Introduction Stephan Sorger

The theme of this book is simple. The price – the number someone puts on a product to help consumers decide to buy that product – comes from data. Specifically, itcomes from statistically modeling the data. This book gives the reader the statistical modeling tools needed to get the number to put on a product. But statistical modeling is not done in a vacuum. Economic and statistical principles and theory conjointly provide the background and framework for the models. Therefore, this book emphasizes two interlocking components of modeling: economic theory and statistical principles. The economic theory component is sufficient to provide understanding of the basic principles for pricing, especially about elasticities, which measure the effects of pricing on key business metrics. Elasticity estimation is the goal of statistical modeling, so attention is paid to the concept and implications of elasticities. The statistical modeling component is advanced and detailed covering choice (conjoint, discrete choice, MaxDiff) and sales data modeling. Experimental design principles, model estimation approaches, and analysis methods are discussed and developed for choice models. Regression fundamentals have been developed for sales model specification and estimation and expanded for latent class analysis.

This book provides a broad introduction to the field of pricing as a tactical function in the daily operations of the firm and a toolbox for implementing and solving a wide range of pricing problems. Beyond the theoretical perspectives offered by most textbooks in the field, Essentials of Pricing Analytics supplements the concepts and models covered by demonstrating practical implementations using the highly accessible Excel software, analytical tools, real-life examples and global case studies. The book covers topics on fundamental pricing theory, break-even analysis, price sensitivity, empirical estimations of price–response functions, price optimisation, markdown optimisation, hedonic pricing, revenue management, the use of big data, simulation, and conjoint analysis in pricing decisions, and ethical and legal considerations. This is a uniquely accessible and practical text for advanced undergraduate, MBA and postgraduate students of pricing strategy, entrepreneurship and small business management, marketing strategy, sales and operations. It is also important reading for practitioners looking for accessible methods to implement pricing strategy and maximise profits. Online resources include Excel templates and PowerPoint slides for each chapter.

Master practical strategic marketing analysis through real-life case studies and hands-on examples. In Cutting Edge Marketing Analytics, three pioneering experts integrate all three core areas of marketing analytics: statistical analysis, experiments, and managerial intuition. They fully detail a best-practice marketing analytics methodology, augmenting it with case studies that illustrate the quantitative and data analysis tools you'll need to allocate resources, define optimal marketing mixes; perform effective analysis of customers and digital marketing campaigns, and create high-value dashboards and metrics. For each marketing problem, the authors help you: Identify the right data and analytics techniques Conduct the analysis and obtain insights from it Outline what-if scenarios and define optimal solutions Connect your insights to strategic decision-making Each chapter contains technical notes, statistical knowledge, case studies, and real data you can use to perform the analysis yourself. As you proceed, you'll gain an in-depth understanding of: The real value of marketing analytics How to integrate quantitative analysis with managerial sensibility How to apply linear regression, logistic regression, cluster analysis, and Anova models The crucial role of careful experimental design For all marketing professionals specializing in marketing analytics and/or business intelligence; and for students and faculty in all graduate-level business courses covering Marketing Analytics, Marketing Effectiveness, or Marketing Metrics

Alexander Grothendieck introduced many concepts into algebraic geometry; they turned out to be astoundingly powerful and productive and truly revolutionized the subject. Grothendieck sketched his new theories in a series of talks at the Seminaire Bourbaki between 1957 and 1962 and collected his write-ups in a volume entitled ``Fondements de la Geometrie Algebrique,'' known as FGA. Much of FGA is now common knowledge; however, some of FGA is less well known, and its full scope is familiar to few. The present book resulted from the 2003 ``Advanced School in Basic Algebraic Geometry'' at the ICTP in Trieste, Italy. The book aims to fill in Grothendieck's brief sketches. There are four themes: descent theory, Hilbert and Quot schemes, the formal existence theorem, and the Picard scheme. Most results are proved in full detail; furthermore, newer ideas are introduced to promote understanding, and many connections are drawn to newer developments. The main prerequisite is a thorough acquaintance with basic scheme theory. Thus this book is a valuable resource for anyone doing algebraic geometry.

This fully updated second volume of the highly successful WWRF Book of Visions is a unique and timely book, presenting up-to-the-minute ideas and trends in mobile communications. This is a comprehensive single point of reference, focusing on the specifications and requirements of 4G and identifying potential business models, the research areas and required spectrum and enabling technologies. Comprising material from White Papers edited within the working expert groups as well as those from the Vision Committee of WWRF, a top-down approach has been adopted starting from perceived users requirements and their expectations in the Future Wireless World.

fMRI Neurofeedback provides a perspective on how the field of functional magnetic resonance imaging (fMRI) neurofeedback has evolved, an introduction to state-of-the-art methods used for fMRI neurofeedback, a review of published neuroscientific and clinical applications, and a discussion of relevant ethical considerations. It gives a view of the ongoing research challenges throughout and provides guidance for researchers new to the field on the practical implementation and design of fMRI neurofeedback protocols. This book is designed to be accessible to all scientists and clinicians interested in conducting fMRI neurofeedback research, addressing the variety of different knowledge gaps that readers may have given their varied backgrounds and avoiding field-specific jargon. The book, therefore, will be suitable for engineers, computer scientists, neuroscientists,

psychologists, and physicians working in fMRI neurofeedback. • Provides a reference on fMRI neurofeedback covering history, methods, mechanisms, clinical applications, and basic research, as well as ethical considerations • Offers contributions from international experts—leading research groups are represented, including from Europe, Japan, Israel, and the United States • Includes coverage of data analytic methods, study design, neuroscience mechanisms, and clinical considerations • Presents a perspective on future translational development

This introduction to fashion is aimed at students of fashion design across the world. By following the design process, from historical and commercial industry context to final collection presentation, the book provides a clear guide for students as they discover what designing for fashion entails. Along the way they will explore a wide variety of hands-on, creative methodologies of design ideation, development, and presentation. Supported by inspirational visual content—fashion photography, fashion illustration, sketchbook artwork, technical drawings, and infographics—and case studies, the book offers a unique overview of the fashion industry.

#1 New York Times Bestseller At last, a book that shows you how to build—design—a life you can thrive in, at any age or stage Designers create worlds and solve problems using design thinking. Look around your office or home—at the tablet or smartphone you may be holding or the chair you are sitting in. Everything in our lives was designed by someone. And every design starts with a problem that a designer or team of designers seeks to solve. In this book, Bill Burnett and Dave Evans show us how design thinking can help us create a life that is both meaningful and fulfilling, regardless of who or where we are, what we do or have done for a living, or how young or old we are. The same design thinking responsible for amazing technology, products, and spaces can be used to design and build your career and your life, a life of fulfillment and joy, constantly creative and productive, one that always holds the possibility of surprise. "Designing Your Life walks readers through the process of building a satisfying, meaningful life by approaching the challenge the way a designer would. Experimentation. Wayfinding. Prototyping. Constant iteration. You should read the book. Everyone else will." —Daniel Pink, bestselling author of Drive "This [is] the career book of the next decade and . . . the go-to book that is read as a rite of passage whenever someone is ready to create a life they love." —David Kelley, Founder of IDEO "An empowering book based on their popular class of the same name at Stanford University . . . Perhaps the book's most important lesson is that the only failure is settling for a life that makes one unhappy. With useful fact-finding exercises, an empathetic tone, and sensible advice, this book will easily earn a place among career-finding classics." —Publishers Weekly

Optimize your marketing strategies through analytics and machine learning Key Features Understand how data science drives successful marketing campaigns Use machine learning for better customer engagement, retention, and product recommendations Extract insights from your data to optimize marketing strategies and increase profitability Book Description Regardless of company size, the adoption of data science and machine learning for marketing has been rising in the industry. With this book, you will learn to implement data science techniques to understand the drivers behind the successes and failures of marketing campaigns. This book is a comprehensive guide to help you understand and predict customer behaviors and create more effectively targeted and personalized marketing strategies. This is a practical guide to performing simple-to-advanced tasks, to extract hidden insights from the data and use them to make smart business decisions. You will understand what drives sales and increases customer engagements for your products. You will learn to implement machine learning to forecast which customers are more likely to engage with the products and have high lifetime value. This book will also show you how to use machine learning techniques to understand different customer segments and recommend the right products for each customer. Apart from learning to gain insights into consumer behavior using exploratory analysis, you will also learn the concept of A/B testing and implement it using Python and R. By the end of this book, you will be experienced enough with various data science and machine learning techniques to run and manage successful marketing campaigns for your business. What you will learn Learn how to compute and visualize marketing KPIs in Python and R Master what drives successful marketing campaigns with data science Use machine learning to predict customer engagement and lifetime value Make product recommendations that customers are most likely to buy Learn how to use A/B testing for better marketing decision making Implement machine learning to understand different customer segments Who this book is for If you are a marketing professional, data scientist, engineer, or a student keen to learn how to apply data science to marketing, this book is what you need! It will be beneficial to have some basic knowledge of either Python or R to work through the examples. This book will also be beneficial for beginners as it covers basic-to-advanced data science concepts and applications in marketing with real-life examples.

The primacy of experts and expertise in current fields of public policy, governance and non-governmental organizations has accompanied increasing confusion on the foundations of their practices and the adequacy of their methods. Fields of Expertise clarifies the complex heritage of experts by exploring their relationship with legal, political and administrative powers from a comparative historical and interdisciplinary perspective. Specifically, the authors offer case studies on expert procedures in the two capital cities of Paris and London since 1600 in the essential areas of risk management, medical procedures, economic policy, and administrative reform. In doing so, they provide insight into the evolution of expert procedures while at the same time taking into consideration the interdisciplinary nature of scholarship on expertise drawn from Sociology, Science Studies and Political Science. The following articles thus challenge traditional views on the nature of expertise and provide a synthesis of the vast and disparate literature that has been written on the subject. Fields of Expertise's international perspectives and multi-disciplinary grasp of the literature in political science, sociology, science studies and history will be useful to scholars and students alike in addressing this highly topical issue. The essays reference mainstream sources and widely-documented cases on experts and

expertise, making it accessible to the general reader as well.

The purpose of this book is to provide information on senescent cells and why they are prevented from multiplying via cell division. It includes main sections on the nature of Go/1 transition, factors promoting the cell cycle traverse and avoiding the Go/1 arrest, and negative factors arresting the cell cycle traverse and promoting the stay in the Go/1 stage. Filled with illustrations and explanations, it collectively presents the mechanisms that control the cellular aging process. This reference is a must for anyone with special interests in the biological community, and specifically the field of gerontology.

Marketing Analytics: Strategic Models and Metrics offers marketing students and professionals a practical guide to strategic decision models and marketing metrics. The tools described in the book will aid marketers in making intelligent decisions to drive revenue and results in their organizations. The book contains a wealth of information on marketing analytics: Almost 500 pages of text, covering a wide variety of decision models and metrics Nearly 400 figures, including diagrams, tables, and charts Step-by-step instructions on market segmentation, conjoint analysis, and other techniques Current examples demonstrating how organizations are applying models and metrics The list of chapters below includes a sample of the topics: Chapter 1. Introduction - Introduction to marketing analytics Chapter 2. Market Insight - Market sizing and trend analysis Chapter 3. Market Segmentation - Segment identification, analysis, and strategy Chapter 4. Competitive Analysis - Competitor identification, analysis, and strategy Chapter 5. Business Strategy - Analytics-based strategy selection Chapter 6. Business Operations - Forecasting, predictive analytics, and data mining Chapter 7. Product and Service Analytics - Conjoint analysis and product/service metrics Chapter 8. Price Analytics - Pricing techniques and assessment Chapter 9. Distribution Analytics - Analytics-based channel evaluation and selection Chapter 10. Promotion Analytics - Promotion budget estimation and allocation Chapter 11. Sales Analytics - Metrics for sales, profitability, and support Chapter 12. Analytics in Action - Pivot tables and data-driven presentations Edition: First Edition, Version 1.1, introduced November 2013. Revision 1.1 incorporates minor corrections and edits. It retains the same layout as the original release (First Edition, Version 1.0). See StephanSorger.com for a complete record of all changes.

This book is a complete introduction to the power of R for marketing research practitioners. The text describes statistical models from a conceptual point of view with a minimal amount of mathematics, presuming only an introductory knowledge of statistics. Hands-on chapters accelerate the learning curve by asking readers to interact with R from the beginning. Core topics include the R language, basic statistics, linear modeling, and data visualization, which is presented throughout as an integral part of analysis. Later chapters cover more advanced topics yet are intended to be approachable for all analysts. These sections examine logistic regression, customer segmentation, hierarchical linear modeling, market basket analysis, structural equation modeling, and conjoint analysis in R. The text uniquely presents Bayesian models with a minimally complex approach, demonstrating and explaining Bayesian methods alongside traditional analyses for analysis of variance, linear models, and metric and choice-based conjoint analysis. With its emphasis on data visualization, model assessment, and development of statistical intuition, this book provides guidance for any analyst looking to develop or improve skills in R for marketing applications.

Marketing AnalyticsStrategic Models and MetricsCreateSpace

Plasmonics is a rapidly developing field that combines fundamental research and applications ranging from areas such as physics to engineering, chemistry, biology, medicine, food sciences, and the environmental sciences. Plasmonics appeared in the 1950s with the discovery of surface plasmon polaritons. Plasmonics then went through a novel propulsion in the mid-1970s, when surface-enhanced Raman scattering was discovered. Nevertheless, it is in this last decade that a very significant explosion of plasmonics and its applications has occurred. Thus, this book provides a snapshot of the current advances in these various areas of plasmonics and its applications, such as engineering, sensing, surface-enhanced fluorescence, catalysis, and photovoltaic devices.

A business classic endorsed by Dale Carnegie, How I Raised Myself from Failure to Success in Selling is for anyone whose job it is to sell. Whether you are selling houses or mutual funds, advertisements or ideas—or anything else—this book is for you. When Frank Bettger was twenty-nine he was a failed insurance salesman. By the time he was forty he owned a country estate and could have retired. What are the selling secrets that turned Bettger's life around from defeat to unparalleled success and fame as one of the highest paid salesmen in America? The answer is inside How I Raised Myself from Failure to Success in Selling. Bettger reveals his personal experiences and explains the foolproof principles that he developed and perfected. He shares instructive anecdotes and step-by-step guidelines on how to develop the style, spirit, and presence of a winning salesperson. No matter what you sell, you will be more efficient and profitable—and more valuable to your company—when you apply Bettger's keen insights on: • The power of enthusiasm • How to conquer fear • The key word for turning a skeptical client into an enthusiastic buyer • The quickest way to win confidence • Seven golden rules for closing a sale

Pricing is an essential aspect of the marketing mix for brands and products. Further, pricing research in marketing is interdisciplinary, utilizing economic and psychological concepts with special emphasis on measurement and estimation. This unique Handbook provides current knowledge of pricing in a single, authoritative volume and brings together new cutting-edge research by established marketing scholars on a range of topics in the area. The environment in which pricing decisions and transactions are implemented has changed dramatically, mainly due to the advent of the Internet and the practices of advance selling and yield management. Over the years, marketing scholars have incorporated developments in game theory and microeconomics, behavioral decision theory, psychological and social dimensions and newer market mechanisms of auctions in their contributions to pricing research. These chapters, specifically written for this Handbook, cover these various developments and concepts as applied to tackling pricing problems. Academics and doctoral students in marketing and applied economics, as well as pricing-focused business practitioners and consultants, will appreciate the state-of-the-art research herein.

This book will contain a series of solicited chapters that concern with the molecular machines required by viruses to perform various essential functions of virus life cycle. The first three chapters (Introduction, Molecular Machines and Virus Architecture) introduce the reader to the best known molecular machines and to the structure of viruses. The remainder of the book will examine in detail various stages of the viral life cycle. Beginning with the viral entry into a host cell, the book takes the reader through replication of the genome, synthesis and assembly of viral structural components, genome packaging and maturation into an infectious virion. Each chapter will describe the components of the respective machine in molecular or atomic detail, genetic and biochemical analyses, and mechanism. Topics are carefully selected so that the reader is exposed to systems where there is a substantial infusion of new knowledge in recent years, which greatly elevated the fundamental mechanistic understanding of the respective molecular machine. The authors will be encouraged to simplify the detailed knowledge to basic concepts, include provocative new ideas, as well as design colorful graphics, thus making the cutting-edge information accessible to broad audience.

'The editors of this handbook have brought together 58 of the world's greatest environmental systems experts. These professionals have, in 46 specific topic headings, divided into six major sections, provided very insightful information and guidance as to what industrial ecology entails, how it can be implemented, and its benefits . . . a very valuable tool . . . This book provides essential information to mid- and top-level management that can enable industry to make more prudent business decisions regarding the manufacturing of its products.' - Robert John Klancko, Environmental Practice Industrial ecology is coming of age and this superb book brings together leading scholars to present a state-of-the-art overviews of the subject.

GOD ENCOUNTERS ARE FOR EVERYONE! Every sincere seeker of the Lord can have God encounters! Journey with James and Michal Ann Goll as they share how they discovered a lifestyle of God encounters. You will enjoy a new depth of fellowship with God as you find yourself enjoying a new and refreshing intimacy with your Lord; an intimacy that brings the most powerful deliverance and healing in your life. You will see how God's tangible presence will: Free you from guilt Free you from bitterness and fear Heal you from pain of the past Open your heart to hear and respond to God like never before. Jim and Michal Ann Goll are seasoned prophets, recognized internationally for their work. Their exhaustive research on this topic, endlessly backed up by Scripture, is evident throughout this book. God Encounters is an excellent primer on how to move into deeper realms of the prophetic and supernatural as well how to reap the benefits of God encounters.

Who is most likely to buy and what is the best way to target them? How can businesses improve strategy without identifying the key influencing factors? The second edition of Marketing Analytics enables marketers and business analysts to leverage predictive techniques to measure and improve marketing performance. By exploring real-world marketing challenges, it provides clear, jargon-free explanations on how to apply different analytical models for each purpose. From targeted list creation and data segmentation, to testing campaign effectiveness, pricing structures and forecasting demand, this book offers a welcome handbook on how statistics, consumer analytics and modelling can be put to optimal use. The fully revised second edition of Marketing Analytics includes three new chapters on big data analytics, insights and panel regression, including how to collect, separate and analyze big data. All of the advanced tools and techniques for predictive analytics have been updated, translating models such as tobit analysis for customer lifetime value into everyday use. Whether an experienced practitioner or having no prior knowledge, methodologies are simplified to ensure the more complex aspects of data and analytics are fully accessible for any level of application. Complete with downloadable data sets and test bank resources, this book supplies a concrete foundation to optimize marketing analytics for day-to-day business advantage.

Provides information on all aspects of fashion design, including research and design, fabrics, construction, and developing a collection.

Since the publication of the best-selling first edition, much has been discovered about Saccharomyces cerevisiae, the single-celled fungus commonly known as baker's yeast or brewer's yeast that is the basis for much of our understanding of the molecular and cellular biology of eukaryotes. This wealth of new research data demands our attention and r

Now , a leader of Northwestern University's prestigious analytics program presents a fully-integrated treatment of both the business and academic elements of marketing applications in predictive analytics. Writing for both managers and students, Thomas W. Miller explains essential concepts, principles, and theory in the context of real-world applications. Building on Miller's pioneering program, Marketing Data Science thoroughly addresses segmentation, target marketing, brand and product positioning, new product development, choice modeling, recommender systems, pricing research, retail site selection, demand estimation, sales forecasting, customer retention, and lifetime value analysis. Starting where Miller's widely-praised Modeling Techniques in Predictive Analytics left off, he integrates crucial information and insights that were previously segregated in texts on web analytics, network science, information technology, and programming. Coverage includes: The role of analytics in delivering effective messages on the web Understanding the web by understanding its hidden structures Being recognized on the web – and watching your own competitors Visualizing networks and understanding communities within them Measuring sentiment and making recommendations Leveraging key data science methods: databases/data preparation, classical/Bayesian statistics, regression/classification, machine learning, and text analytics Six complete case studies address exceptionally relevant issues such as: separating legitimate email from spam; identifying legally-relevant information for lawsuit discovery; gleaning insights from anonymous web surfing data, and more. This text's extensive set of web and network problems draw on rich public-domain data sources; many are accompanied by solutions in Python and/or R. Marketing Data Science will be an invaluable resource for all students, faculty, and professional marketers who want to use business analytics to improve marketing performance.

NAMED BEST MARKETING BOOK OF 2011 BY THE AMERICAN MARKETING ASSOCIATION How organizations can deliver significant performance gains through strategic investment in marketing In the new era of tight marketing budgets, no organization can continue to spend on marketing without knowing what's working and what's wasted. Data-driven marketing improves efficiency and effectiveness of marketing expenditures across the spectrum of marketing activities from branding and awareness, trail and loyalty, to new product launch and Internet marketing. Based on new research from the Kellogg School of Management, this book is a clear and convincing guide to using a more rigorous, data-driven strategic approach to deliver significant performance gains from your marketing. Explains how to use data-driven marketing to deliver return on marketing investment (ROMI) in any organization In-depth discussion of the fifteen key metrics every marketer should know Based on original research from America's leading marketing business school, complemented by experience teaching ROMI to executives at Microsoft, DuPont, Nisan, Philips, Sony and many other firms Uses data from a rigorous survey on strategic marketing performance management of 252 Fortune 1000 firms, capturing $53 billion of annual marketing spending In-depth examples of how to apply the principles in small and large organizations Free downloadable ROMI templates for all examples given in the book With every department under the microscope looking for results, those who properly use data to optimize their marketing are going to come out on top every time.

This text is intended to aid researchers who plan to set up a simultaneous EEG-fMRI laboratory and those who are interested in integrating electrophysiological and hemodynamic data. As will be obvious from the different chapters, this is a dynamically developing field in which several approaches are being tested and compared.

About 'The Google Checklist'. The world of Internet Marketing is fast paced and ever evolving. The difference in the way users interact with your business online is dramatically changing. The

good news is that whatever your business, more of your customers are online than ever before, and their familiarity with the Internet means an increase in purchases, contact form submissions and bookings made over the web are higher than ever. We here at HeartCMS spend all day, every day analysing, researching and achieving online marketing for businesses across the world in every possible industry. We have access to some great tools as Google Partners to understand what your users want from your website and our team of conversion specialists have the power to implement changes to get you that conversion rate you've been working hard for. This book is here to help you make the most out of your website and online marketing in 2016 and help take your business to the next level by attracting more customers and gaining more leads from your online marketing. You'll find case studies, best practice tips and plenty of recommendations guided by our extensive experience in every element of online marketing. We Cover Web Design (How to make your website Google and mobile freindly) SEO (on-site, off-site and SEO/PR search engine optimisation) Paid Advertising (Learn how to spend less and convert more on Google Adwords and Remarketing) Social Media Marketing (Facebook, Twitter, Instagram, LinkedIn, Snapchat, Pinterest and more) Mobile Apps About the Author Amen Sharma managing director of HeartCMS already has two bestselling books to his name, The Google Checklist: Website Edition and 101 Ways to Get More Customers from the Internet in 2014. In his role as managing director at HeartCMS, Amen and a team of 40 help over 400 small to medium size businesses a year with online marketing, web site design & app development. With the HQ Based in Nottingham, UK, Amen & the team travel around the UK to support small-medium size business get the most from their website

Many managers view marketing as a creative endeavor, not something that is measurable or manageable by numbers. But today's leaders in the C-suite demand greater accountability. They want to know that they are getting a return on their marketing investment. And to get that ROI number, you need analytics. This expectation is intimidating for the many sales and marketing managers who rely on marketing instincts, not metrics, to do their work. But Marketing Analytics Roadmap: Methods, Metrics, and Tools demonstrates that employing analytics isn't just a way to keep the CEO off your back. It improves marketing results and ensures marketers a seat at the table where big decisions get made. In this book, analytics expert Jerry Rackley shows you how to understand and implement a sound marketing analytics process that helps eliminate the guesswork about the results produced by your marketing efforts. The result? You will acquire—and keep—more customers. Even better, you'll find that an analytics process helps the entire organization make better decisions, and not just marketers. Marketing Analytics Roadmap explains: How to use analytics to create marketing and sales metrics that guide your actions and provide valuable feedback on your efforts How to structure and use dashboards to report marketing results How to put industry-leading analytics software and other tools to good use How Big Data is shaping the marketing analytics landscape Sales and marketing teams that master marketing analytics will find them a powerful servant that enables agility, raises effectiveness, and creates confidence. Marketing Analytics Roadmap shows you how to build a well-planned and executed marketing analytics strategy that will enhance the credibility of your marketing team and help you not only get a seat at the big-decisions table, but keep it once there. Engaging the Online Learner This updated edition includes an innovative framework—the Phases of Engagement—that helps learners become more involved as knowledge generators and cofacilitators of a course. The book also provides specific ideas for tested activities (collected from experienced online instructors across the nation) that can go a long way to improving online learning. Engaging the Online Learner offers the tools and information needed to: Convert classroom activities to an online environment Assess the learning that occurs as a result of collaborative activities Phase in activities that promote engagement among online learners Build peer interaction through peer partnerships and team activities Create authentic activities and implement games and simulations Praise for Engaging the Online Learner "The Phases of Engagement framework provides a road map for creating community at each phase of an online course. This book is an invaluable guide to innovative practices for online learning." –Judith V. Boettcher, coauthor of The Online Teaching Survival Guide "Engagement is the heart of online learning. The authors have developed an encyclopedia of tried-and-true learner engagement activities that are authentic and ready to use." –Donald P. Ely, professor emeritus, instructional design, development and evaluation in the School of Education, Syracuse University

Distill 100%–Usable Max-Profit Knowledge from Your Digital Data. Do It Now! Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why! Good news: neither have your competitors. It's hard! But digital marketing analytics is 100% doable, it offers colossal opportunities, and all of the data is accessible to you. Chuck Hemann and Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to CRM to social media marketing! • Prioritize—because you can't measure, listen to, and analyze everything • Use analysis to craft experiences that profoundly reflect each customer's needs, expectations, and behaviors • Measure real social media ROI: sales, leads, and customer satisfaction • Track the performance of all paid, earned, and owned social media channels • Leverage "listening data" way beyond PR and marketing: for strategic planning, product development, and HR • Start optimizing web and social content in real time • Implement advanced tools, processes, and algorithms for accurately measuring influence • Integrate paid and social data to drive more value from both • Make the most of surveys, focus groups, and offline research synergies • Focus new marketing and social media investments where they'll deliver the most value Foreword by Scott Monty Global Head of Social Media, Ford Motor Company

This book is intended as a definitive, state of the art guide to robotic surgery that summarizes the field for surgeons at all levels. More specifically, its goals are threefold: to review the basics of robotic surgery, including fundamental principles, technology, operating room setup, and workflow; to describe and illustrate the procedures most commonly performed in a robotic operating room; and to discuss key issues relating to cost, adoption, and training. Procedures from many surgical disciplines are included, which will aid robotic surgeons in supervising and assisting colleagues in these disciplines and simultaneously heighten their awareness of the tricks and tools used in other disciplines that can be retasked for their own purposes. In addition, the future prospects for robotic surgery, including anticipated developments in equipment, are discussed. The Textbook and Atlas of Robotic Surgery will be an excellent aid for residents and fellows entering the field, as well as a welcome update on recent progress for practicing robotic surgeons and an ideal primer for senior surgeons adapting these new technologies to their current practice.

Who is most likely to buy and what is the best way to target them? Marketing Analytics enables marketers and business analysts to answer these questions by leveraging proven

methodologies to measure and improve upon the effectiveness of marketing programs. Marketing Analytics demonstrates how statistics, analytics and modeling can be put to optimal use to increase the effectiveness of every day marketing activities, from targeted list creation and data segmentation to testing campaign effectiveness and forecasting demand. The author explores many common marketing challenges and demonstrates how to apply different data models to arrive at viable solutions. Business cases and critical analysis are included to illustrate and reinforce key concepts throughout. Beginners will benefit from clear, jargon-free explanations of methodologies relating to statistics, marketing strategy and consumer behaviour. More experienced practitioners will appreciate the more complex aspects of data analytics and data modeling, discovering new applications of various techniques in every day practice. Readers of Marketing Analytics will come away with a firm foundation in markets analytics and the tools they need to gain competitive edge and increase market share. Online supporting resources for this book include a bank of test questions as well as data sets relating to many of the chapters.

In spite of the proliferation of online learning, creating online courses can still evoke a good deal of frustration, negativity, and wariness in those who need to create them. The second edition of Essentials of Online Course Design takes a fresh, thoughtfully designed, step-by-step approach to online course development. At its core is a set of standards that are based on best practices in the field of online learning and teaching. Pedagogical, organizational, and visual design principles are presented and modeled throughout the book, and users will quickly learn from the guide's hands-on approach. The course design process begins with the elements of a classroom syllabus which, after a series of guided steps, easily evolve into an online course outline. The guide's key features include: a practical approach informed by theory clean interior design that offers straightforward guidance from page one clear and jargon-free language examples, screenshots, and illustrations to clarify and support the text a checklist of online course design standards that readers can use to self-evaluate. a Companion Website with examples, adaptable templates, interactive learning features, and online resources: http://essentialsofonlinecoursedesign.com Essentials of Online Course Design serves as a best practice model for designing online courses. After reading this book, readers will find that preparing for online teaching is a satisfying and engaging experience. The core issue is simply good design: pedagogical, organizational, and visual. For more of Marjorie Vai in her own words, listen to this 2011 interview from the On Teaching Online podcast: http://onteachingonline.com/oto-16-essentials-of-online-course-design-with-marjorie-vai/

The authors of the pioneering Cutting-Edge Marketing Analytics return to the vital conversation of leveraging big data with Marketing Analytics: Essential Tools for Data-Driven Decisions, which updates and expands on the earlier book as we enter the 2020s. As they illustrate, big data analytics is the engine that drives marketing, providing a forward-looking, predictive perspective for marketing decision-making. The book presents actual cases and data, allowing readers invaluable real-world instruction. The cases show how to identify relevant data, choose the best analytics technique, and question the link between marketing plans and customer behavior. Dealing with actual scenarios sheds light on the most pressing marketing questions, such as setting the optimal price for one's product or designing effective digital marketing campaigns. Big data is currently the most powerful resource to the marketing professional, and this book illustrates how to fully harness that power to effectively maximize marketing efforts.

"Marketing Planning: Where Strategy Meets Action" offers marketing students and professionals a practical, step by step guide to creating marketing plans that deliver measurable results. It presents a comprehensive framework for strategic marketing planning and outlines a structured approach for developing effective marketing plans. The approach uses numerous figures, checklists, and decision charts to leverage proven marketing techniques and market data for high quality marketing plans. The book is packed with current examples, culminating in a complete sample marketing plan that demonstrates the book's unique approach. The book is ideal for planning-related courses in upper-level undergraduate and lower-level graduate school programs, as well as for business executives seeking a competitive edge in the speed and quality of their marketing planning.

The new series "Microbiology Monographs" begins with two volumes on intracellular components in prokaryotes. In this first volume, "Inclusions in Prokaryotes", the components, labeled inclusions, are defined as discrete bodies resulting from synthesis of a metabolic product. Research on the biosynthesis and reutilization of the accumulated materials is still in progress, and interest in the inclusions is growing. This comprehensive volume provides historical background and comprehensive reviews of eight well-known prokaryotic inclusions.

Price Analytics: Strategy, Tactics and Execution offers pricing students and professionals a practical, structured and comprehensive guide to price analytics. The book covers a number of price models, considerations, and industry examples to guide students and professionals in their pricing efforts. The insight gained from the content can drive organizational profitability and customer satisfaction. Chapters include: Chapter 1: Introduction; Chapter 2: Price and Economics; Chapter 3: Price and Value; Chapter 4: Price Sensitivity; Chapter 5: Price Psychology; Chapter 6: Basic Price Techniques; Chapter 7: Price Segmentation; Chapter 8: Price Competition; Chapter 9: Price Changes; Chapter 10: Price and Product Management; Chapter 11: Pricing Online; Chapter 12: Price for Business to Business; Chapter 13: Price and Profitability; Chapter 14: Pricing Internationally; Chapter 15: Price Laws and Ethics; Chapter 16: Price Implementation

The view from above, or the 'bird's-eye' view, has become so ingrained in contemporary visual culture that it is now hard to imagine our world without it. It has risen to pre-eminence as a way of seeing, but important questions about its effects and meanings remain unexplored. More powerfully than any other visual modality, this image of 'everywhere' supports our idea of a world-view, yet it is one that continues to be transformed as technologies are invented and refined. This innovative volume, edited by Mark Dorrian and Frederic Pousin, offers an unprecedented range of discussions on the aerial view, covering topics from sixteenth-century Roman maps to the Luftwaffe's aerial survey of Warsaw to Google Earth. Underpinned by a cross-disciplinary approach that draws together diverse and previously isolated material, this volume examines the politics and poetics of the aerial view in relation to architecture, art, film, literature, photography and urbanism and explores its role in areas such as aesthetics and epistemology. Structured through a series of detailed case studies, this book builds into a cultural history of the aerial imagination.

Harness the extraordinary power of customer insights with this collection of adaptable, scalable strategies, which will allow any marketer to outshine the competition with effective, memorable marketing. When Designing Your Life was published in 2016, Stanford's Bill Burnett and Dave Evans taught readers how to use design thinking to build meaningful, fulfilling lives ("Life has questions. They have answers." –The New York Times). The book struck a chord, becoming an instant #1 New York Times bestseller. Now, in DESIGNING YOUR WORK LIFE: How to Thrive and Change and Find Happiness at Work they apply that transformative thinking to the place we spend more time than anywhere else: work. DESIGNING YOUR WORK LIFE teaches readers how to create the job they want—without necessarily leaving the job they already have. "Increasingly, it's up to workers to define their own happiness and success in this ever-moving landscape," they write, and chapter by chapter, they demonstrate how to build positive change, wherever you are in your career. Whether you want to stay in your job and make it a more meaningful experience, or if you decide it's time to move on, Evans and Burnett show you how to visualize and build a work-life that is productive, engaged, meaningful, and more fun.