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The Handbook of Online and Social Media Research Createspace Independent Publishing Platform
This book is a second edition, updated and expanded to explain the technologies that help us find information on the web. Search engines and web navigation tools have become ubiquitous in our day to day use of the web as an information source, a tool for commercial transactions and a social computing tool. Moreover, through the mobile web we have access to the web's services when we are on the move. This book demystifies the tools that we use when interacting with the web, and gives the reader a detailed overview of where we are and where we are going in terms of search engine and web navigation technologies.
PoC or GTFO Oxford University Press
This new edition of Friedman's landmark book explains the flattening of the world better than ever- and takes a new measure of the effects of this change on each of us.
The Centrality of Style O'Reilly Media
This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Search Engines: Information Retrieval in Practice is ideal for introductory information retrieval courses at the undergraduate and graduate level in computer science, information science and computer engineering departments. It is also a valuable tool for search engine and information retrieval professionals. Written by a leader in the field of information retrieval, Search Engines: Information Retrieval in Practice , is designed to give undergraduate students the understanding and tools they need to evaluate, compare and modify search engines. Coverage of the underlying IR and mathematical models reinforce key concepts. The book's numerous programming exercises make

extensive use of Galago, a Java-based open source search engine.

The Social Media Bible Addison-Wesley Longman

The ultimate comprehensive social media reference book for any business looking to transform its marketing and operational strategies Realizing that social media is dramatically impacting businesses, customers, and everyone connected to them, the authors of The Social Media Bible have consulted with leading social media experts from companies and consulting firms, as well as New York Times bestselling authors nationwide, to assemble a content-rich social media bible that will help businesses increase revenues, improve profitability, and ensure relevance and competitiveness. The book outlines just what social media is, and how to harness its power to achieve a measurable competitive advantage in rapidly changing markets. It allows readers to build a functional knowledge base, and tap into the collaborative power of such social media applications as Facebook, Linked In, Twitter, MySpace, Flickr, and YouTube. The book is part reference, part how-to manual, and part business strategy. For corporate enterprises, small businesses, and nonprofits alike, the strategies in The Social Media Bible are practical, powerful, and effective ways to connect with customers, prospects, employees, stakeholders, and collaborators. Packed with contributions from top names in the field covering virtually every major topic in social media, this is the perfect social media resource for businesses big and small. Lon Safko (Gilbert, AZ) is an innovator and professional speaker with over 20 years of experience in entrepreneurship, marketing, sales, strategic partnering, speaking, training, writing, and e-commerce. He is the founder of eight successful companies, including Paper Models, Inc. David K. Brake (Mesa, AZ) is the CEO and founder

of Content Connections, a company that uses social networking strategies to help clients build economically viable relationships around their content.

Delivering Superior Health and Wellness Management with IoT and Analytics John Wiley & Sons

This in-depth book addresses a key void in the literature surrounding the Internet of Things (IoT) and health. By systematically evaluating the benefits of mobile, wireless, and sensor-based IoT technologies when used in health and wellness contexts, the book sheds light on the next frontier for healthcare delivery. These technologies generate data with significant potential to enable superior care delivery, self-empowerment, and wellness management. Collecting valuable insights and recommendations in one accessible volume, chapter authors identify key areas in health and wellness where IoT can be used, highlighting the benefits, barriers, and facilitators of these technologies as well as suggesting areas for improvement in current policy and regulations. Four overarching themes provide a suitable setting to examine the critical insights presented in the 31 chapters: Mobile- and sensor-based solutions Opportunities to incorporate critical aspects of analytics to provide superior insights and thus support better decision-making Critical issues around aspects of IoT in healthcare contexts Applications of portals in healthcare contexts A comprehensive overview that introduces the critical issues regarding the role of IoT technologies for health, Delivering Superior Health and Wellness Management with IoT and Analytics paves the way for scholars, practitioners, students, and other stakeholders to understand how to substantially improve health and wellness

management on a global scale.

The World Is Flat 3.0 Springer

This is the eBook version of the printed book. Updated for the newest SDKs, tools, and hardware, Android Wireless Application Development , Second Edition delivers everything you need to create and market successful Android mobile apps. Lauren Darcey and Shane Conder cover every step and present the principles of effective Android application design. Every chapter has been updated for the newest Android SDKs, tools, utilities, and hardware, and all sample code has been overhauled and tested on devices from several leading companies, with many new examples added. For every Android development team member: developers, architects, team leaders, project managers, testers, QA specialists, and even marketers. Ethics for the Information Age Pearson Education India

This book addresses the theory and practice of using digital resources for contemporary learning, and how such resources can be designed, developed, and employed in a variety of learning activities and with various devices. Drawing on insights into learning theory, educational research and the practical design of digital resources for learning that the author has gained over the past 20 years, the book provides the first classification guide to digital resources for learning and links various types of digital resources for learning to both contemporary curriculum design and learning design models.

The World Is Flat [Further Updated and Expanded; Release 3.0] Pearson Education

Linux® is being adopted by an increasing number of embedded systems developers, who have been won over by its sophisticated scheduling and networking, its cost-free license, its open development model, and the support offered by rich and powerful programming tools. While there is a great deal of hype surrounding the use of Linux in embedded systems, there is not a lot of

practical information. Building Embedded Linux Systems is the first in-depth, hard-core guide to putting together an embedded system based on the Linux kernel. This indispensable book features arcane and previously undocumented procedures for: Building your own GNU development toolchain Using an efficient embedded development framework Selecting, configuring, building, and installing a target-specific kernel Creating a complete target root filesystem Setting up, manipulating, and using solid-state storage devices Installing and configuring a bootloader for the target Cross-compiling a slew of utilities and packages Debugging your embedded system using a plethora of tools and techniques Details are provided for various target architectures and hardware configurations, including a thorough review of Linux's support for embedded hardware. All explanations rely on the use of open source and free software packages. By presenting how to build the operating system components from pristine sources and how to find more documentation or help, this book greatly simplifies the task of keeping complete control over one's embedded operating system, whether it be for technical or sound financial reasons Author Karim Yaghmour, a well-known designer and speaker who is responsible for the Linux Trace Toolkit, starts by discussing the strengths and weaknesses of Linux as an embedded operating system. Licensing issues are included, followed by a discussion of the basics of building embedded Linux systems. The configuration, setup, and use of over forty different open source and free software packages commonly used in embedded Linux systems are also covered. uClibc, BusyBox, U-Boot, OpenSSH, thttpd, tftp,

strace, and gdb are among the packages discussed.

Critical Infrastructure Security and Resilience Addison-Wesley

AdvancED Flash on Devices begins with a discussion of the mobile development landscape—the different players, tools, hardware, platforms, and operating systems. The second part of the book covers Flash Lite and how to take advantage newer features supported in Flash Lite 3.x. Then, the book covers AIR applications for multiple screens and includes topics such as: How to utilize new features of AIR 1.5 and Flash 10 as well as pitfalls to be aware of when building an AIR application for mobile How to include platform and context awareness for better adaptation How to adopt an application on multiple devices using dynamic graphical GUI Creating two full working real life touch screen mobile application The last part of the book covers creating Flex applications running Flash 9 and 10 in mobile device browsers and includes topics such as: How to adopt Flex for multiple mobile device browsers How to create various video players for Flash Lite and Flash 10 and optimize your content. How to take advantage of Flash Media Server Experienced Flash and ActionScript programmers who want to extend their skills to mobile platforms should find this book a great help in developing in this exciting and expanding marketplace.

Ringtone John Wiley & Sons

The Institute of Food Technologists (IFT) recently endorsed the use of computers in food science education. The minimum standards for degrees in food science, as suggested by IFT, "require the students to use computers in the solution of problems, the collection and analysis of data, the control processes, in addition to word processing." Because they are widely used in business, allow statistical and graphical of experimental data, and can mimic laboratory experimentation, spreadsheets provide an ideal tool for learning the important features of computers and programming. In addition, they are ideally suited for food science students, who usually do not have an extensive mathematical background. Drawing from the many courses he has taught at UC Davis, Dr. Singh covers the general basics of spreadsheets using examples specific to food science. He includes more than 50 solved problems drawn from key areas of food science, namely food microbiology, food chemistry, sensory evaluation, statistical quality control, and food engineering. Each problem is presented with the required equations and detailed steps necessary for programming the spreadsheet. Helpful hints in using the spreadsheets are also provided throughout the text. Key Features * The first book to integrate speadsheets in teaching food science and technology * Includes more than 50 solved examples of spreadsheet use in food science and engineering * Presents a step-by-step introduction to spreadsheet use * Provides a food composition database on a computer disk

HTML5 Canvas "O'Reilly Media, Inc." Provides information on designing easy-to-use interfaces.

Broadband Communications, Networks, and Systems Springer

'eMarketing eXcellence' offers an exciting new approach to help you build a customer-driven e-business. As the core text for the CIM's E-marketing award, the book offers a highly structured and accessible guide to a critical subject, providing a useful reference point for all students and managers involved in marketing strategy and implementation. A practical guide to creating and executing e-marketing plans, this book combines established approaches to marketing planning with the creative use of new e-models and e-tools. It is designed to support both marketers who are integrating e-marketing into their existing marketing and communications strategies and experienced e-marketers looking to optimise their e-marketing. The book shows how to: · Draw up an outline e-marketing plan · Evaluate and apply e-marketing principles

& models · Integrate online and offline communications · Implement customer-driven e-marketing · Reduce costly trial and error · Measure and enhance your e-marketing · Drive your e-business forward As the core text for the CIM's new professional E-marketing Award, it provides comprehensive, critical coverage of the key areas of e-marketing planning for marketing professionals. Established marketing concepts such as customer relationship management, the marketing mix and the widely adopted SOSTAC® planning system, are re-examined in the new media context - and new approaches are defined, including business models, traffic building and web site design.

Mobile Unleashed John Wiley & Sons Undergraduate course in Entrepreneurship and New Venture creation. Entrepreneurship 2/e takes students on the entire journey of launching a new venture, with a unique emphasis on the front end of the entrepreneurial process.

Computer Applications in Food Technology World Scientific This book constitutes the thoroughly refereed proceedings of the 11th International Conference on Security for Information Technology and Communications, SecITC 2018, held in Bucharest, Romania, in November 2018. The 35 revised full papers presented together with 3 invited talks were carefully reviewed and selected from 70 submissions. The papers present advances in the theory, design, implementation, analysis, verification, or evaluation of secure systems and algorithms.

Funology 2 Parlor Press LLC How should we understand and design for fun as a User Experience? This new edition of a classic book is for students, designers and researchers who want to deepen their understanding of fun in the context of HCI. The 2003 edition was the first book to do

this and has been influential in broadening the field. It is the most downloaded book in the Springer HCI Series. This edition adds 14 new chapters that go well beyond the topics considered in 2003. New chapter topics include: online dating, interactive rides, wellbeing, somaesthetics, design fiction, critical design and participatory design methods. The first edition chapters are also reprinted, with new notes by their authors setting the context in which the 2003 chapter was written and explaining the developments since then. Taken with the new chapters this adds up to a total of 35 theoretical and practical chapters written by the most influential thinkers from academia and industry in this field. Designing Interfaces John Wiley & Sons This book develops a new political economy, enabling us to see, understand and advocate a diverse economy beyond capitalism and socialism.

Profit and Gift in the Digital Economy "O'Reilly Media, Inc." Computer Science: An Overview uses broad coverage and clear exposition to present a complete picture of the dynamic computer science field. Accessible to students from all backgrounds, Glenn Brookshear uses a language-independent context to encourage the development of a practical, realistic understanding of the field. An overview of each of the important areas of Computer Science (e.g. Networking, OS, Computer Architecture, Algorithms) provides students with a general level of proficiency for future courses. The Eleventh Edition features two new contributing authors (David Smith — Indiana University of PA; Dennis Brylow — Marquette University), new, modern examples, and updated coverage based on current technology. Android Wireless Application Development "O'Reilly Media, Inc." Written by a team of world-renowned artists, researchers and practitioners - all pioneers in using augmented reality based creative works and

installations as a new form of art - this is the first book to explore the exciting new field of augmented reality art and its enabling technologies. As well as investigating augmented reality as a novel artistic medium the book covers cultural, social, spatial and cognitive facets of augmented reality art. Intended as a starting point for exploring this new fascinating area of research and creative practice it will be essential reading not only for artists, researchers and technology developers, but also for students (graduates and undergraduates) and all those interested in emerging augmented reality technology and its current and future applications in art.

Augmented Reality Art Springer Android Wireless Application Development has earned a reputation as the most useful real-world guide to building robust, commercial-grade Android apps. Now, authors Lauren Darcey and Shane Conder have systematically revised and updated this guide for the latest Android SDK 4.0. To accommodate their extensive new coverage, they've split the book into two volumes. Volume I focuses on Android essentials, including setting up your development environment, understanding the application lifecycle, designing effective user interfaces, developing for diverse devices, and optimizing your mobile app development process--from design through publishing. Every chapter has been thoroughly updated for the newest APIs, tools, utilities, and hardware. All sample code has been overhauled and tested on leading devices from multiple companies, and many new examples have been added. Drawing on decades of in-the-trenches experience as professional mobile developers, Darcey and Conder provide valuable new best practices--including powerful techniques for constructing more portable apps. This new edition contains full chapters on Android manifest files, content providers, effective app design, and testing; an all-new chapter on tackling compatibility issues; coverage of today's most valuable new Android tools and utilities; and even more exclusive tips and

tricks. An indispensable resource for every Android development team member.
Computer Science McGraw Hill Professional
Widely praised for its balanced treatment of computer ethics, Ethics for the Information Age offers a modern presentation of the moral controversies surrounding information technology. Topics such as privacy and intellectual property are explored through multiple ethical theories, encouraging readers to think critically about these issues and to make their own ethical decisions.