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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.

This unique collection of contemporary international public relations case studies gives the reader in-depth insight into effective public relations practice in a range of organizational contexts. The cases demonstrate the breadth of modern public relations practice and the increasing importance and sophistication of this function both in public and private sector organizations. This second edition of Public Relations Cases builds on the success of the previous edition to offer new insights into the changing face of contemporary public relations and the development of PR and communication strategies. The book also examines: The use of social media and blogging as a communications medium The growing importance of corporate social responsibility programmes Local authority identity change High profile international charitable fundraising Sports sponsorship Property sector PR. Featuring cases from around the world, including the UK,

India, Korea, Demark, Croatia and the US, this book is an invaluable resource for teachers, researchers and students working in public relations, corporate communication and public affairs.

Human Resources Procedures for Employee Management can help you easily create the Human Resources (HR) policies and procedures manual you need to ensure the fair treatment of employees as required by Federal law. Thoroughly researched and reviewed by experts in the field, this important organizational resource provides more than 800 pages of content based on best practices, and it addresses important issues such as COBRA, HIPAA, ADA, FMLA, and other major Federal employment regulations. This quality hardback edition also covers important employer/employee topics such as job descriptions, hiring and termination, compensation and benefits, training and development, as well as general HR administration. It also includes a sample Employee Handbook and an HR Managers Manual. Designed for busy professionals such as HR Executives, Office Managers, and Business Owners, Human Resources Procedures for Employee Management is an important tool in managing the most important resource in your business - your employees. This new edition also includes updated and complete job descriptions for every job referenced in the text. Given the broad range of topics that fall under the HR rubric, creating a system of

policies and procedures can be a daunting task. Fortunately, with Human Resources Policies and Procedures Manual there is no need to start from scratch - it's already been done for you!

This fourth edition of a classic text features important updates reflecting the enormous changes that have taken place since the Telecommunications Act of 1996 and the ever-increasing importance of the Internet and the World Wide Web. The implications of these changes, and others, are examined in this new edition, which seeks to equip electronic media students for management in a new millennium - and the unprecedented challenges that will surely accompany it. Managing Electronic Media recognizes the changes in technology in the global marketplace and the impact these innovations have on media organizations and their integral business practices. It goes beyond the typical media management book by covering media enterprises as large scale businesses that must operate in a converged environment, rather than in separate silos of activity.Managing Electronic Media lays the groundwork for understanding and participating in digital content creation, marketing, and distribution. It provides the concepts and vocabulary that managers use to meet the challenges of today's market and to position their organizations to succeed in a relentlessly dynamic 24/7 business environment.Day in the Life sections highlight the daily activities of top media

executives, providing insight into the excitement, the fun, and the challenges, of careers in today's media industries. Case studies utilize exercises to promote further understanding of real-world situations.

This book sheds light on all aspects of earnings claims, including defining what an earnings claim really is, the origins of its regulation under the franchise disclosure laws, how a franchisor should prepare an earnings claim, how a franchisee should use an earnings claim, how a franchisee may attack lawful and unlawful earnings claims, how a franchisor may defend against such attacks, and how the government franchise enforcement authorities, investigate unlawful earnings claim activity.

2. The broadcast media

At publication date, a free ebook version of this title will be available through Luminos, University of California Press's Open Access publishing program. Visit www.luminosoa.org to learn more. The Monastery Rules discusses the position of the monasteries in pre-1950s Tibetan Buddhist societies and how that position was informed by the far-reaching relationship of monastic Buddhism with Tibetan society, economy, law, and culture. Jansen focuses her study on monastic guidelines, or bca' yig. The first study of its kind to examine the genre in detail, the book contains an exploration of its parallels in other Buddhist cultures, its

connection to the Vinaya, and its value as socio-historical source-material. The guidelines are witness to certain socio-economic changes, while also containing rules that aim to change the monastery in order to preserve it. Jansen argues that the monastic institutions' influence on society was maintained not merely due to prevailing power-relations, but also because of certain deep-rooted Buddhist beliefs.

Nutrient Use Efficiency in Plants: Concepts and Approaches is the ninth volume in the Plant Ecophysiology series. It presents a broad overview of topics related to improvement of nutrient use efficiency of crops. Nutrient use efficiency (NUE) is a measure of how well plants use the available mineral nutrients. It can be defined as yield (biomass) per unit input (fertilizer, nutrient content). NUE is a complex trait: it depends on the ability to take up the nutrients from the soil, but also on transport, storage, mobilization, usage within the plant, and even on the environment. NUE is of particular interest as a major target for crop improvement. Improvement of NUE is an essential pre-requisite for expansion of crop production into marginal lands with low nutrient availability but also a way to reduce use of inorganic fertilizer.

This book constitutes the refereed proceedings of the 7th International Conference on Smart City and Informatization, iSCI 2019, held in Guangzhou,

China, in November 2019. The volume presents 52 full papers, which were carefully reviewed and selected from 139 submissions. The papers are organized in topical sections on Internet of Things (IoT) and smart sensing; urban computing and big data; smart society informatization technologies; cloud/edge/fog computing for smart city; applications for smart city informatization; assistive engineering and information technology; cyberspace security; blockchain and applications.

Evidence indicates that actions within four main themes (early child development, fair employment and decent work, social protection, and the living environment) are likely to have the greatest impact on the social determinants of health and health inequities. A systematic search and analysis of recommendations and policy guidelines from intergovernmental organizations and international bodies identified practical policy options for action on social determinants within these four themes. Policy options focused on early childhood education and care; child poverty; investment strategies for an inclusive economy; active labour market programmes; working conditions; social cash transfers; affordable housing; and planning and regulatory mechanisms to improve air quality and mitigate climate change. Applying combinations of these policy options alongside effective governance for health equity should enable WHO European Region Member States to reduce health inequities and synergize efforts to achieve the United Nations Sustainable Development Goals.

Digital Signage gives you macro and micro views of the burgeoning digital signage industry. Whether you are looking for new opportunities or to expand your business, with this book you will be able to clearly understand and accurately analyze the developments, trends and projections. As part of the NAB Executive Technology Briefing series, this book features the future impact of the technology across many different industries and platforms. Explanations of hardware such as displays, servers, and PCs, software such as dynamic on-screen content and software management programs, and technologies like systems integrations and network infrastructures are all covered.

Data Mining and Multi agent Integration aims to re?ect state of the art research and development of agent mining interaction and integration (for short, agent min ing). The book was motivated by increasing interest and work in the agents data min ing, and vice versa. The interaction and integration comes about from the intrinsic challenges faced by agent technology and data mining respectively; for instance, multi agent systems face the problem of enhancing agent learning capability, and avoiding the uncertainty of self organization and intelligence emergence. Data min ing, if integrated into agent systems, can greatly enhance the learning skills of agents, and assist agents with predication of future states, thus initiating follow up action or intervention. The data mining community is now struggling with mining distributed, interactive and heterogeneous data sources. Agents can be used to man age such data sources for

data access, monitoring, integration, and pattern merging from the infrastructure, gateway, message passing and pattern delivery perspectives. These two examples illustrate the potential of agent mining in handling challenges in respective communities. There is an excellent opportunity to create innovative, dual agent mining interac tion and integration technology, tools and systems which will deliver results in one new technology.

Current, essential IT networking skills--made easy! Thoroughly revised to cover the latest technologies, this practical resource provides you with a solid foundation in networking fundamentals. Networking: A Beginner's Guide, Sixth Edition discusses wired and wireless network design, configuration, hardware, protocols, security, backup, recovery, and virtualization. You'll also get step-by-step instructions for installing, configuring, and managing Windows Server 2012, Exchange Server 2013, Oracle Linux, and Apache. This is the perfect book for anyone starting a networking career or in need of an easy-to-follow refresher. Understand network cabling, topologies, hardware, and the OSI seven-layer model Connect LANs and WANs Configure network protocols, such as TCP/IP, IPX/SPX, SMTP, DHCP, HTTP, WINS, and more Explore directory services, such as Microsoft's Active Directory, X.400, and LDAP Enable and support remote network access Secure your network and handle backup and disaster recovery Select, install, and manage reliable network servers, including Windows Server 2012, Exchange Server 2013, Oracle Linux, and Apache

Manage network workstation computers Design a robust network from the ground up Work with virtualization technologies, such as Hyper-V, VMWare, and Oracle VM VirtualBox

This volume addresses an important aspect of Brexit that has been ever-present in public debates, but has so far not received corresponding attention by academic scholars, namely the role of parliaments and citizens in this process. To address this gap, this book brings together an international group of authors who provide a comprehensive and multidisciplinary treatment of this subject. Specifically, the contributors, scholars from the UK and across Europe, provide diverse accounts of the role of regional, national and European parliaments and citizens from the perspectives of Law, Political Science and European Studies. The book is structured in three parts focused on developments, respectively, in the UK, in the parliaments of the EU27, and at the EU level. Beyond providing a comprehensive examination of the scrutiny of Brexit, the book utilises the insights gained from this experience for a study of executive-legislative relations in the European Union more generally, examining the balance, or lack thereof, between governments and parliaments. In this way, the book also speaks to some of the long-lasting, indeed perennial questions about the effects of constitutional provisions and political practice in the context of European democracy. UCLG's Third Global Report on Local Democracy and Decentralization (GOLD III) examines basic service provision and the current state-of-play of the local

governance of basic services around the world. Basic Services for All in an Urbanizing World examines the enormous challenge of ensuring the universal provision of basic services in a world that is being shaped by rapid global urbanization, climate change, and economic, social and technological transformation. The world's urban population is predicted to reach 5 billion people within the next 20-30 years. The report analyses the conditions necessary for local governments to provide these new urban residents with quality basic services. Water, sanitation, waste management, transport and energy are essential, not only for the preservation of human life and dignity, but also in driving economic growth and ensuring social equality. Each chapter examines a world region, drawing on existing research and consultation with local authorities on the ground. The chapters review access levels, legal and institutional frameworks, and the different ways in which basic services are managed and financed, as well as showcasing diverse examples of innovation in the local and multi-level governance of services. It concludes with a set of recommendations for all stakeholders with a view to making the goal of basic services for all a reality. This report contributes to discussions on the Millennium Development Goals and the UN Post-2015 Development Agenda. The findings of GOLD III will also be essential to promoting the vision of local governments at the 2016 UN

Conference on Human Settlements (Habitat III).

Chicago Music City, a first-of-its kind study conducted by the Cultural Policy Center at the University of Chicago, compares the strength and vitality of music industries and scenes across the United States, and finds that Chicago is a leader by nearly each indicator measured. As cities across the United States vie with each other to attract and retain business, sociologists, urban planners, and real estate developers point to quality of life and availability of cultural amenities as important indicators of the health and future success of urban areas. A number of these cities are turning to economic impact studies to show the importance of the music to the local economies. Chicago Music City compares Chicago¿s musical strength with the 50 largest metropolitan areas in the U. S., focusing especially on a group of eleven comparison cities: Chicago and its demographic peers, New York and Los Angeles, plus eight others with strong musical reputations ¿ Atlanta, Austin, Boston, Las Vegas, Memphis, Nashville, New Orleans and Seattle. Initially intended to serve as a benchmark for measuring the future growth of the Chicago¿s music community, Chicago Music City offers a new twist on the economic impact studies used by music industry and arts advocates across the country.

Need assistance in understanding and applying the special considerations

required in a single audit? This 2019 Audit Guide is an indispensable resource for auditors performing Yellow Book and Uniform Guidance compliance audits. Based on Government Auditing Standards, 2011 Revision, this new edition provides up-to-date information and expert guidance on single audits and Uniform Guidance compliance audit requirements. It includes example auditor reports for both the reporting required under Government Auditing Standards and the Uniform Guidance compliance audit. Key features include: Understand the complexities of Government Auditing Standards, including the requirements related to auditor independence. Gain an understanding of the requirements for performing a Uniform Guidance compliance audit, including major program determination. Understand the unique audit areas related to a compliance audit of federal awards, including internal control over compliance for major programs. Properly report on the single audit using the illustrative auditor's reports for both the financial statement audit performed under Government Auditing Standards and the compliance audit performed under the Uniform Guidance.

With this new edition, Science and Technical Writing confirms its position as the definitive style resource for thousands of established and aspiring technical writers. Editor Philip Rubens has fully revised and updated his popular 1992 edition, with full, authoritative coverage of the techniques and technologies that

have revolutionized electronic communications over the past eight years.
A cross site scripting attack is a very specific type of attack on a web application. It is used by hackers to mimic real sites and fool people into providing personal data. XSS Attacks starts by defining the terms and laying out the ground work. It assumes that the reader is familiar with basic web programming (HTML) and JavaScript. First it discusses the concepts, methodology, and technology that makes XSS a valid concern. It then moves into the various types of XSS attacks, how they are implemented, used, and abused. After XSS is thoroughly explored, the next part provides examples of XSS malware and demonstrates real cases where XSS is a dangerous risk that exposes internet users to remote access, sensitive data theft, and monetary losses. Finally, the book closes by examining the ways developers can avoid XSS vulnerabilities in their web applications, and how users can avoid becoming a victim. The audience is web developers, security practitioners, and managers. XSS Vulnerabilities exist in 8 out of 10 Web sites The authors of this book are the undisputed industry leading authorities Contains independent, bleeding edge research, code listings and exploits that can not be found anywhere else
The Art of Readable Writing is an indispensable guide to writing fluently. Noted language maven Dr. Rudolf Flesch moves beyond his examination of and advice on grammar and usage

in The Art of Plain Talk to the more general principles of style in contemporary writing. Drawing upon a wealth of material from sources as varied as Aristotle and Life magazine, Dr. Flesch shows us how we can write more simply and effectively. His famous Readability Formula, devised specially for this book, explains how to analyze writing for its clarity and interest. Entertaining and stimulating and crammed with commonsensical advice, The Art of Readable Writing is, above all, immensely readable.

The Administrative Staff Analyst Passbook(R) prepares you for your test by allowing you to take practice exams in the subjects you need to study. It provides hundreds of questions and answers in the areas that will likely be covered on your upcoming exam, including but not limited to: supervision; managerial judgment; decisiveness and sensitivity; reading comprehension; written communication skills; and more.

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