qualitatively. Nothing could be further from the truth. In the chapters that follow, I discuss geopolitical and geo-economic events from the viewpoint of an investor and show that they can be quantified and introduced as part of a traditional risk management process. I do this in two parts. The first part of this book focuses on geopolitics that matters to investors. It reviews the literature on a range of geopolitical events and shows which events have a material economic effect and which do not. The second part of this book puts the insights from those first chapters into practice by applying them to current geopolitical trends. In this second part, I stick my head out and examine the impact the geopolitical trends have on the economy and financial markets today and their likely development in the coming years. —Joachim Klement, CFA

Hacker, Hoaxer, Whistleblower, Spy Discovering Statistics Using R

The purpose of this book is to illustrate the magnificence of the

fabless semiconductor ecosystem, and to give credit where credit is due. We trace the history of the semiconductor industry from both a technical and business perspective. We argue that the development of the fabless business model was a key enabler of the growth in semiconductors since the mid-1980s. Because business models, as much as the technology, are what keep us thrilled with new gadgets year after year, we focus on the evolution of the electronics business. We also invited key players in the industry to contribute chapters. These “ In Their Own Words ” chapters allow the heavyweights of the industry to tell their corporate history for themselves, focusing on the industry developments (both in technology and business models) that made them successful, and how they in turn drive the further evolution of the semiconductor industry.

Discovering Statistics Using R Penguin

Digital marketing now represents 25% of the marketing spend in the UK and this is predicted to move to 50% or higher within the next three years. Understanding Digital Marketing looks at the world of digital marketing: how it got started, how it got to where it is today, and where the thought leaders in the industry believe it is headed in the future. This authoritative title demonstrates how to harness the power of digital media and use it to achieve the utmost success in business, now and in the future. Understanding Digital Marketing deals with every key topic in detail, including: search marketing, social media, Google, mobile marketing, affiliate marketing, e-mail marketing, customer engagement and digital marketing strategies. Essential reading for both practitioners and students alike, and including real-world examples of digital marketing successes and expert opinions, Understanding Digital Marketing provides you with tools to utilize the power of the internet to take your company wherever you want it to go.

Academic E-Books McGraw Hill Professional

In one complete volume, here are the five classic novels from Douglas Adams ’ s beloved Hitchhiker series. Now celebrating the pivotal 42nd anniversary of The Hitchhiker ’ s Guide to the Galaxy, soon to be a Hulu original series! The Hitchhiker ’ s Guide to the Galaxy (Nominated as one of America ’ s best-loved novels by PBS ’ s The Great American Read) Seconds before the Earth is demolished for a galactic freeway, Arthur Dent is saved by Ford Prefect, a researcher for the revised Guide. Together they stick out their thumbs to the stars and begin a wild journey through time and space. The Restaurant at the End of the Universe The moment before annihilation at the hands of warmongers is a curious time to crave tea. It could only happen to the cosmically displaced Arthur Dent and his comrades as they hurtle across the galaxy in a desperate search for a place to eat. Life, the Universe and Everything The unhappy inhabitants of planet Krikkit are sick of looking at the night sky – so they plan to destroy it. The universe, that is. Now only five individuals can avert Armageddon: mild-mannered Arthur Dent and his stalwart crew. So Long, and Thanks for All the Fish Back on Earth, Arthur Dent is ready to believe that the past eight years were all just a figment of his stressed-out imagination. But a gift-wrapped fishbowl with a cryptic inscription thrusts him back to reality. So to speak. Mostly Harmless Just when Arthur Dent makes the terrible mistake of starting to enjoy life, all hell breaks loose. Can he save the Earth from total obliteration? Can he save the Guide from a hostile alien takeover? Can he save his daughter from herself? Includes the bonus story “ Young Zaphod Plays It Safe ” “ With droll wit, a keen eye for detail and heavy doses of insight . . . Adams makes us laugh until we cry. ” —San Diego Union-Tribune “ Lively, sharply satirical, brilliantly written . . . ranks with the best set pieces in Mark Twain. ” —The Atlantic

Digital Video For Dummies Northwestern University Press

We know that our world is undergoing seismic change—but how can we emerge from the crisis a fairer, more equal society? Over the past two centuries or so, capitalism has undergone profound changes—economic cycles that veer from boom to bust—from which it has always emerged transformed and strengthened. Surveying this turbulent history, Paul Mason ’ s Postcapitalism argues that we are on the brink of a change so big and so profound that this time capitalism itself, the immensely complex system within which entire societies function, will mutate into something wholly new. At the heart of this change is information technology, a revolution that is driven by capitalism but, with its tendency to push the value of much of what we make toward zero, has the potential to destroy an economy based on markets, wages, and private ownership. Almost unnoticed, in the niches and hollows of the market system, swaths of economic life are beginning to move to a different rhythm. Vast numbers of people are changing how they behave and live, in ways contrary to the current system of state-backed corporate capitalism. And as the terrain changes, new paths open. In this bold and prophetic book, Mason shows how, from the ashes of the crisis, we have the chance to create a more socially just and sustainable economy. Although the dangers ahead are profound, he argues that there is cause for hope. This is the first time in human history in which, equipped with an understanding of what is happening around us, we can predict and shape the future.