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This book analyzes various digital transformation processes in journalism and news media. By investigating how these processes stimulate innovation, the authors identify new business and communication models, as well as digital strategies for a new environment of global information flows. The book will help journalists and practitioners working in news media to identify best practices and discover new types of information flows in a rapidly changing news media landscape.

This is the origin story of technology super heroes: the creators and founders of ARM, the company that is responsible for the processors found inside 95% of the world's mobile devices today. This is also the evolution story of how three companies - Apple, Samsung, and Qualcomm - put ARM technology in the hands of billions of people through smartphones, tablets, music players, and more. It was anything but a straight line from idea to success for ARM. The story starts with the triumph of BBC Micro engineers Steve Furber and Sophie Wilson, who make the audacious decision to design their own microprocessor - and it works the first time. The question becomes, how to sell it? Part I follows ARM as its founders launch their own company, select a new leader, a new strategy, and find themselves partnered with Apple, TI, Nokia, and other companies just as digital technology starts to unleash mobile devices. ARM grows rapidly, even as other semiconductor firms struggle in the dot com meltdown, and establishes itself as a standard for embedded RISC processors. Apple aficionados will find the opening of Part II of interest the moment Steve Jobs returns and changes the direction toward fulfilling consumer dreams. Samsung devotees will see how that firm evolved from its earliest days in consumer electronics and semiconductors through a philosophical shift to innovation. Qualcomm followers will learn much of their history as it plays out from satellite communications to development of a mobile phone standard and emergence as a leading fabless semiconductor company. If ARM could be summarized in one word, it would be "collaboration." Throughout this story, from Foreword to Epilogue, efforts to develop an ecosystem are highlighted. Familiar names such as Google, Intel, Mediatek, Microsoft, Motorola, TSMC, and others are interwoven throughout. The evolution of ARM's first 25 years as a company wraps up with a shift to its next strategy: the Internet of Things, the ultimate connector for people and devices. Research for this story is extensive, simplifying a complex mobile industry timeline and uncovering critical points where ARM and other companies made fateful and sometimes surprising decisions. Rare photos, summary diagrams and tables, and unique perspectives from insiders add insight to this important telling of technology history.

Management Information Systems provides comprehensive and integrative coverage of essential new technologies,

information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

The sprawl of Adventure. The addictiveness of Breakout. The intensity of Space Invaders. Once upon a time, you could only experience this kind of excitement at the arcade. But in 1977 that changed forever. You, and maybe a friend or a sibling, could instantly teleport from your own living room to a dazzling new world—with nothing more than a small plastic cartridge. This was the promise of the Atari 2600—and it was delivered in ways no one ever expected. No, the games it put on your TV weren't what you saw when you plunked in your quarters at the convenience store or in the noisy, smoky business on the other side of town. But they brought the arcade home—and it hasn't left since. With Adventure: The Atari 2600 at the Dawn of Console Gaming, Jamie Lendino takes you to the front lines of the home gaming revolution, exploring the history of the world-changing console and delves into the coin-op ports and original titles that still influence gaming today. Before your next trip to a magical universe with your Xbox One, PlayStation 4, or Nintendo Switch, see how the home gaming industry truly began.

Presents in-depth, comparative analyses of German, UK and US company laws illustrated by leading cases, with German cases in English translation.

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

This college-level media management textbook reflects the changes in the media industries that have occurred in the past decade. Today's managers must address new issues that their predecessors never faced, from the threats of professional piracy and casual copying of digital media products, to global networks, on-demand consumption, and changing business models. The book explains the new new vocabulary of media moguls, such as bandwidth, digital rights management, customer relations management, distributed work groups, centralized broadcast operations, automated playlists, server-based playout, repurposing, mobisodes, TV-to-DVD, and content management. The chapters logically unfold the ways that managers are evolving their practices to make content, market it, and deliver it to consumers in a competitive, global digital marketplace. In addition to media companies, this book covers management processes that extend to all content-producing organizations, because today's students are as likely to produce high-quality video and Web video for ABC Computer Sales as they are for the ABC Entertainment Television Network. From #1 New York Times bestselling author Dava Sobel, the "inspiring" (People), little-known true story of women's landmark contributions to astronomy A New York Times Book Review Notable Book of 2017 Named one of the best books of the year by NPR, The Economist, Smithsonian, Nature, and NPR's Science Friday Nominated for the PEN/E.O. Wilson Literary Science Writing Award "A joy to read." —The Wall Street Journal In the mid-nineteenth century, the Harvard College Observatory began employing women as calculators, or "human computers," to interpret the observations their male counterparts made via telescope each night. At the outset this group included the wives, sisters, and daughters of the resident astronomers, but soon the female corps included graduates of the new women's colleges—Vassar, Wellesley, and Smith. As photography transformed the practice of astronomy, the ladies turned from computation to studying the stars captured nightly on glass photographic plates. The "glass universe" of half a million plates that Harvard amassed over the ensuing decades—through the generous support of Mrs. Anna Palmer Draper, the widow of a pioneer in stellar photography—enabled the women to make extraordinary discoveries that attracted worldwide acclaim. They helped discern what stars were made of, divided the stars into meaningful categories for further research, and found a way to measure distances across space by starlight. Their ranks included Williamina Fleming, a Scottish woman originally hired as a maid who went on to identify ten novae and more than three hundred variable stars; Annie Jump Cannon, who designed a stellar classification system that was adopted by astronomers the world over and is still in use; and Dr. Cecilia Helena Payne, who in 1956 became the first ever woman professor of astronomy at Harvard—and Harvard's first female department chair. Elegantly written and enriched by excerpts from letters, diaries, and memoirs, The Glass Universe is the hidden history of the women whose contributions to the burgeoning field of astronomy forever changed our understanding of the stars and our place in the universe.

This book: Strategic Management of Technological Innovation, Sixth Edition is written for courses that may be called strategic management of technology and innovation, technology strategy, technology innovation, technology management, or for specialized new product development courses that focus on technology. The subject is approached as a strategic process, and as such, is organized to mirror the strategic management process used in most strategy textbooks, progressing from assessing the competitive dynamics of a situation, to strategy formulation, to strategy implementation. Highlights: 1. Complete Coverage for Both Business and Engineering Students 2. New Short Cases and New Indian Cases 3. Cases, Data, and Examples from around the World 4. More Comprehensive Coverage and Focus on Current Innovation Trends

The first book to reveal and dissect the technical aspect of many social engineering maneuvers From elicitation, pretexting, influence and manipulation all aspects of social engineering are picked apart, discussed and explained by using real world examples, personal experience and the science behind them to unraveled the mystery in social engineering. Kevin Mitnick—one of the most famous social engineers in the world—popularized the term "social engineering." He explained that it is much easier to trick someone into revealing a password for a system than to exert the effort of hacking into the system. Mitnick claims that this social engineering tactic was the single-most effective method in his arsenal. This indispensable book examines a variety of maneuvers that are aimed at deceiving unsuspecting victims, while it also addresses ways to prevent social engineering threats. Examines social engineering, the science of influencing a target to perform a desired task or divulge information Arms you with invaluable information about the many methods of trickery that hackers use in order to gather information with the intent of executing identity theft, fraud, or gaining computer system access Reveals vital steps for preventing social engineering threats Social Engineering: The Art of Human Hacking does its part to prepare you against nefarious hackers—now you can do your part by putting to good use the critical information within its pages.

This book combines the three dimensions of technology, society and economy to explore the advent of today's cloud ecosystems as successors to older service ecosystems based on networks. Further, it describes the shifting of services to the cloud as a long-term trend that is still progressing rapidly.The book adopts a comprehensive perspective on the key success factors for the technology – compelling business models and ecosystems including private, public and national organizations. The authors explore the evolution of service ecosystems, describe the similarities and differences, and analyze the way they have created and changed industries. Lastly, based on the current status of cloud computing and related technologies like virtualization, the internet of things, fog computing, big data and analytics, cognitive computing and blockchain, the authors provide a revealing outlook on the possibilities of future technologies, the future of the internet, and the potential impacts on business and society.

This book provides an overview and analysis of current and emerging trends of the use and development of the e-book. Readers will learn best practices to guide them in developing library policies and procedures involving the acquisition, purchase, collection development, cataloguing and retention of e-books.

This case is intended to illustrate to readers the challenges faced in 2011-2013 by Amazon's CEO, Jeff Bezos, as he guided his

company into the exploding tablet market. Faced with the tough decision between focusing on the e-reader market--which Amazon had come to dominate with its Kindle product line--and making a foray into tablets--for which it had no expertise--Bezos chose the latter. Amazon sought to combine platform assets to create an end-to-end experience that would let users find a "sweet spot" in the mix of features and services. This strategy involved critical decisions such as selecting a customer segment to target and a positioning for the new product, dubbed the Kindle Fire, as the tablet market rapidly evolved. The Kindle Fire was designed to put the full Amazon experience right into the laps of customers, and Bezos was betting that his customers would see the Kindle Fire as the physical manifestation of all things Amazon. To achieve this, Amazon was willing to heavily subsidize the Kindle Fire hardware device. The key assumption was that the superior end-to-end experience Amazon had carefully created would lead to incremental purchases of content as well as physical products and services, and the margins thus gained would outweigh the hardware subsidy.-Position and define target segments for a new product relative to competition as well as to a company's own products -Articulate a competitor's strategy and how to compete against an incumbent with a disruptive business model and a differentiated position -Discuss selling an experience (as opposed to a product or device) and how to create a differentiated service experience -Determine pricing, analyze business model, and calculate revenue/profit for a technology product.

In 2005, T. Colin Campbell, PhD, and Thomas Campbell, MD, co-authored The China Study. In it, they detailed the groundbreaking research results showing that a whole-food, plant-based diet has the potential to prevent and reverse many chronic diseases. The China Study became a worldwide phenomenon, selling more than a million copies and inspiring countless readers to reinvigorate their health by making better food choices. Now The Campbell Plan, by Thomas Campbell, MD, goes beyond the why and shows you how to make the transition--and enjoy the journey--with practical guidance and a simple plan to make a whole-food, plant-based lifestyle easy and sustainable. The Campbell Plan is full of cutting-edge nutritional research that fans of The China Study have come to expect. Dr. Campbell addresses the most contentious questions: Is soy healthy? Should you eat gluten? Do you need to eat organic? Should you eat fish? Is GMO dangerous? How should you feed your kids? Just as important, you will learn the behavioral principles to succeed in your journey, as well as what to stock in the kitchen, how to read labels and shop, and how to navigate social and eating-out situations. Included are more than 55 delicious and easy recipes from favorite recipe sources and a 2-week menu plan. Whether you wish to lose weight, reverse disease, or just have the best health of your lives, The Campbell Plan provides the step-by-step guidance to achieve their goals. This combination of practical tools, along with the research-based evidence of The China Study, will change people's lives for generations to come.

George Orwell's celebrated novella, Animal Farm, is a biting, allegorical, political satire on totalitarianism in general and Stalinism in particular. One of the most famous works in modern English literature, it is a telling comment on Soviet Russia under Stalin's brutal dictatorship based on a cult of personality which was enforced through a reign of terror. The book tells a seemingly simple story of farm animals who rebel against their master in the hope of stopping their exploitation at the hand of humans and creating a society where animals would be equal, free and happy. Ultimately, however, the rebellion is betrayed and the farm ends up in a

state as bad as it was before. The novel thus demonstrates how easily good intentions can be subverted into tyranny.Orwell has himself said that it was the first book in which he had tried, with full consciousness of what he was doing, 'to fuse political purpose and artistic purpose into one whole.' The book was first published in England in 1945, and has since then remained a favourite with readers all over the world, and has consistently been included in all prestigious bestseller lists for the past many years. How will governments and courts protect civil liberties in this new era of hacktivism? Ethical Hacking discusses the attendant moral and legal issues. The first part of the 21st century will likely go down in history as the era when ethical hackers opened governments and the line of transparency moved by force. One need only read the motto "we open governments" on the Twitter page for Wikileaks to gain a sense of the sea change that has occurred. Ethical hacking is the non-violent use of a technology in pursuit of a cause—political or otherwise—which is often legally and morally ambiguous. Hacktivists believe in two general but spirited principles: respect for human rights and fundamental freedoms, including freedom of expression and personal privacy; and the responsibility of government to be open, transparent and fully accountable to the public. How courts and governments will deal with hacking attempts which operate in a grey zone of the law and where different ethical views collide remains to be seen. What is undisputed is that Ethical Hacking presents a fundamental discussion of key societal questions. A fundamental discussion of key societal questions. This book is published in English. - La première moitié du XXIe siècle sera sans doute reconnue comme l'époque où le piratage éthique a ouvert de force les gouvernements, déplaçant les limites de la transparence. La page twitter de Wikileaks enchâsse cet ethos à même sa devise, « we open governments », et sa volonté d'être omniprésent. En parallèle, les grandes sociétés de technologie comme Apple se font compétition pour produire des produits de plus en plus sécuritaires et à protéger les données de leurs clients, alors même que les gouvernements tentent de limiter et de décrypter ces nouvelles technologies d'encryption. Entre-temps, le marché des vulnérabilités en matière de sécurité augmente à mesure que les experts en sécurité informatique vendent des vulnérabilités de logiciels des grandes technologies, dont Apple et Google, contre des sommes allant de 10 000 à 1,5 million de dollars. L'activisme en sécurité est à la hausse. Le piratage éthique est l'utilisation non-violence d'une technologie quelconque en soutien d'une cause politique ou autre qui est souvent ambigue d'un point de vue juridique et moral. Le hacking éthique peut désigner les actes de vérification de pénétration professionnelle ou d'experts en sécurité informatique, de même que d'autres formes d'actions émergentes, comme l'hacktivisme et la désobéissance civile en ligne. L'hacktivisme est une forme de piratage éthique, mais également une forme de militantisme des droits civils à l'ère numérique. En principe, les adeptes du hacktivisme croient en deux grands principes : le respect des droits de la personne et les libertés fondamentales, y compris la liberté d'expression et à la vie privée, et la responsabilité des gouvernements d'être ouverts, transparents et pleinement redevables au public. En pratique, toutefois, les antécédents comme les agendas des hacktivistes sont fort diversifiés. Il n'est pas clair de quelle façon les tribunaux et les gouvernements traiteront des tentatives de piratage eu égard aux zones grises juridiques, aux approches éthiques conflictuelles, et compte tenu du fait qu'il n'existe actuellement, dans le monde, presque aucune exception aux provisions, en matière de cybercrime et de crime informatique, liées à la recherche sur la

sécurité ou l'intérêt public. Il sera également difficile de déterminer le lien entre hacktivisme et droits civils. Ce livre est publié en anglais.

1984 is George Orwell's terrifying vision of a totalitarian future in which everything and everyone is slave to a tyrannical regime lead by The Party. Winston Smith works for the Ministry of Truth in London, chief city of Airstrip One. Big Brother stares out from every poster, the Thought Police uncover every act of betrayal. When Winston finds love with Julia, he discovers that life does not have to be dull and deadening, and awakens to new possibilities. Despite the police helicopters that hover and circle overhead, Winston and Julia begin to question the Party; they are drawn towards conspiracy. Yet Big Brother will not tolerate dissent - even in the mind. For those with original thoughts they invented Room 101. . .

Never written to be released to the public, this book contains easy-to-read entries from the unfiltered, personal journals of Chief Rodney Muterspaw, and award-winning Ohio police chief and congressional guest at the Presidential State of the Union. You will feel the gamut of emotions as you follow him through the ranks of rookie, patrol officer, investigator, narcotics officer, and internal affairs supervisor, all the way to chief of police. Muterspaw's entire career takes place in Middletown, Ohio - the well-known, small Midwest town from Hillbilly Elegy. Unedited and raw, this book is unlike anything you've ever read from a police officer. The Blue View will draw you in emotionally, as you will finally have access to the behind-the-scenes thoughts and experiences that most police officers will not talk about. It doesn't matter what side you are on. It is a must read. It will change the way you think about law enforcement. --Back cover.

Provides basic information about the biology, life cycles, and behavior of birds, along with brief profiles of each of the eighty bird families in North America.

An explosive expose? of Samsung that "reads like a dynastic thriller, rolling through three generations of family intrigue, embezzlement, bribery, corruption, prostitution, and other bad behavior" (The Wall Street Journal). LONGLISTED FOR THE FINANCIAL TIMES AND MCKINSEY BUSINESS BOOK OF THE YEAR AWARD Based on years of reporting on Samsung for The Economist, The Wall Street Journal, and Time, from his base in South Korea, and his countless sources inside and outside the company, Geoffrey Cain offers a penetrating look behind the curtains of the biggest company nobody in America knows. Seen for decades in tech circles as a fast follower rather than an innovation leader, Samsung today has grown to become a market leader in the United States and around the globe. They have captured one quarter of the smartphone market and have been pushing the envelope on every front. Forty years ago, Samsung was a rickety Korean agricultural conglomerate that produced sugar, paper, and fertilizer, located in a backward country with a third-world economy. With the rise of the PC revolution, though, Chairman Lee Byung-chul began a bold experiment: to make Samsung a major supplier of computer chips. The multimillion- dollar plan was incredibly risky. But Lee, wowed by a young Steve Jobs, who sat down with the chairman to offer his advice, became obsessed with creating a tech empire. And in Samsung Rising, we follow Samsung behind the scenes as the company fights its way to the top of tech. It is one of Apple's chief suppliers of technology critical to the iPhone, and its own Galaxy phone outsells the iPhone. Today, Samsung employs over 300,000 people (compared to Apple's 80,000 and Google's 48,000). The company's revenues have grown more than forty times from that of 1987 and make up more than 20 percent of South Korea's exports. Yet their disastrous recall of the Galaxy Note 7, with numerous reports of phones spontaneously bursting into flames, reveals the dangers of the company's headlong attempt to overtake Apple at any cost. A sweeping insider account, Samsung Rising shows how a determined and

fearless Asian competitor has become a force to be reckoned with.

This book presents a new model, the competency framework, for students, innovators, entrepreneurs, managers, and anyone who wants to better understand the dynamic world of innovation and entrepreneurship. Focused on both the individual and strategic organizational level, this book is about people and the competencies each person needs to learn to be successful in creating a more dynamic future. Matthews and Brueggemann's framework for innovation and entrepreneurship competencies empowers individuals to excel at innovation and new venture creation. It provides a practical guide and clear and concise understanding of the knowledge, skills, attitudes, and experiences that are needed to increase imagination, creativity, innovation and new venture creation capability. Innovation and Entrepreneurship will be attractive for students of entrepreneurship, innovation, management and cross-disciplinary classes, such as design thinking. Presented in a modular format, Innovation & Entrepreneurship informs the future direction of people and technology, as well as the educational systems producing the next generation of innovators and entrepreneurs. Based on extensive academic research, this book is organized into two sections: Twelve innovation elements and twelve competency categories. The elements are the foundation and the competency categories are the building blocks that inform our path toward a more precise understanding of how innovation and entrepreneurship plays an important role in economic development and our daily lives.

Innovation in information and communication technology (ICT) fuels the growth of the global economy. How ICT markets evolve depends on politics and policy, and since the 1950s periodic overhauls of ICT policy have transformed competition and innovation. For example, in the 1980s and the 1990s a revolution in communication policy (the introduction of sweeping competition) also transformed the information market. Today, the diffusion of Internet, wireless, and broadband technology, growing modularity in the design of technologies, distributed computing infrastructures, and rapidly changing business models signal another shift. This pathbreaking examination of ICT from a political economy perspective argues that continued rapid innovation and economic growth require new approaches in global governance that will reconcile diverse interests and enable competition to flourish. The authors (two of whom were architects of international ICT policy reforms in the 1990s) discuss this crucial turning point in both theoretical and practical terms.

In this updated edition of the industry staple, veteran media executive Jeff Ulin relates business theory and practice across key global market segments—film, television, and online/digital—providing you with an insider's perspective that can't be found anywhere else. Learn how an idea moves from concept to profit and how distribution dominates the bottom line: Hollywood stars may make the headlines, but marketing and distribution are the behind-the-scenes drivers converting content into cash. The third edition: Includes perspectives from key industry executives at studios, networks, agencies and online leaders, including Fox, Paramount, Lucasfilm, Endeavor, Tencent, MPAA, YouTube, Amazon, and many more; Explores the explosive growth of the Chinese market, including box office trends, participation in financing Hollywood feature films, and the surge in online usage; Illustrates how online streaming leaders like Netflix, Amazon, Apple, YouTube, Hulu and Facebook are changing the way TV content is distributed and consumed, and in cases how these services are moving into theatrical markets; Analyzes online influences and disruption throughout the distribution chain, and explains the risks and impact stemming from changing access points (e.g., stand-alone apps), delivery methods (over-the-top) and consumption patterns (e.g., binge watching); Breaks down historical film windows, the economic drivers behind them, and how online and digital delivery applications are changing the landscape. Ulin provides the virtual apprenticeship you need to demystify and manage the complicated media markets, understand how digital distribution has impacted the ecosystem, and glimpse into the future of how film and television content will be financed, distributed and

watched. An online eResource contains further discussion on topics presented in the book.

Carl Lewis, the inventor of an electronic book, becomes involved in the Machiavellia world of publishing when he attempts to have his girlfriend's firm, Bunker Books, publish it

The financial crisis is just beginning for retail institutions. Ninety to ninety-five per cent of bank transactions are executed electronically today. The Internet, ATMs, call centres and smartphones have become mainstream for customers. But banks still classify these as alternative channels and maintain an organisation structure where Branch dominates thinking. Continued technology innovations, Web 2.0, social networking, app phones and mobility are also stretching traditional banking models to the limit. BANK 2.0 reveals why customer behaviour is so rapidly changing, how branches will evolve, why cheques are disappearing, and why your mobile phone will replace your wallet all within the next 10 years.

Conheça dispositivos de leitura, processos de produção e modelos de negócio Se editores e autores trabalharem juntos e conectados à demanda do mercado, verão que existe espaço para livros impressos e digitais caminharem juntos tranquilamente por muito tempo. Porém, o leitor já não se contenta mais com apenas um canal de distribuição; ele quer escolher onde, como e quando acessar o conteúdo, seja papel, web ou dispositivos móveis, em tempo real quando for necessário ou de maneira assíncrona quando for conveniente. Neste livro você encontrará conceitos como: Rumo ao digital: a mudança de paradigma. Formatos e características do livro digital: TXT, PDF, HTML, ePUB,ePUB3, iBooks, Mobi, AZW, KF8 e APPs. A importância da linguagem HTML como centro nevrálgico do livro digital em seus vários formatos. O formato ePUB como a grande plataforma aberta de publicação. O livro na Open Web: a fusão livro/web.

The Love That Dare Not Speak Its Name... We do it in the dark. Under the sheets. With a penlight. We wear sunglasses and a baseball hat at the bookstore. We have a "special place" where we store them. Let's face it: Not many folks are willing to publicly admit they love romance novels. Meanwhile, romance continues to be the bestselling fiction genre. Ever. So what's with all the shame? Sarah Wendell and Candy Tan -- the creators of the wildly popular blog Smart Bitches, Trashy Books -- have no shame! They look at the good, the bad, and the ugly in the world of romance novels and tackle the hard issues and questions: -- The heroine's irresistible Magic Hoo Hoo and the hero's untamable Wang of Mighty Lovin' -- Sexual trends. Simultaneous orgasms. Hymens. And is anal really the new oral? -- Romance novel cover requirements: man titty, camel toe, flowers, long hair, animals, and the O-face -- Are romance novels really candy-coated porn or vehicles by which we understand our sexual and gender politics? With insider advice for writing romances, fun games to discover your inner Viking warrior, and interviews with famous romance authors, Beyond Heaving Bosoms shows that while some romance novels are silly -- maybe even tawdry -- they can also be intelligent, savvy, feminist, and

fabulous, just like their readers!

This book constitutes the thoroughly refereed post-conference proceedings of the 5th International Conference on Mobile Computing, Applications, and Services (MobiCASE 2013) held in Paris, France, in November 2013. The 13 full, 5 short and 9 poster papers were carefully reviewed and selected from 64 submissions, and are presented together with 3 papers from the Workshop on Near Field Communication for Mobile Applications (NFS). The conference papers are covering mobile applications development, mobile social networking, novel user experience and interfaces, mobile services and platforms such as Android, iOS, BlackBerry OS, Windows phone, Bada, mobile software engineering and mobile Web, mobile payments and M2M infrastructure, mobile services such as novel hardware add-ons, energy aware services or tools, NFC-based services, authentication services.

A penetrating indictment of how today's largest tech companies are hijacking our data, our livelihoods, our social fabric, and our minds—from an acclaimed Financial Times columnist and CNN analyst WINNER OF THE PORCHLIGHT BUSINESS BOOK AWARD • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY FOREIGN AFFAIRS AND EVENING STANDARD "Don't be evil" was enshrined as Google's original corporate mantra back in its early days, when the company's cheerful logo still conveyed the utopian vision for a future in which technology would inevitably make the world better, safer, and more prosperous. Unfortunately, it's been quite a while since Google, or the majority of the Big Tech companies, lived up to this founding philosophy. Today, the utopia they sought to create is looking more dystopian than ever: from digital surveillance and the loss of privacy to the spreading of misinformation and hate speech to predatory algorithms targeting the weak and vulnerable to products that have been engineered to manipulate our desires. How did we get here? How did these once-scrappy and idealistic enterprises become rapacious monopolies with the power to corrupt our elections, co-opt all our data, and control the largest single chunk of corporate wealth—while evading all semblance of regulation and taxes? In Don't Be Evil, Financial Times global business columnist Rana Foroohar tells the story of how Big Tech lost its soul—and ate our lunch. Through her skilled reporting and unparalleled access—won through nearly thirty years covering business and technology—she shows the true extent to which behemoths like Google, Facebook, Apple, and Amazon are monetizing both our data and our attention, without us seeing a penny of those exorbitant profits. Finally, Foroohar lays out a plan for how we can resist, by creating a framework that fosters innovation while also protecting us from the dark side of digital technology. Praise for Don't Be Evil "At first sight, Don't Be Evil looks like it's doing for Google what muckraking journalist Ida Tarbell did for Standard Oil over a century ago. But this whip-smart, highly readable book's scope turns out to be much broader. Worried about the monopolistic tendencies of big tech? The addictive apps on your iPhone? The role Facebook played in Donald Trump's election?

Foroohar will leave you even more worried, but a lot better informed."—Niall Ferguson, Milbank Family Senior Fellow at the Hoover Institution, Stanford, and author of The Square and the Tower

World-renowned economist Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, explains that we have an opportunity to shape the fourth industrial revolution, which will fundamentally alter how we live and work. Schwab argues that this revolution is different in scale, scope and complexity from any that have come before. Characterized by a range of new technologies that are fusing the physical, digital and biological worlds, the developments are affecting all disciplines, economies, industries and governments, and even challenging ideas about what it means to be human. Artificial intelligence is already all around us, from supercomputers, drones and virtual assistants to 3D printing, DNA sequencing, smart thermostats, wearable sensors and microchips smaller than a grain of sand. But this is just the beginning: nanomaterials 200 times stronger than steel and a million times thinner than a strand of hair and the first transplant of a 3D printed liver are already in development. Imagine "smart factories" in which global systems of manufacturing are coordinated virtually, or implantable mobile phones made of biosynthetic materials. The fourth industrial revolution, says Schwab, is more significant, and its ramifications more profound, than in any prior period of human history. He outlines the key technologies driving this revolution and discusses the major impacts expected on government, business, civil society and individuals. Schwab also offers bold ideas on how to harness these changes and shape a better future--one in which technology empowers people rather than replaces them; progress serves society rather than disrupts it; and in which innovators respect moral and ethical boundaries rather than cross them. We all have the opportunity to contribute to developing new frameworks that advance progress.

Do you want to build web pages but have no prior experience? This friendly guide is the perfect place to start. You'll begin at square one, learning how the web and web pages work, and then steadily build from there. By the end of the book, you'll have the skills to create a simple site with multicolumn pages that adapt for mobile devices. Each chapter provides exercises to help you learn various techniques and short quizzes to make sure you understand key concepts. This thoroughly revised edition is ideal for students and professionals of all backgrounds and skill levels. It is simple and clear enough for beginners, yet thorough enough to be a useful reference for experienced developers keeping their skills up to date. Build HTML pages with text, links, images, tables, and forms Use style sheets (CSS) for colors, backgrounds, formatting text, page layout, and even simple animation effects Learn how JavaScript works and why the language is so important in web design Create and optimize web images so they'll download as quickly as possible NEW! Use CSS Flexbox and Grid for sophisticated and flexible page layout NEW! Learn the ins and outs of Responsive Web Design to make web pages look great on all devices NEW! Become familiar with the command line, Git, and other tools in the

modern web developer's toolkit NEW! Get to know the super-powers of SVG graphics

The definitive research paper guide, Writing Research Papers combines a traditional and practical approach to the research process with the latest information on electronic research and presentation. This market-leading text provides students with step-by-step guidance through the research writing process, from selecting and narrowing a topic to formatting the finished document. Writing Research Papers backs up its instruction with the most complete array of samples of any writing guide of this nature. The text continues its extremely thorough and accurate coverage of citation styles for a wide variety of disciplines. The fourteenth edition maintains Lester's successful approach while bringing new writing and documentation updates to assist the student researcher in keeping pace with electronic sources.

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

It's said that sufficiently advanced technology is indistinguishable from magic, and an eccentric billionaire has set out to prove it by building an island retreat that brings the fantastic to life. In an action-packed novel for fans of Ready Player One, Carrie Vaughn asks what happens when a bunch of tech geeks and fantasy nerds don't realize the game they are now playing is for real?

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.

How To Get The Most From Your Kindle gives the novice Kindle user an introduction to the various types of Kindles. Covering topics such as how to get the best pricing, when to buy, and the future prognosis of the most popular eReader on the planet, it's a one-stop shop for all the buzz around the Kindle devices. From an honest and critical perspective that quotes both fans and critics of the Kindle, it offers the reader valuable advice on the pros and cons of the Kindle devices. It also offers tips and tricks to use on your Kindle device once you've become a party of the Kindle family!

The whirlwind of social media, online dating, and mobile apps can make life a dream—or a nightmare. For every trustworthy website, there are countless jerks, bullies, and scam artists who want to harvest your personal information for their own purposes. But you can fight back, right now. In The Smart Girl's Guide to Privacy, award-winning author and investigative journalist Violet Blue shows you how women are targeted online and how to keep yourself safe. Blue's practical, user-friendly advice will teach you how to: –Delete personal content from websites –Use website and browser privacy controls effectively –Recover from and prevent identity theft –Figure out where the law protects you—and where it doesn't –Set up safe online profiles –Remove yourself from people-finder websites Even if your privacy has already been compromised, don't panic. It's not too late to take control. Let The Smart Girl's Guide to Privacy help you cut through the confusion and start protecting your online life.

Amazon's business model is deceptively simple: Make online shopping so easy and convenient that customers won't think twice. It can almost be summed up by the button on every page: "Buy now with one click." Why has Amazon been so successful? Much of it has to do with Jeff Bezos, the CEO and founder, whose unique combination of character traits and business strategy have driven Amazon to the top of the online retail world. Richard Brandt charts Bezos's rise from computer nerd to world-changing entrepreneur. His success can be credited to his forward-looking insights and ruthless business sense. Brandt explains: Why Bezos decided to allow negative product reviews, correctly guessing that the earned trust would outweigh possible lost sales. Why Amazon zealously guards some patents yet freely shares others. Why Bezos called becoming profitable the "dumbest" thing they could do in 1997. How Amazon.com became one of the only dotcoms to survive the bust of the early 2000s. Where the company is headed next. Through interviews with Amazon employees, competitors, and observers, Brandt has deciphered how Bezos makes decisions. The story of Amazon's ongoing evolution is a case study in how to reinvent an entire industry, and one that anyone in business today ignores at their peril.

The #1 bestseller that tells the remarkable story of the generations of American artists, writers, and doctors who traveled to Paris, the intellectual, scientific, and artistic capital of the western world, fell in love with the city and its people, and changed America through what they learned, told by America's master historian, David McCullough. Not all pioneers went west. In The Greater

Journey, David McCullough tells the enthralling, inspiring—and until now, untold—story of the adventurous American artists, writers, doctors, politicians, and others who set off for Paris in the years between 1830 and 1900, hungry to learn and to excel in their work. What they achieved would profoundly alter American history. Elizabeth Blackwell, the first female doctor in America, was one of this intrepid band. Another was Charles Sumner, whose encounters with black students at the Sorbonne inspired him to become the most powerful voice for abolition in the US Senate. Friends James Fenimore Cooper and Samuel F. B. Morse worked unrelentingly every day in Paris, Morse not only painting what would be his masterpiece, but also bringing home his momentous idea for the telegraph. Harriet Beecher Stowe traveled to Paris to escape the controversy generated by her book, Uncle Tom's Cabin. Three of the greatest American artists ever—sculptor Augustus Saint-Gaudens, painters Mary Cassatt and John Singer Sargent—flourished in Paris, inspired by French masters. Almost forgotten today, the heroic American ambassador Elihu Washburne bravely remained at his post through the Franco-Prussian War, the long Siege of Paris, and the nightmare of the Commune. His vivid diary account of the starvation and suffering endured by the people of Paris is published here for the first time. Telling their stories with power and intimacy, McCullough brings us into the lives of remarkable men and women who, in Saint-Gaudens' phrase, longed "to soar into the blue.