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Brand Immortality John Wiley & Sons
Decision Support and Business Intelligence Systems provides the only comprehensive, up-to-date

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guide to today's revolutionary management support system technologies, and showcases how they can be used for better decision-making. The 10th edition focuses on Business Intelligence (BI) and analytics for enterprise decision support in a more streamlined book.
The Meaningful Brand Pearson Education Cellular Internet of Things: From Massive Deployments to Critical 5G Applications, Second Edition, gives insights into the recent and rapid work performed by the 3rd Generation Partnership Project (3GPP) and the Multefire Alliance (MFA) to develop systems for the Cellular IoT. Beyond the technologies, readers will learn what the mMTC and cMTC market segments look like, deployment options and expected performance in terms of system capacity, expected battery lifetime, data throughput, access delay time and device cost, regulations for operation in unlicensed frequency bands, and how they impact system design and performance. This new edition contains updated content on the latest EC-GSM IoT, LTE-M and NB-IoT

features in 3GPP Release 15, critical communication, i.e. URLLC, specified in 3GPP Release 15 for both LTE and NR, LTE-M and NB-IoT for unlicensed frequency bands specified in the Multefire Alliance (MFA), and an updated outlook of what the future holds in Industrial IoT and drone communications, amongst other topics. Provides ubiquitous wireless connectivity for a diverse range of services and applications, describing their performance and how their specifications were developed to meet the most demanding requirements Describes licensed and unlicensed technologies based on 2G, 4G and 5G technologies and how they have evolved towards the Cellular IoT Presents the Narrowband Internet of Things technology and how GSM, LTE and NR have been designed to provide Cellular Internet of Things services Provides use cases that cover ultra-low complex systems connecting billions of devices (massive

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MTC, mMTC), critical
MTC and cMTC based
on Ultra-Reliable
and Low Latency
Communications
(URLLC) to meet
strict latency and
reliability
requirements
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Mobile Terminal Receiver Design Chess Evolution Mobile cellular networks can be hard to understand especially for those who are new to the industry. Even if you are not that new, the nature of this high-tech industry can pose new challenges for you every now and then. The one thing that we all do when presented with such challenges is to go online and do some research. Interestingly, the problem that we usually come across is not the lack of information but actually the abundance of information. There is so much information available online that it becomes really hard to cut to the chase especially if you don't have a lot of time to do the research. Why this book?The intention of this book is to save time for those looking for professional information quickly. It means that you don't have to read hundreds of pages to develop a basic understanding of mobile networks. It is written by someone who already has spent a lot of time reading hundreds (or thousands) of pages of academic and professional documentation whilst working full-time in the industry just to come to this conclusion: "I wish someone had explained it in a simpler and quicker way". Hopefully, the 50 pages of this book give you the core understanding that you must develop before getting into the details of mobile networks. This book is mainly for those new and prospective telecom professionals who would like to develop industry-specific understanding of the mobile

networks. It can also be used by young graduates or students ahead of a job or apprenticeship interview. It covers the following topics: What is a mobile network?Fundamental concepts1G-First Generation2G-Second Generation3G-Third Generation4G-Fourth GenerationMacrocellsSmall cells MicrocellPicocellFemtocellMobile phoneFeature phoneSmartphoneIMEISIM cardIMSISiteUplinkDownlinkARFCNHandoverBTSNode BeNodeBBSCRNCBSS (GSM)RANBackhaulMobile core networkMSCEPCHLR/HSSSGSNGGSNOSSBSS

The Past and Future of America's Economy John Wiley & Sons
Explore the foundations and applications of 5G technology This comprehensive guide contains practical information from telecommunications experts working at the forefront of 5G innovation. The authors discuss the foundations of 5G technology?not just the new standards, but the reasons and stories behind them.

Fundamentals of 5G Communications features coverage of all major vertical domains with a focus on practical, commercial applications. This book serves both as an essential reference for telecom professionals and as a textbook for students learning about 5G. Coverage includes: 5G versus 4G: What's new? Deployment scenarios and architecture options The evolution of 5G architecture Numerology and slot structure Initial

access and mobility Downlink control and data operation Uplink control and data operation Coexistence of 4G and 5G 5G in unlicensed and shared spectra Vertical expansion: URLLC, MTC, V2X Vertical expansion: broadcast and multicast Typical 5G commercial deployments A look toward the future of 5G An Introduction to LTE Springer This book constitutes the refereed proceedings of the Second International Conference on Smart Trends in Information Technology and Computer Communications, SmartCom 2017, held in Pune, India, in August 2017. The 38 revised papers presented were carefully reviewed and selected from 310 submissions. The papers address issues on smart and secure systems; smart and service computing; smart data and IT innovations. *Mobile Phones and Tablets Repairs* Palgrave Macmillan Following on from the successful first edition (March 2012), this book gives a clear explanation of what LTE does and how it works. The content is expressed at a systems level, offering readers the opportunity to grasp the key factors that make LTE the hot topic amongst vendors and operators across the globe. The book assumes no more than a basic knowledge of mobile telecommunication systems, and the reader

is not expected to have any previous knowledge of the complex mathematical operations that underpin LTE. This second edition introduces new material for the current state of the industry, such as the new features of LTE in Releases 11 and 12, notably coordinated multipoint transmission and proximity services; the main short- and long-term solutions for LTE voice calls, namely circuit switched fallback and the IP multimedia subsystem; and the evolution and current state of the LTE market. It also extends some of the material from the first edition, such as inter-operation with other technologies such as GSM, UMTS, wireless local area networks and cdma2000; additional features of LTE Advanced, notably heterogeneous networks and traffic offloading; data transport in the evolved packet core; coverage and capacity estimation for LTE; and a more rigorous treatment of modulation, demodulation and OFDMA. The author breaks down the system into logical blocks, by initially introducing the architecture of LTE, explaining the techniques used for radio transmission and reception and the overall operation of the system, and concluding with more specialized topics such as LTE voice calls and the later releases of the specifications. This methodical approach enables readers to move on to tackle the

specifications and the more advanced texts with confidence.

New Mega Trends
Springer
Today's Web 2.0 applications (think Facebook and Twitter) go far beyond the confines of the desktop and are widely used on mobile devices. The mobile Web has become incredibly popular given the success of the iPhone and BlackBerry, the importance of Windows Mobile, and the emergence of Palm Pre (and its webOS platform). At Apress, we are fortunate to have Gail Frederick of the well-known training site Learn the Mobile Web offer her expert advice in Beginning Smartphone Web Development. In this book, Gail teaches the web standards and fundamentals specific to smartphones and other feature-driven mobile phones and devices. Shows you how to build interactive mobile web sites using web technologies optimized for browsers in smartphones Details markup fundamentals, design principles, content adaptation, usability, and interoperability Explores cross-platform standards and best practices for the mobile Web authored by the W3C, dotMobi, and similar organizations Dives deeps into the feature sets of the most popular mobile browsers, including WebKit, Chrome, Palm Pre webOS, Pocket IE, Opera Mobile, and Skyfire By the end of this book,

you'll have the training, tools, and techniques for creating robust mobile web experiences on any of these platforms for your favorite smartphone or other mobile device. *Smart Trends in Information Technology and Computer Communications* John Wiley & Sons Multiple-input, multiple-output (MIMO), which transmits multiple data streams via multiple antenna elements, is one of the most attractive technologies in the wireless communication field. Its extension, called 'massive MIMO' or 'large-scale MIMO', in which base station has over one hundred of the antenna elements, is now seen as a promising candidate to realize 5G and beyond, as well as 6G mobile communications. It has been the first decade since its fundamental concept emerged. This Special Issue consists of 19 papers and each of them focuses on a popular topic related to massive MIMO systems, e.g. analog/digital hybrid signal processing, antenna fabrication, and machine learning incorporation. These achievements could boost its realization and deepen the academic and industrial knowledge of this field.

The Russian Endgame Handbook Edward Elgar Publishing Must-read for managers on a powerful branding tool of the future. Up-to-date cases from the business world, plenty of illustrations and easy-to-use tools. Recommended by managers of top international firms.

Covers both the internal and external benefits of storytelling for a business company. Danish version sold more than 2000 copies. *Smart Grid Handbook, 3 Volume Set* Artech House Harnessing technology for a better future Looking into the future is always difficult and often problematic—but sometimes it's useful to imagine what innovations might resolve today's problems and make tomorrow better. In this book, 15 distinguished international experts examine how technology will affect the human condition and natural world within the next ten years. Their stories reflect major ambitions for what the future could bring and offer a glimpse into the possibilities for achieving the UN's ambitious Sustainable Development Goals. The authors were asked to envision future success in their respective fields, given the current state of technology and potential progress over the next decade. The central question driving their research: What are likely technological advances that could contribute to the Sustainable Development Goals at major scale, affecting the lives of hundreds of millions of people or substantial geographies

around the globe. One overall takeaway is that gradualist approaches will not achieve those goals by 2030. Breakthroughs will be necessary in science, in the development of new products and services, and in institutional systems. Each of the experts responded with stories that reflect big ambitions for what the future may bring. Their stories are not projections or forecasts as to what will happen; they are reasoned and reasonable conjectures about what could happen. The editors' intent is to provide a glimpse into the possibilities for the future of sustainable development. At a time when many people worry about stalled progress on the economic, social, and environmental challenges of sustainable development, Breakthrough is a reminder that the promise of a better future is within our grasp, across a range of domains. It will interest anyone who wonders about the world's economic, social, and environmental future.

Fundamentals of 5G Mobile Networks Academic Press

A multinational team of chess grandmasters analyze the most important recent games, using their world-class skill and

powerful computers. This volume is essential to anyone interested in the most up-to-date and highest quality opening theory.Tournaments covered are the World Cup, Dortmund, the World Team Championship, Russian Super Final, Biel and more...Contributors in this issue include: Naiditsch, Maze, Sedlak, I. Sokolov, Miton, Bacrot, Jobava and Predojevic. All chess grandmasters, most of them in the top 100 in the world.

Social Media Metrics
Springer Science & Business Media
Properly managed no brand need decay and die - immortality is within the reach of all. If the right decisions, the right resources and the right imagination are brought to bear, brands can renew continuously and outlive their creators.Brand Immortality is a practical health manual for brands of all types and ages that seek immortality. Drawing on the renowned IPA Effectiveness Awards case histories, and full of examples including Nokia, Sony, Nike, Apple and Virgin, it examines how the nature of brands has changed over time and continues to evolve, and the implications this has for marketing. It identifies the factors that are essential to a brand's long term survival - especially those which defend and strengthen a brand's place in the hearts and minds of consumers.Enriched by comments from industry insiders who were directly involved with global brands, Brand Immortality identifies winning brand strategies.

Full of experience and insight, it will help marketers and their agencies beat the odds in winning, retaining and satisfying customers - and thus help them achieve brand immortality.

Future Agenda Academic Press

The Internet of Things (IoT) has attracted much attention from society, industry and academia as a promising technology that can enhance day to day activities, and the creation of new business models, products and services, and serve as a broad source of research topics and ideas. A future digital society is envisioned, composed of numerous wireless connected sensors and devices. Driven by huge demand, the massive IoT (mIoT) or massive machine type communication (mMTC) has been identified as one of the three main communication scenarios for 5G. In addition to connectivity, computing and storage and data management are also long-standing issues for low-cost devices and sensors. The book is a collection of outstanding technical research and industrial papers covering new research results, with a wide range of features within the 5G-and-beyond framework. It provides a range of discussions of the major research challenges and achievements within this topic.

Hacker, Hoaxer, Whistleblower, Spy MDPI Fundamentals of 5G Mobile Networks provides an overview of

the key features of the 5th Generation (5G) mobile networks, discussing the motivation for 5G and the main challenges in developing this new technology. This book provides an insight into the key areas of research that will define this new system technology paving the path towards future research and development. The book is multi-disciplinary in nature, and aims to cover a whole host of intertwined subjects that will predominantly influence the 5G landscape, including the future Internet, cloud computing, small cells and self-organizing networks (SONs), cooperative communications, dynamic spectrum management and cognitive radio, Broadcast-Broadband convergence , 5G security challenge, and green RF. This book aims to be the first of its kind towards painting a holistic perspective on 5G Mobile, allowing 5G stakeholders to capture key technology trends on different layering domains and to identify potential inter-disciplinary design aspects that need to be solved in order to deliver a 5G Mobile system that operates seamlessly. *Cellular Internet of Things* John Wiley & Sons "Anyone interested in American history as well as the future contours of our economy will find Dr. Atkinson's analyses a guide to the past and a provocative challenge for the future. Economists, business leaders, scholars, and economic policymakers

will find it a necessary addition to the literature on economic cycles and growth economics."--BOOK JACKET.

Breakthrough John Wiley & Sons
The dynamics of the digital economy in the US, Europe and Japan are rather different. Some EU countries come close to the USA as the leading OECD country in the new economy, but Japan faces particular problems in catching-up digitally. Information and communication technology will affect productivity growth, production, the financial system and trade. Setting adequate rules for the digital economy - at the national and international level - is a key challenge for industrialized countries. Moreover, cultural and organizational challenges will also have to be met.

5G and Beyond Springer
Tactile Internet with Human-in-the-Loop describes the change from the current Internet, which focuses on the democratization of information independent of location or time, to the Tactile Internet, which democratizes skills to promote equity that is independent of age, gender, sociocultural background or physical limitations. The book promotes the concept of the Tactile Internet for remote closed-loop human-machine interaction and describes the main challenges and key technologies. Current standardization activities in the field for IEEE and IETF are also described, making this book an ideal resource for researchers, graduate students, and industry R&D engineers in communications engineering, electronic engineering, and computer engineering. Provides a

comprehensive reference that addresses all aspects of the Tactile Internet – technologies, engineering challenges, use cases and standards Written by leading researchers in the field Presents current standardizations surrounding the IETF and the IEEE Contains use cases that illustrate practical applications <u>Fundamentals of 5G Communications: Connectivity for Enhanced Mobile Broadband and Beyond</u> John Wiley & Sons The ultimate book on the worldwide movement of hackers, pranksters, and activists collectively known as Anonymous—by the writer the Huffington Post says " knows all of Anonymous' deepest, darkest secrets" " A work of anthropology that sometimes echoes a John le Carré novel." —Wired 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."

Chess Evolution Profile Books

"Where this book is exceptional is that the reader will not just learn how LTE works but why it works" Adrian Scrase, ETSI Vice-President, International Partnership Projects Following on the success of the first edition, this book is fully updated, covering the latest additions to LTE and the key features of LTE-Advanced. This book builds on the success of its

predecessor, offering the same comprehensive system-level understanding built on explanations of the underlying theory, now expanded to include complete coverage of Release 9 and the developing specifications for LTE-Advanced. The book is a collaborative effort of more than 40 key experts representing over 20 companies actively participating in the development of LTE, as well as academia. The book highlights practical implications, illustrates the expected performance, and draws comparisons with the well-known WCDMA/HSPA standards. The authors not only pay special attention to the physical layer, giving an insight into the fundamental concepts of OFDMA-FDMA and MIMO, but also cover the higher protocol layers and system architecture to enable the reader to gain an overall understanding of the system. Key New Features: Comprehensively updated with the latest changes of the LTE Release 8 specifications, including improved coverage of Radio Resource Management RF aspects and performance requirements Provides detailed coverage of the new LTE Release 9 features, including: eMBMS, dual-layer beamforming, user equipment positioning, home eNodeBs / femtocells and pico cells and self-optimizing networks Evaluates the LTE system performance Introduces LTE-Advanced, explaining its context and motivation, as well as the key new features including: carrier aggregation, relaying, high-order MIMO, and Cooperative Multi-Point transmission (CoMP). Includes an accompanying website containing a complete list of acronyms related to LTE and LTE-

Advanced, with a brief description of each (http://www.wiley.com/go/sesia_th eumts) This book is an invaluable reference for all research and development engineers involved in implementation of LTE or LTE-Advanced, as well as graduate and PhD students in wireless communications. Network operators, service providers and R&D managers will also find this book insightful.
Beginning Smartphone Web Development Independently Published
The IFIP series publishes state-of-the-art results in the sciences and technologies of information and communication Proceedings and post-proceedings of referred international conferences in computer science and interdisciplinary fields are featured. These results often precede journal publication and represent the most current research. The principal aim of the IFIP series is to encourage education and the dissemination and exchange of information about all aspects of computing.