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The digital age has presented an exponential growth in the amount of data available to individuals looking to draw conclusions based on given or collected information across industries. Challenges associated with the analysis, security, sharing, storage, and visualization of large and complex data sets continue to plague data scientists and analysts alike as traditional data processing applications struggle to adequately manage big data. The Handbook of Research on Big Data Storage and Visualization Techniques is a critical scholarly resource that explores big data analytics and technologies and their role in developing a broad understanding of issues pertaining to the use of big data in multidisciplinary fields. Featuring coverage on a broad range of topics, such as architecture patterns, programing systems, and computational energy, this publication is geared towards professionals, researchers, and students seeking current research and application topics on the subject.

Social media has become an integral part of society as social networking has become a main form of communication and human interaction. To stay relevant, businesses have adopted social media tactics to interact with consumers, conduct business, and remain competitive. Social technologies have reached a vital point in the business world, being essential in strategic decision-making processes, building relationships with consumers, marketing and branding efforts, and other important areas. While social media continues to gain importance in modern society, it is essential to determine how it functions in contemporary business. The Research Anthology on Strategies for Using Social Media as a Service and Tool in Business provides updated information on how businesses are strategically using social media and explores the role of social media in keeping businesses competitive in the global economy. The chapters will discuss how social tools work, what services businesses are utilizing, both the benefits and challenges to how social media is changing the modern business atmosphere, and more. This book is essential for researchers, instructors, social media managers, business managers, students, executives, practitioners, industry professionals, social media analysts, and all audiences interested in how social media is being used in modern businesses as both a service and integral tool. This new Edition of Electronic Commerce is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. Electronic commerce (EC) describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook , LinkedIn and Instagram, and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart commerce and the use of

AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb). The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility.

Cyber threats are ever increasing. Adversaries are getting more sophisticated and cyber criminals are infiltrating companies in a variety of sectors. In today's landscape, organizations need to acquire and develop effective security tools and mechanisms – not only to keep up with cyber criminals, but also to stay one step ahead. Cyber-Vigilance and Digital Trust develops cyber security disciplines that serve this double objective, dealing with cyber security threats in a unique way. Specifically, the book reviews recent advances in cyber threat intelligence, trust management and risk analysis, and gives a formal and technical approach based on a data tainting mechanism to avoid data leakage in Android systems

Russia has deployed cyber operations to interfere in foreign elections, launch disinformation campaigns, and cripple neighboring states—all while maintaining a thin veneer of deniability and avoiding strikes that cross the line into acts of war. How should a targeted nation respond? In Russian Cyber Operations, Scott Jasper dives into the legal and technical maneuvers of Russian cyber strategies, proposing that nations develop solutions for resilience to withstand future attacks. Jasper examines the place of cyber operations within Russia's asymmetric arsenal and its use of hybrid and information warfare, considering examples from recent French and US presidential elections and the 2017 NotPetya mock ransomware attack, among others. Jasper shows the international effort to counter these operations through sanctions and indictments has done little to alter Moscow's behavior and instead proposes that nations use data correlation technologies in an integrated security platform to establish a more resilient defense. Russian Cyber Operations provides a critical framework for determining whether Russian cyber campaigns and incidents rise to the level of armed conflict or operate at a lower level as a component of competition. Jasper's work offers the national security community a robust plan of action critical to effectively mounting a durable defense against Russian cyber campaigns.

This book contains a selection of the best papers of the 30th Benelux Conference on Artificial Intelligence, BNAIC 2018, held in 's-Hertogenbosch, The Netherlands, in November 2018. The 9 full papers and 3 short papers presented in this volume were carefully reviewed and selected from 31 submissions. They address various aspects of artificial intelligence such as natural language processing, agent technology, game theory, problem solving, machine learning, human-agent interaction, AI and education, and data analysis.

This unique comprehensive collection presents the latest multi-disciplinary research in strategic digital outsourcing and digital business strategy, providing a management decision-making framework for successful long-term relationships and collaboration based on trust and governance. Part I: Innovation in Business Models and Digital Outsourcing takes an internal company perspective on strategic digital outsourcing, and the importance of trust in outsourcing relationships. Part II: Inter-organizational Relations and Transfer explores topics underpinning service recipients and service suppliers' relationships including governance, knowledge transfer and legal aspects. Part III: From On-site to Cloud discusses the challenges presented by moving to a cloud

environment, including risks and controls. Part IV: Developments to Come explores emerging technologies and their impact on digital outsourcing such as blockchain and the Internet of Things. In a fiercely competitive market, companies must transform their business models and embrace new approaches. This Companion provides a comprehensive management overview of strategic digital outsourcing and is an invaluable resource for researchers and advanced students in business and strategic information management, as well as a timely resource for systems professionals.

The bestselling social media marketing book Marketing your business through social media isn't an option these days—it's absolutely imperative. In this new edition of the bestselling Social Media Marketing All-in-One For Dummies, you'll get comprehensive, expert guidance on how to use the latest social media platforms to promote your business, reach customers, and thrive in the global marketplace. Social media continues to evolve at breakneck speed, and with the help of this guide, you'll discover how to devise and maintain a successful social media strategy, use the latest tactics for reaching your customers, and utilize data to make adjustments to future campaigns and activities. Plus, you'll find out how to apply the marketing savvy you already have to the social media your prospects are using, helping you to reach—and keep—more customers, make more sales, and boost your bottom line. Includes the latest changes to Facebook, Twitter, Pinterest, LinkedIn, YouTube, and more Offers tips for engaging your community and measuring your efforts Explains how to blend social media with your other online and offline marketing efforts Shows you how to leverage data to learn more about your community Don't get left behind! Let this book help you get the most from every minute and dollar you spend on marketing.

A goldmine of strategic insights and practical business guidance covering all aspects of media entrepreneurship in the Digital Age The media industry is facing epic upheaval. Revolutionary new technologies compel those in businesses as diverse as broadcasting to book publishing to radically recreate their business models or be left in history's wake. At the same time, those with the next big idea are eager to acquire the business know-how needed to make it in today's brave new world of media. Written by a uniquely well-qualified author team, this book addresses the concerns of both audiences. Penelope Muse Abernathy and JoAnn Sciarrino provide timely lessons on everything from media financing to marketing, business strategy to leadership, innovation to business accounting. They use numerous case studies and real-world vignettes to reveal the success secrets of today's hottest media entrepreneurs, as well as the fatal flaws that leads many promising new ventures down the road to ruin. They begin with a primer on digital entrepreneurship basics, covering how to create a winning digital business model, obtain financing, do business accounting, identify strategic challenges, and more. From there they show you how to: Develop sustainable customer-focused strategies while overcoming the unique leadership challenges of the Digital Age Define your company's unique value proposition, prioritize investments in key assets, and form strategic partnerships and alliances Understand and prepare to exploit the vast potential inherent in the next generation of digital technologies, including artificial intelligence, virtual reality, and blockchain, among others The two companion websites feature a wealth of supplemental material, including updates, instructional videos, essays by media leaders, as well as PowerPoint presentations and study guides for instructors. Packed with practical insights and guidance on all aspects of the business of media in the Digital Age, The Strategic Digital Media Entrepreneur is a must-have resource for professionals and students alike in advertising, marketing, business strategy, entrepreneurship, finance, social media, and more.

The book analyzes the role of technology in the redefinition of the competitiveness of insurance markets. With a focus on the competitive challenges of InsurTech startup to the incumbent insurers, the book will discuss the strategic role of technology both in the development and in the distribution of insurance services and explore the customer relationship evolution following the digitalization of services offered. The book presents original theoretical and empirical contributions addressing how digitalization impacts the insurance environment and regulation, and how InsurTech development represents a threat for traditional companies, from Big Data analysis to digital devices, from personal interactivity to home automation systems development. The project's key benefit is up-to-date analysis of the competitiveness of technology usage in the insurance field, with particular reference to the distributive variable and to the future trends of the customer relationship in the short and medium-long term. The book will be of particular interest to scholars and students of insurance and financial technology.

A pioneering neuroscientist reveals how brain science can transform how we think about leadership, team-building, decision-making, innovation, marketing, and more.Leadership is a set of abilities with which a lucky few are born. They're the natural relationship builders, master negotiators and persuaders, and agile and strategic thinkers.The good news for the rest of us is that those abilities can be developed. In The Leader's Brain: Enhance Your Leadership, Build Stronger Teams, Make Better Decisions, and Inspire Greater Innovation with Neuroscience, Wharton Neuroscience Initiative director Michael Platt explains how. Over two decades as a professor and practitioner in neuroscience, psychology, and marketing, Platt's pioneering research has deepened our understanding of how key areas of the brain work—and how that understanding can be applied in business settings. Neuroscience is providing answers to many of leadership's most vexing challenges. In The Leader's Brain, Platt explains: Why two managers, when presented with the same set of information, make very different decisions; Why some companies (Apple) build strong social and emotional connections with their customers and others do not (Samsung); How some of the most significant events in sports history, like the "Miracle on Ice," contain insights for how to build a team; Why even some of the most visionary business leaders can make disastrous decisions, and how to fix that. The Leader's Brain relates findings like these, and many more, to help enhance leadership in an ever-shifting world entering a "new normal." In this fast-reading and engaging guide, you'll gain actionable insights you can put into practice as a leader. You will also learn what's going on in your team's brains when they are working in sync with one another, how you can tweak your message delivery to make sure others hear you, how to encourage greater creativity and innovation, and much more.

The five digital forces (mobility and pervasive computing, cloud, big data, artificial intelligence and robotics, and social media) are poised to bring great academic and industrial breakthroughs. All stakeholders want to understand how to best harness these forces to their advantage. While literature exists for understanding each force independently, there is a lack of knowledge on how to utilize all the forces together to realize future enterprises. Advanced Digital Architectures for Model-Driven Adaptive Enterprises is an essential reference source that explores the potential in unifying the five digital forces to achieve increased levels of agility, efficiency, and scale. Featuring coverage on a wide range of topics including socio-technical systems, adaptive architectures, and enterprise modeling, this book is ideally designed for managers, executives, programmers, designers, computer engineers, entrepreneurs, tool builders, digital practitioners, researchers, academicians, ands students at the graduate level.

This book has two main goals: to define data science through the work of data scientists and their results, namely data products, while simultaneously providing the reader with relevant lessons learned from applied data science projects at the intersection of academia and industry. As such, it is not a replacement for a classical textbook (i.e., it does not elaborate on fundamentals of methods and principles

described elsewhere), but systematically highlights the connection between theory, on the one hand, and its application in specific use cases, on the other. With these goals in mind, the book is divided into three parts: Part I pays tribute to the interdisciplinary nature of data science and provides a common understanding of data science terminology for readers with different backgrounds. These six chapters are geared towards drawing a consistent picture of data science and were predominantly written by the editors themselves. Part II then broadens the spectrum by presenting views and insights from diverse authors – some from academia and some from industry, ranging from financial to health and from manufacturing to e-commerce. Each of these chapters describes a fundamental principle, method or tool in data science by analyzing specific use cases and drawing concrete conclusions from them. The case studies presented, and the methods and tools applied, represent the nuts and bolts of data science. Finally, Part III was again written from the perspective of the editors and summarizes the lessons learned that have been distilled from the case studies in Part II. The section can be viewed as a meta-study on data science across a broad range of domains, viewpoints and fields. Moreover, it provides answers to the question of what the mission-critical factors for success in different data science undertakings are. The book targets professionals as well as students of data science: first, practicing data scientists in industry and academia who want to broaden their scope and expand their knowledge by drawing on the authors' combined experience. Second, decision makers in businesses who face the challenge of creating or implementing a data-driven strategy and who want to learn from success stories spanning a range of industries. Third, students of data science who want to understand both the theoretical and practical aspects of data science, vetted by real-world case studies at the intersection of academia and industry.

This book is written by testers for testers. In ten chapters, the authors provide answers to key questions in agile projects. They deal with cultural change processes for agile testing, with questions regarding the approach and organization of software testing, with the use of methods, techniques and tools, especially test automation, and with the redefined role of the tester in agile projects. The first chapter describes the cultural change brought about by agile development. In the second chapter, which addresses agile process models such as Scrum and Kanban, the authors focus on the role of quality assurance in agile development projects. The third chapter deals with the agile test organization and the positioning of testing in an agile team. Chapter 4 discusses the question of whether an agile tester should be a generalist or a specialist. In Chapter 5, the authors turn to the methods and techniques of agile testing, emphasizing the differences from traditional, phase-oriented testing. In Chapter 6, they describe which documents testers still need to create in an agile project. Next, Chapter 7 explains the efficient use of test automation, which is particularly important in agile development, as it is the main instrument for project acceleration and is necessary to support state-of-the-art DevOps approaches and Continuous Integration. Chapter 8 then adds examples from test tool practice extending test automation to include test management functionality. Chapter 9 is dedicated to training and its importance, emphasizing the role of employee training in getting started with agile development. Finally, Chapter 10 summarizes the results of the agile journey in general with a special focus on testing. To make the aspects described even more tangible, the specific topics of this book are accompanied by the description of experiences from concrete software development projects of various organizations. The examples demonstrate that different approaches can lead to solutions that meet the specific challenges of agile projects. Features and Benefits · Provides a complete and concise overview about software testing in agile projects · Includes experiences and examples from concrete software development projects of various companies · Describes the use of methods, techniques and tools, especially test automation, and the redefined role of the tester in agile projects.

Written by one of the foremost records and information management leaders in the world, this book provides a clear explanation and analysis

of the fundamental principles associated with information risk, which is broadly defined as a combination of threats, vulnerabilities, and consequences related to use of an organization's information assets.--Patricia C. Franks, Program Coordinator for the Master of Archives and Records Management, School of Information, San José State University, and author of Records and Information Management

This book introduces the students, researchers and practitioners into the subject and enabling technologies and applications pertaining to of technology, entrepreneurship and business development through research articles, case studies etc. It is primarily intended for academic purposes for learners of computer Science, management, accounting and information systems disciplines, economics,- entrepreneurship. Publishing chapters in the book is new innovative idea to spread the book in the Middle East and Arab countries and make the book achieve more sales. As many students in all levels, graduates and undergraduates in addition to research, professionals are not able to get sufficient resources because of the language concern.

In 1974, a scientific conference covering marine automation group and large vessels issues was organized under the patronage of the Technical Naval Studies Centre (CETENA) and the Italian National Research Council (CNR). A later collaboration with the Marine Technical Association (ATENA) led to the renaming of the conference as NAV, extending the topics covered to the technical field previously covered by ATENA national conferences. The NAV conference is now held every 3 years, and attracts specialists from all over the world. This book presents the proceedings of NAV 2018, held in Trieste, Italy, in June 2018. The book contains 70 scientific papers, 35 technical papers and 16 reviews, and subjects covered include: comfort on board; conceptual and practical ship design; deep sea mining and marine robotics; protection of the environment; renewable marine energy; design and engineering of offshore vessels; digitalization, unmanned vehicles and cyber security; yacht and pleasure craft design and inland waterway vessels. With its comprehensive coverage of scientific and technical maritime issues, the book will be of interest to all those involved in this important industry.

Readers explore all aspects of marketing communications, from time-honored methods to the newest developments in the field with the market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 10E. Comprehensive treatment of the fundamentals focuses on advertising and promotion, including planning, branding, consumer behavior, media buying, public relations, packaging, POP communications, and personal selling. Emerging topics get special attention as readers study today's popularity of apps, social media outlets, online and digital practices, and viral communications, as well as their impact on traditional marketing. Revisions to this most current IMC book on the market address must-know changes to environmental, regulatory, and ethical issues; marcom insights; place-based applications; privacy; global marketing; and, of course, memorable advertising campaigns. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A fail-safe supply network is designed to mitigate the impact of variations and disruptions on people and corporations. This is achieved by (1) developing a network structure to mitigate the impact of disruptions that distort the network structure and (2) planning flow through the network to neutralize the effects of variations. In this monograph, we propose a framework, develop mathematical models and provide examples of fail-safe supply network design. We show that, contrary to current thinking as embodied in the supply network literature, disruption management decisions made at the strategic network design level are not independent from variation management decisions made at the operational level. Accordingly, we suggest that it is beneficial to manage disruptions and variations concurrently in supply networks. This is achieved by architecting fail-safe supply networks, which are characterized by the following elements: reliability, robustness, flexibility, structural controllability, and resilience. Organizations can use the framework presented in this monograph to manage variations

and disruptions. Managers can select the best operational management strategies for their supply networks considering variations in supply and demand, and identify the best network restoration strategies including facility fortification, backup inventory, flexible production capacity, flexible inventory, and transportation route reconfiguration. The framework is generalizable to other complex engineered networks.

This book constitutes the contributions presented at the Blockchain Forum and the Central and Eastern Europe Forum (CEE Forum) held at the 17th International Conference on Business Process Management, BPM 2019, which took place in Vienna, Austria, in September 2019. The Blockchain Forum deals with the use of blockchain for collaborative information systems. Conceptual, technical and application-oriented contributions are pursued within the scope of this theme. The Blockchain Forum received a total of 31 submissions; 10 full and 1 short paper were accepted for publication in this book. The objective of the CEE Forum is to foster discussion for BPM academics from Central and Eastern Europe to disseminate their research, compare results and share experiences. For the CEE Forum 16 submissions were received and 6 full and 2 short papers were accepted for publication. The book also contains one invited talk in full-paper length and 6 poster papers from the CEE Forum.

The digital age has presented an exponential growth in the amount of data available to individuals looking to draw conclusions based on given or collected information across industries. Challenges associated with the analysis, security, sharing, storage, and visualization of large and complex data sets continue to plague data scientists and analysts alike as traditional data processing applications struggle to adequately manage big data. Big Data: Concepts, Methodologies, Tools, and Applications is a multi-volume compendium of research-based perspectives and solutions within the realm of large-scale and complex data sets. Taking a multidisciplinary approach, this publication presents exhaustive coverage of crucial topics in the field of big data including diverse applications, storage solutions, analysis techniques, and methods for searching and transferring large data sets, in addition to security issues. Emphasizing essential research in the field of data science, this publication is an ideal reference source for data analysts, IT professionals, researchers, and academics.

For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

CREATE A LONG-TERM, NO-FUSS, WEALTH-BUILDING PLAN THAT WILL GET YOU OUT OF AN OFFICE CUBICLE FOR GOOD Entrepreneur Media has teamed up with Nightingale-Conant, the world leader in self-development, to show you how to escape the 9-to-5 rat race, harness the power of passive income, and earn a steady stream of cash while living your best life. Whether you want to escape your corporate life and start a side hustle, spend more time with your family while your real es-tate investment rakes in the cash, or build a financial nest egg for the future with a passive investment stream, The Power of Passive Income will get you started on your journey. You will learn how to: Assess your personal skills, resources, and lifestyle Identify passive income and time-for-money models Get out of your debt hole and into your nest egg Manage your income and expectations for success Generate a six-figure income with the right strategy for your goals Redefine wealth based on what matters to you Free yourself from the need to work for someone else—and make yourself rich instead. Maximize your income, minimize your stress level, and get the absolute most from every moment with The Power of Passive Income.

Many organizations are facing the uphill battle of modernizing their legacy IT infrastructure. Most have evolved over the years by taking lessons from traditional or legacy manufacturing: creating a production process that puts the emphasis on the process instead of the people performing the tasks, allowing the organization to treat people like resources to try to achieve high-quality outcomes. But those practices and

ideas are failing modern IT, where collaboration and creativeness are required to achieve high-performing, high-quality success. Mirco Hering, a thought leader in managing IT within legacy organizations, lays out a roadmap to success for IT managers, showing them how to create the right ecosystem, how to empower people to bring their best to work every day, and how to put the right technology in the driver's seat to propel their organization to success. But just having the right methods and tools will not magically transform an organization; the cultural change that is the hardest is also the most impactful. Using principles from Agile, Lean, and DevOps as well as first-hand examples from the enterprise world, Hering addresses the different challenges that legacy organizations face as they transform into modern IT departments.

As tech giants and startups disrupt every market, those who master large-scale software delivery will define the economic landscape of the 21st century, just as the masters of mass production defined the landscape in the 20th. Unfortunately, business and technology leaders are woefully ill-equipped to solve the problems posed by digital transformation. At the current rate of disruption, half of S&P 500 companies will be replaced in the next ten years. A new approach is needed. In Project to Product, Value Stream Network pioneer and technology business leader Dr. Mik Kersten introduces the Flow Framework—a new way of seeing, measuring, and managing software delivery. The Flow Framework will enable your company's evolution from project-oriented dinosaur to product-centric innovator that thrives in the Age of Software. If you're driving your organization's transformation at any level, this is the book for you.

Media Literacy teaches students how to navigate through the overwhelming flood of information found in today's media-saturated world. Drawing from thousands of media research studies, author W. James Potter explores key components to understanding the fascinating world of mass media. Potter presents examples and facts to help students understand how the media operate, how they attract attention, and how they influence the public. Chapters conclude with exercises to help readers apply the material to everyday life and improve their media literacy. The Tenth Edition integrates a stronger focus on digital media, features a streamlined organization, and updates facts to keep readers informed on the rapidly changing media phenomenon. Also of Interest Seven Skills of Media Literacy, also by Potter, provides readers with the practical guidance they need to make substantial improvements on seven major skills. Bundle the supplement with Media Literacy, Tenth Edition for even more savings.

Cybersecurity is vital for all businesses, regardless of sector. With constant threats and potential online dangers, businesses must remain aware of the current research and information available to them in order to protect themselves and their employees. Maintaining tight cybersecurity can be difficult for businesses as there are so many moving parts to contend with, but remaining vigilant and having protective measures and training in place is essential for a successful company. The Research Anthology on Business Aspects of Cybersecurity considers all emerging aspects of cybersecurity in the business sector including frameworks, models, best practices, and emerging areas of interest. This

comprehensive reference source is split into three sections with the first discussing audits and risk assessments that businesses can conduct to ensure the security of their systems. The second section covers training and awareness initiatives for staff that promotes a security culture. The final section discusses software and systems that can be used to secure and manage cybersecurity threats. Covering topics such as audit models, security behavior, and insider threats, it is ideal for businesses, business professionals, managers, security analysts, IT specialists, executives, academicians, researchers, computer engineers, graduate students, and practitioners.

Foreword by Oliver Schabenberger, PhD Executive Vice President, Chief Operating Officer and Chief Technology Officer SAS Dive into deep learning! Machine learning and deep learning are ubiquitous in our homes and workplaces—from machine translation to image recognition and predictive analytics to autonomous driving. Deep learning holds the promise of improving many everyday tasks in a variety of disciplines. Much deep learning literature explains the mechanics of deep learning with the goal of implementing cognitive applications fueled by Big Data. This book is different. Written by an expert in high-performance analytics, Deep Learning for Numerical Applications with SAS introduces a new field: Deep Learning for Numerical Applications (DL4NA). Contrary to deep learning, the primary goal of DL4NA is not to learn from data but to dramatically improve the performance of numerical applications by training deep neural networks. Deep Learning for Numerical Applications with SAS presents deep learning concepts in SAS along with step-by-step techniques that allow you to easily reproduce the examples on your high-performance analytics systems. It also discusses the latest hardware innovations that can power your SAS programs: from many-core CPUs to GPUs to FPGAs to ASICs. This book assumes the reader has no prior knowledge of high-performance computing, machine learning, or deep learning. It is intended for SAS developers who want to develop and run the fastest analytics. In addition to discovering the latest trends in hybrid architectures with GPUs and FPGAS, readers will learn how to Use deep learning in SAS Speed up their analytics using deep learning Easily write highly parallel programs using the many task computing paradigms This book is part of the SAS Press program.

This proceedings volume highlights the role and importance of Operational Research (OR) in the digital era and the underlying ICT challenges. The selected papers cover recent advances in all branches of operational research, mathematical modeling and decision making. It covers a wide range of key areas from digital economy, to supply chain management, and also finance. The book adopts an applied perspective that covers the contributions of OR in the broad field of business and economics linked with the discipline of computer science. The chapters are based on papers presented at the 6th International Symposium & 28th National Conference on Operational Research. Although the conference is organized by the Hellenic Operational Research Society (HELORS), the contributions in this book

promotes international co-operation among researchers and practitioners working in the field.

As the use of remote work has recently skyrocketed, digital transformation within the workplace has gone under a microscope, and it has become abundantly clear that the incorporation of new technologies in the workplace is the future of business. These technologies keep businesses up to date with their capabilities to perform remote work and make processes more efficient and effective than ever before. In understanding digital transformation in the workplace there needs to be advanced research on technology, organizational change, and the impacts of remote work on the business, the employees, and day-to-day work practices. This advancement to a digital work culture and remote work is rapidly undergoing major advancements, and research is needed to keep up with both the positives and negatives to this transformation. The Research Anthology on Digital Transformation, Organizational Change, and the Impact of Remote Work contains hand-selected, previously published research that explores the impacts of remote work on business workplaces while also focusing on digital transformation for improving the efficiency of work. While highlighting work technologies, digital practices, business management, organizational change, and the effects of remote work on employees, this book is an all-encompassing research work intended for managers, business owners, IT specialists, executives, practitioners, stakeholders, researchers, academicians, and students interested in how digital transformation and remote work is affecting workplaces.

An airline is supposed to make the experience of booking a flight easy, trouble free, and reliable. But when scheduling software breaks down and flights get canceled, customers will walk, and heads will roll. That's what Leigh Freemark faces the day she and her team launch a software upgrade that fails spectacularly and hits the media immediately. As Senior Director of Quality Assurance, her job is to make sure that code is market ready. And she's the one who must face the music when it doesn't. Tasked by senior management to find and fix the source of the failure, Leigh discovers just how essential it has become to radically improve the process of software development by introducing a concept called continuous testing. She must quickly learn what it means, how it works, and how to build it into her company's legacy system. But she soon discovers that managing change is much more difficult than it first appears. The airline business is changing fast, yet old traditions and loyalties still dominate. As she fights to convince her team to change or perish, she discovers that obstructions and opportunities come in surprising forms. *** In The Kitty Hawk Venture, the authors deliver a sound lesson in the importance of continuous testing while taking the reader inside the world of commercial aviation. Each chapter delivers distinct and vital learning opportunities wrapped inside a fast-moving narrative complete with interesting characters, intriguing situations, and even some humor. The book concludes with a "Flight Plan for Continuous Testing" that stands on its own as a valuable resource guide for digital leaders in their

continuous testing journey. The story is immediately relatable to anyone who has worked in software development or for the companies that rely on it. Who This Book Is For C-level executives, VPs of apps and quality, VPs of DevOps, architecture and strategy managers, and SMB and enterprise professionals

In recent years, many companies have realised customer experience (CX) is the new marketing battle ground. Substantial investments have been made to map customer journeys, identify pain points and improve CX to try and create cut-through. Using real world applications to introduce next generation design tools based on proven concepts from strategy, marketing, psychology and creative problem solving, Lean CX: How to Differentiate at Low Cost and Least Risk discusses how to use Lean Management approaches to innovate your customer experience. This practical book describes how the tools from Lean Management can be applied to the CX innovation problem. The authors draw on hundreds of CX design and strategic innovation projects across a range of industries, both B2B and B2C, from primary research through client work and secondary case studies available in the public domain. The examples include many different vertical industry sectors, including those involving hybrid business models. The cases included share what worked really well and where CX failed. The content goes beyond what actually happened to present an idea of what might be possible with the right design approach and committed resources.

Through a series of studies, the overarching aim of this book is to investigate if and how the digitalization/digital transformation process causes (or may cause) the autonomy of various labor functions, and its impact in creating (or stymieing) various job opportunities on the labor market. This book also seeks to illuminate what actors/groups are mostly benefited by the digitalization/digital transformation and which actors/groups that are put at risk by it. This book takes its point of departure from a 2016 OECD report that contends that the impact digitalization has on the future of labor is ambiguous, as on the one hand it is suggested that technological change is labor-saving, but on the other hand, it is suggested that digital technologies have not created new jobs on a scale that it replaces old jobs. Another 2018 OECD report indicated that digitalization and automation as such does not pose a real risk of destroying any significant number of jobs for the foreseeable future, although tasks would by and large change significantly. This would affects welfare, as most of its revenue stems from taxation, and particularly so from the taxation on labor (directly or indirectly). For this reason, this book will set out to explore how the future technological and societal advancements impact labor conditions. The book seeks to provide an innovative, enriching and controversial take on how various aspects of the labor market can be (and are) affected the ongoing digitalization trend in a way that is not covered by extant literature. As such, this book intends to cater to a wider readership, from a general audience and students, to specialized professionals and academics wanting to gain a deeper understanding of the possible future developments of the labor market in light of an accelerating digitalization/digital transformation of society at large.

Many companies want to make their sales agile. Some of them have tried to set up agile sales organizations, but such top-down approaches and big-bang rollouts seldom seem to work. This book shows how the elements of the leading agile framework "Scrum" should be applied to install agility in the salesforce, improve sales performance, and resolve typical performance issues in sales organizations. It contains concrete

guidelines, real-world examples, and useful tools to create the necessary change step by step and built to last.

How do we prepare for and manage the challenges and the transformations that are increasingly confronting cities? Solutions are necessary for the impacts expected from the global population movement toward urban centres; the evolution of technologies and its influence on the economy; the evolving socio-cultural fabric of our cities and what it means for citizen engagement and happiness; and for the increasing need to protect and better manage the environment. The series of essays presented here will help governments, organizations, and concerned citizens think differently about ways we can improve the places we call home. It will stimulate local stakeholders to move away from silo-thinking and work collaboratively toward innovative solutions to make cities more liveable and sustainable. The volume brings together international experts on development, innovation, education, health, digitalization, and planning to provide stimulating new ideas and successful examples of tools and systems being used worldwide to improve the future of cities.

Revised edition of Marketing research, [2016]

Close the gap between introductory and advanced resources available on SharePoint 2016 with this guide and identify the core benefits of specific techniques in a real-world context, including best practice scenarios. You will find this book to be a comprehensive collection of tutorials and solutions for all of the most widely used techniques (e.g., intranet, Internet, formal metadata management, informal metadata management, document management, social media, project management). To overcome the high volume, velocity, and variety of data, content management systems usually focus on different sub-tasks, namely document management, web content management, digital asset management, and enterprise records management. As a leading enterprise CMS and all-around solution, SharePoint Server handles all of these sub-tasks using one system; however, the opportunities and limits of SharePoint are often unknown at the management level. Many managers who decide to use SharePoint do not know how SharePoint can concretely help to improve their business and day-to-day operations. They are often overwhelmed with its functionalities. In addition, daily users are often overwhelmed with the complexity and extensive features and possibilities of the system. Both SharePoint administrators and users need a clear explanation of when SharePoint can be used, where it can help, and how to use it. Manager's Guide to SharePoint Server 2016 is that solution. The book provides coverage of: SharePoint technology, including the core technologies of SharePoint and the MySite technology, as well as SharePoint administration levels Template technology, including the most widely used collaboration, enterprise, and publishing site templates Hands-on tutorials and solutions for users and administrators, including use cases in a real-world context Best practice scenarios of SharePoint governance, template usage, and additional tools to improve SharePoint What You'll Learn Discern how and where SharePoint can help improve a company's success Understand the core elements of SharePoint for customization and how to improve the site's functionalities Know how SharePoint can be used as a collaboration and management platform Discover what to do within SharePoint and how to more effectively manage SharePoint in daily business across teams Who This Book Is For Content managers, systems managers, and software engineering professionals. SharePoint managers, end users, and site administrators will also find this book useful.

Highly practical and engaging, Sports Marketing equips students with the skills, techniques, and tools they need to be successful marketers in any sporting environment. The book combines scholarly theory with the perspectives of those who have been actively involved in the sports business. A worldwide range of examples from all levels of sports, as well as insider expertise, strongly ties classroom learning to real-world practice, and assures students that the theory is relevant. New material includes: • Expanded coverage of marketing analytics and the use of market-driven tactics showing students how to strengthen customer relationships and maximize profits • Greater attention to the impact of

new technologies on customer relationships, such as social media, content marketing, ticketing strategies, and eSports, ensuring students are exposed to the latest advancements in marketing for sports • A stronger global focus throughout the book, including several new cases from outside the U.S., as well as coverage of international sporting organizations, such as FIFA and the ever popular English Premier League • Six new "You Make the Call" short cases to offer opportunities for analysis and decision making in sectors of sports marketing including sports media, experiential events, and eSports These popular "You Make the Call" cases and review questions stimulate lively classroom discussion, while chapter summaries and a glossary further support learning. Sports Marketing will give students of sports marketing and management a firm grasp of the ins and outs of working in sports.

Introduce your students to strategic management with the market-leading text that sets the standard for the course area. Written by respected scholars who have taught strategic management at all educational levels, Hitt, Ireland, and Hoskisson's latest edition provides an intellectually rich, yet thoroughly practical, analysis of strategic management. The classic industrial organization model is combined with a resource-based view of the firm to provide students with a complete understanding of how today's businesses establish competitive advantages and create value for stakeholders. Cutting-edge research is presented with a strong global focus, featuring more than 500 emerging and established companies. All-new opening cases introduce chapter concepts and mini cases offer new contexts of study. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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