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The Age of Surveillance

Capitalism Shoshana

Zuboff 2019-01-15 The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of

behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from

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a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

Data, Statistics, and Consumer Guide Smartphones Pdf Pdf
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Useful Numbers for Environmental Sustainability Benoit Cushman-Roisin
2021-05-14 Data, Statistics, and Useful Numbers for Environmental Sustainability: Bringing the Numbers to Life is an accessible reference for researchers working in environmental and sustainability fields who need to communicate the latest data and statistics to reinforce their own research or message. The book compiles the most-needed numbers into one resource and covers a variety of relevant topics, including materials, energy, environment, city planning, electronics, and waste. This handbook is clearly indexed and full of comprehensive tables, making it easy to find answers. Researchers in environmental

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sustainability-related fields will find it an invaluable resource. Collects and presents important environmental data in one accessible resource Provides key information needed for effectively communicating environmental and sustainability issues Offers a clear index Includes detailed tables throughout for ease of access

Mobile Devices Ben Rawlins 2014-12-23 As more users expect to use their mobile devices, librarians will want and need to develop the necessary skills to reach this growing user base. Mobile Devices: A Practical Guide for Librarians will aid libraries and librarians as they go through the process of planning, developing, implementing, marketing, and evaluating mobile services.

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Mobile Technologies in Libraries Ben Rawlins

2016-09-08 The rapid expansion of mobile technology has had a profound impact on many different sectors, industries, and institutions, among those that have been affected are libraries.

With more users expecting access to information and resources in a mobile optimized format, libraries have had to adapt to meet the needs of users. Mobile Technologies in Libraries: A LITA Guide is written for library staff interested in how mobile technologies have changed the way we access, and expect to access, information, as well as how libraries can incorporate and adapt to mobile technology.

Navigating the New Retail Landscape Alan Treadgold

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global retail industry is in the early stages of an era of profound and unprecedented, change. This book is intended to serve as a wide-ranging, robust, and practical guide to leaders of enterprises tasked with both understanding and delivering success in the new landscape of retailing. Part 1 describes the major directions and drivers of change that define the new retail landscape. Accelerating changes in technology, the rise to international prominence of internet enabled shoppers, and the rapid emergence of entirely new retail enterprises and business models are combining to re-shape the very fundamentals of the retail industry. No longer are shops central or even necessary to the business of retailing. No longer is choice for

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the shopper limited to the neighbourhood, town, or even country in which they live. No longer is the act of retailing solely the preserve of traditional retail enterprises as internet-enabled businesses, technology, logistics, suppliers, and financial services enterprises all seek direct relationships with the shopper. The new landscape of retailing is an unforgiving one. Success can be achieved more quickly than ever before, but failure is equally rapid. New opportunities are profound, but so too are the challenges. Part 2 of this book discusses the structures, skills, and capabilities that retail enterprises and their leaders will need if they are to be successful. This second edition presents more than 25 detailed case studies of internet

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and successful enterprises alongside more than one hundred smaller examples to illustrate the themes discussed. A new afterword also presents ten central areas business leaders must focus on in order to build organizational resilience in the wake of COVID-19 and the profound uncertainties retail enterprises now face. Frameworks and practical guidance are offered to help readers contextualise the nature of change occurring on a global scale, and identify the capabilities, skills, and perspectives that will be needed at both an enterprise and a personal leadership level.

Legal Issues of Mobile Apps Ioannis Iglezakis
2020-05-12 In less than ten years touchscreen smartphones and their apps have created an
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unprecedented technological revolution. Yet they are rife with serious potential for breaches of privacy and security, and a lack of uniform rules makes navigation of the legal landscape extremely difficult. Addressing this unstable regulatory environment, this concise, practical guide for the first time provides a measure of legal certainty. It examines case law and legislation in Europe and the United States to highlight the rights and obligations of all actors involved in the marketing of mobile apps, bring to light essential principles and recommend some viable solutions. Nine experts, all versed in the latest developments in international and national laws and regulations affecting digital mobile technology, eDownloaded from
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key topics as the following: contract law as applied to the sale and use of smartphone apps; intellectual property rights in mobile apps; protection of users; data protection; European Union (EU) medical device legislation and its safety implications for app users; fitness or wellness apps; apps' collection of personal data; apps as hostile code and malware delivery mechanisms; competition law issues; taxation of mobile apps; liability issues for app developers and distributors; and implications of the EU's new regulatory framework on online platforms. Because it is difficult for a basic user to understand how vulnerable everyday apps can be, and because every new information technology platform delivers new risks along

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with its benefits, legal practitioners working in a wide variety of fields will be increasingly called upon to engage with both personal and enterprise security and privacy breach cases arising from the use of mobile apps. This deeply informed practical analysis goes a long way toward ensuring appropriate handling of legal issues which arise in the mobile app context. Every practitioner, government official and software developer will welcome this much-needed volume.

Information and Technology Literacy: Concepts, Methodologies, Tools, and Applications

Management Association, Information Resources

2017-08-30 People currently live in a digital age in which technology is now a ubiquitous part of society. It has become imperative to develop

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and maintain a comprehensive understanding of emerging innovations and technologies. Information and Technology Literacy: Concepts, Methodologies, Tools, and Applications is an authoritative reference source for the latest scholarly research on techniques, trends, and opportunities within the areas of digital literacy. Highlighting a wide range of topics and concepts such as social media, professional development, and educational applications, this multi-volume book is ideally designed for academics, technology developers, researchers, students, practitioners, and professionals interested in the importance of understanding technological innovations.

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The Oxford Handbook of Mobile Communication and Society Rich Ling

2020-04-06 Mobile communication has dramatically changed over the past decade with the diffusion of smartphones. Unlike the basic 2G mobile phones, which "merely" facilitated communication between individuals on the move, smartphones allow individuals to communicate, to entertain and inform themselves, to transact, to navigate, to take photos, and countless other things. Mobile communication has thus transformed society by allowing new forms of coordination, communication, consumption, social interaction, and access to news/entertainment. All of this is regardless of the space in which users are immersed.

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context of the developed and the developing world, The Oxford Handbook of Mobile Communication and Society updates current scholarship surrounding mobile media and communication. The 43 chapters in this handbook examine mobile communication and its evolving impact on individuals, institutions, groups, societies, and businesses. Contributors examine the communal benefits, social consequences, theoretical perspectives, organizational potential, and future consequences of mobile communication. Topics covered include, among many other things, trends in the Global South, location-based services, and the "appification" of mobile communication and society.

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A Practitioner's Guide to Class Actions Marcy Hogan Greer 2010
Complete with a state-by-state analysis of the ways in which the class action rules differ from the Federal Rule of Civil Procedure 23, this comprehensive guide provides practitioners with an understanding of the intricacies of a class action lawsuit. Multiple authors contributed to the book, mainly 12 top litigators at the premiere law firm of Fulbright and Jaworski, L.L.P.
FCC Record United States. Federal Communications Commission 2017

Potential for Data Loss from Security Protected Smartphones Vikas Rajole 2014-06-01 Smartphones have been widely accepted by mass market users and enterprise users. However, the threats related to Smartphones have

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emerged. Smartphones carry substantial amounts of sensitive data. There have been successful attacks in the wild on jail broken phones. Therefore, smartphones need to be treated like a computer and have to be secured from all types of attacks. There is proof of concept attacks on Apple iOS and Google Android. This project aims to analyze some of the attacks on Smartphones and find possible solutions in order to defend the attacks. Thereby, this project is based on a proof of concept malware for testing antivirus software.

Guidelines on Cell Phone and PDA Security Wayne Jansen 2009-08
Cell phones and Personal Digital Assistants (PDAs) have become indispensable tools for today's highly mobile workforce. Small and Consumer Guide Smartphones Pdf Pdf
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relatively inexpensive, these devices can be used not only for voice calls, simple text messages, and Personal Information Management (PIM), but also for many functions done at a desktop computer. While these devices provide productivity benefits, they also pose new risks. This document is intended to assist organizations in securing cell phones and PDAs. More specifically, this document describes in detail the threats faced by organizations that employ handheld devices and the measures that can be taken to counter those threats.

Digital Media and Wireless Communications in Developing Nations Megh R. Goyal 2019-09-16
Digital Media and Wireless Communication in Developing Nations: Agriculture, Education, and the Economic Sector explores how
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media and wireless communication, especially mobile phones and social media platforms, offer concrete opportunities for developing countries to transform different sectors of their economies. The volume focuses on the agricultural, economic, and education sectors. The chapter authors, mostly from Africa and India, provide a wealth of information on recent innovations, the opportunities they provide, challenges faced, and the direction of future research in digital media and wireless communication to leverage transformation in developing countries. The volume provides important research on digital media and wireless communication within the context of developing countries that will be very useful

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for professionals from academia, government agencies, NGOs, technologists, entrepreneurs and investors, and others. **Creating Business and Corporate Strategy** Adyl Aliekperov 2021-06-13 Businesses need strategies that determine the direction of functioning and further development. If a company deals with several multifaceted businesses, each of them subsequently requires their own strategy. The issue of strategy creation and realization is a key factor that must receive the closest possible attention. In order to assure victory and be thoroughly prepared for various directions and situations that may arise, companies create their own unique strategies. This book is primarily aimed at suggesting the

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repertoire of knowledge and skills for strategy creating with the help of the TASGRAM integrated system – Thinking, Analyzing, Strategy, Goals, Risks, Actions, and Monitoring. The main outcome of TASGRAM is a combined strategic table: business strategy, corporate strategy, goals, risks, actions, and monitoring. Each element in TASGRAM has a concrete goal and it helps users become more focused. Creating Business and Corporate Strategy: An Integrated Strategic System offers a new tool for company strategy creation, showcasing various cases and examples based on theory and practice. Unlike the existing tools, the suggested system of strategy creation is simpler and definite. Its main purpose is to help create and further

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develop the created strategy, making this book especially valuable to researchers, academics, practitioners, and students in the fields of strategy, leadership, and management.

Cases on Web 2.0 in Developing Countries: Studies on Implementation, Application, and Use

Azab, Nahed Amin

2012-11-30

As the majority of the world continues to move into an internet-based society we have seen significant social, cultural, economic and technological changes. Most developing countries have embraced Web 2.0 and have moved onto the next generation of the World Wide Web, however, some developing countries still struggle to bridge the digital divide. Cases on Web 2.0 in Developing Countries: Studies on

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Implementation, Application, and Use investigates the perception of the value of Web 2.0, the adoption and application of its technologies, as well as the different approaches and innovations necessary for the implementation of Web applications in developing countries.

Mobile Commerce: Concepts, Methodologies, Tools, and Applications
Management Association, Information Resources
2017-06-19 In the era of digital technology, business transactions and partnerships across borders have become easier than ever. As part of this shift in the corporate sphere, managers, executives, and strategists across industries must acclimate themselves with the challenges and opportunities for conducting business.

Mobile Commerce:
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Concepts, Methodologies, Tools, and Applications provides a comprehensive source of advanced academic examinations on the latest innovations and technologies for businesses. Including innovative studies on marketing, mobile commerce security, and wireless handheld devices, this multi-volume book is an ideal source for researchers, scholars, business executives, professionals, and graduate-level students.

Mobile Research Methods
Daniele Toninelli
2015-05-25 Daily activity sees data constantly flowing through cameras, the internet, satellites, radio frequencies, sensors, private appliances, cars, smartphones, tablets and the like. Among all the tools currently used, mobile devices, especially mobile

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phones, smartphones and tablets, are the most widespread, with their use becoming prevalent in everyday life within both developed and developing countries. Shopping, reading newspapers, participating in forums, projecting and completing surveys, communicating with friends and making new ones, filing tax returns and getting involved in politics are all examples of how ingrained mobile technology is to modern lifestyle. Mobile devices allow a wide range of heterogeneous activities and, as a result, have great potential in terms of the different types of data that can be collected. The use of mobile devices to collect, analyse and apply research data is explored here. This book focuses on the use of

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mobile devices in various research contexts, aiming to provide a detailed and updated knowledge on what is a comparatively new field of study. This is done considering different aspects: main methodological possibilities and issues; comparison and integration with more traditional survey modes or ways of participating in research; quality of collected data; use in commercial market research; representativeness of studies based only on the mobile-population; analysis of the current spread of mobile devices in several countries, and so on. Thus, the book provides interesting research findings from a wide range of countries and contexts. This book was developed in the framework of

WebDataNet's ~~Desk~~ *Desk*

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19. WebDataNet, was created in 2009 by a group of researchers focusing on the discussion on data collection methods. Supported by the European Union programme for the Coordination of Science and Technology, WebDataNet has become a unique, multidisciplinary network that has brought together leading web-based data collection experts from several institutions, disciplines, and relevant backgrounds from more than 35 different countries.

Mobile Electronic Commerce June Wei
2014-11-20 Mobile commerce transactions continue to soar, driven largely by the ever-increasing adoption and use of smartphones and tablets. The use of this technology gives consumers the flexibility to shop
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whenever and wherever they want. Mobile Electronic Commerce: Foundations, Development, and Applications addresses the role of industry, academia, scientists, engineers, professionals, and students in developing innovative new mobile commerce technologies and systems to further improve the consumer experience. It also discusses the impact of mobile commerce on society, economics, culture, organizations, government, industry, and our daily lives. This book brings together experts from multiple disciplines in industry and academia to stimulate new thinking in the development and application of mobile commerce technology. The book covers important mobile commerce topics, such as critical infrastructure
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management, mobile security issues, new applications and services, emerging development architectures, mobile business solutions, and future research opportunities. In addition to its multidisciplinary approach, the book also provides a cross-cultural approach intended to overcome cultural barriers and accelerate mobile commerce advancement in the global economy. Authors and researchers from around the world discuss a broad spectrum of methods, tools, and guidelines for designing mobile commerce systems and services in different cultures.

Connecting America Barry Leonard 2010-11

Broadband is the great infrastructure challenge of the early 21st century. Broadband is a foundation for economic

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growth, job creation, global competitiveness and a better way of life. The number of Americans who have broadband at home has grown from 8 million in 2000 to nearly 200 million last year. But, 100 million Americans do not have broadband at home. In early 2009, Congress directed the FCC to develop a National Broadband Plan to ensure that every American has access to broadband capability. This plan must also include a strategy for achieving affordability and maximizing use of broadband. The plan presented here ensures that the entire broadband ecosystem – networks, devices, content and applications – is healthy. Illus.

Media Management and Economics Research in a Transmedia Environment

Alan B. Albar

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2013-07-24 This landmark work centers on media management and economics within a diverse, international, historical and constantly changing environment. The chapters herein reflect the current state of research and present directions for future study. Developed at the 2012 Research Symposium in conjunction with the annual convention of the Broadcast Education Association, it represents the most current theory and research in the area.

Circular Business Models in the Mobile Phone Industry

David Watson
2017-11-30 The circular economy offer opportunities to reduce resource use and waste whilst providing business opportunities. This is also true in the mobile phone industry that has been characterised by high

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rates of product obsolescence. The emergence of the smart phone has changed the landscape, making repair, refurbishment and resell attractive to businesses and consumers. Moreover, emerging modular phone design should allow functional upgrades with low resource wastage. This report investigates the adoption of circular business models within Nordic markets. Producers, retailers, refurbishers, recyclers and resellers tell of their motivation, experiences and the challenges that they face. A special look is taken at consumer and waste law and the challenges and opportunities they represent. The report ends with 17 policy proposals that can accelerate the adoption of circularity in the sector.

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Developing the Framework for Safe and Efficient Mobile Payments United States. Congress.

Senate. Committee on Banking, Housing, and Urban Affairs 2013

The Everything Guide to Mobile Apps Peggy Anne Salz 2013-02-18 Expert advice on how to succeed in the mobile market! Experts estimate that mobile app revenues will nearly quadruple over the next few years, but for many business owners and entrepreneurs, figuring out how to affordably create and market an app is a daunting challenge. But it doesn't have to be!

With *The Everything Guide to Mobile Apps*, you'll learn all you need to know about creating a mobile app without breaking the bank account. In this book, you'll discover: What to consider when developing an app Which format best fits your

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needs and budget How to stand out in the app market The benefits of including apps in a marketing strategy How creating an app can improve business revenue From the development stage to marketing and beyond, *The Everything Guide to Mobile Apps* will help you develop an app that attracts more customers and boosts your business's revenue.

Smart Green World?

Steffen Lange 2020-05-07

In this book, Steffen Lange and Tilman Santarius investigate how digitalization influences environmental and social sustainability. The information revolution is currently changing the daily lives of billions of people worldwide. At the same time, the current economic model and consumerist lifestyle needs to be radically transformed if it is to

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is to overcome the challenges humanity is facing on a finite planet. Can the much-discussed disruption potential of digitalization be harnessed for this purpose? Smart Green World? provides guiding principles for a sustainable digital society and develops numerous hands-on proposals for how digitalization can be shaped to become a driving force for social transformation. For instance, the authors explain why more digitalization is needed to realize the transition towards 100% renewable energy and show how this can be achieved without sacrificing privacy. They analyze how the information revolution can transform consumption patterns, mobility habits and industry structures –

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instead of fostering the consumption of unneeded stuff due to personalized commercials and the acceleration of life. The authors reveal how Artificial Intelligence and the Industrial Internet of Things pose novel environmental challenges and contribute to a polarization of income; but they also demonstrate how the internet can be restored to its status as a commons, with users taking priority and society at large reaping the benefits of technological change in a most democratic way. Providing a comprehensive and practical assessment of both social and environmental opportunities and challenges of digitalization, Smart Green World? Making Digitalization Work for Sustainability

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of great interest to all those studying the complex interrelationship of the twenty-first-century megatrends of digitalization and decarbonization.

Consumer Privacy and Protection in the Mobile Marketplace United States. Congress. Senate. Committee on Commerce, Science, and Transportation. Subcommittee on Consumer Protection, Product Safety, and Insurance 2012

Strategic Business Models to Support Demand, Supply, and Destination Management in the Tourism and Hospitality Industry

Carvalho, Luisa Cagica 2019-08-30 The international tourism industry has seen increased growth in the past few years as millions of individuals continue to travel worldwide. As one of the

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world's largest economic sectors, creating jobs, driving exports, and generating prosperity worldwide, hospitality and tourism management needs to continually be explored in order to update best business models and practice.

Strategic Business Models to Support Demand, Supply, and Destination Management in the Tourism and Hospitality Industry is an essential reference source that emphasizes emergent and innovative aspects and new challenges and issues within the industry with a particular focus on demand, supply, and destination management. Featuring research on topics such as circular economy, consumer behavior, and social networking, this book is ideally designed for business professionals, executives, hotel managers, even

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coordinators, restaurateurs, travel agents, tour directors, policymakers, government officials, industry professionals, researchers, students, and academicians.

More Than a Showroom

Daniel G. Bachrach

2016-04-29 The growing phenomenon of showrooming plagues sales managers and small retailers in ever increasing numbers as technology has evolved to create smarter and more empowered consumers. Showrooming refers to the phenomenon of consumers – or potential consumers – browsing products in a retail store, and then ultimately purchasing online at a lower price through another store. In the age of the Internet, the sight of a customer who will visit a store and use their smartphone to scan the barcode, hoping to find

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the same item at a cheaper price from a different vendor has become commonplace. Through exhaustive research, the authors of this book investigate this exploding trend and offer strategies, tools, and training approaches that can help to transform showrooming customers into in-store sales. Offering retail managers and owners deep insight into how they can stem the loss of resources to showrooming, this book, through a close, systematic examination of showrooming, provides insight and understanding of the value added through customer service and expert salesperson knowledge. Retailers will learn how to implement essential, incremental changes to infuse value in the customer experience and entice significant

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improved in-store sales while building core customer relationships and enhancing loyalty.

The Role of Law Enforcement in Emergency Management and Homeland Security

Mark R. Landahl
2021-09-06 This book examines the role and involvement of law enforcement agencies across the spectrum of homeland security and emergency management. Contributions from expert practitioners and academics are organized around the mission areas of mitigation/protection, prevention, preparedness, response and recovery.

Human Services in the Network Society

Neil Ballantyne
2014-07-16 The Internet and the many applications it supports continue to transform and expand the ways in which it is possible to relate, communicate,

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collaborate, and perform human service work. In this book, human service researchers and practitioners explore major opportunities and challenges to well being, social justice, and human service work that technology use in everyday life has exposed. Drawing on the latest research their contributions examine issues associated with human service practices in the network society, including: the implications of an expanded capacity to share human service data across agency and national boundaries; ethical issues associated with the use of remote sensing and surveillance technologies (e.g. the satellite tracking of offenders, and telecare services for older people); the risks and benefits of social network sites

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issues associated with online privacy, intimacy, and safety; and the influence of technology-mediated services on human relationships and the sense of 'being present' with another person. Human Services in the Network Society will be of considerable interest to human service professionals, academics and researchers who are concerned about the social impact of networked technologies. This book was previously published as a special issue of the Journal of Technology in Human Services.

The Cambridge Handbook of Consumer Privacy Evan Selinger 2018-04-02

Businesses are rushing to collect personal data to fuel surging demand. Data enthusiasts claim personal information that's obtained from the commercial internet, including mobile

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platforms, social networks, cloud computing, and connected devices, will unlock path-breaking innovation, including advanced data security. By contrast, regulators and activists contend that corporate data practices too often disempower consumers by creating privacy harms and related problems. As the Internet of Things matures and facial recognition, predictive analytics, big data, and wearable tracking grow in power, scale, and scope, a controversial ecosystem will exacerbate the acrimony over commercial data capture and analysis. The only productive way forward is to get a grip on the key problems right now and change the conversation. That's exactly what Jules Polonetsky, Omer Tene, and Evan Selinger do.

They bring together

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diverse views from leading academics, business leaders, and policymakers to discuss the opportunities and challenges of the new data economy.

Electronic Commerce

Efraim Turban 2015-01-29

Throughout the book, theoretical foundations necessary for understanding Electronic Commerce (EC) are presented, ranging from consumer behavior to the economic theory of competition.

Furthermore, this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields, including a senior vice president of an e-commerce-related company. The authors provide website resources, numerous exercises, and extensive references to supplement the theoretical presentations. At the

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end of each chapter, a list of online resources with links to the websites is also provided. Additionally, extensive, vivid examples from large corporations, small businesses from different industries, and services, governments, and nonprofit agencies from all over the world make concepts come alive in Electronic Commerce. These examples, which were collected by both academicians and practitioners, show the reader the capabilities of EC, its cost and justification, and the innovative ways corporations are using EC in their operations. In this edition (previous editions published by Pearson/Prentice Hall), the authors bring forth the latest trends in e-commerce, including social business.

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social networking, social collaboration, innovations, and mobility.

Rehabilitation

Engineering Alex Mihailidis 2022-11-15 This book will provide an overview of the rehabilitation engineering field, including key concepts that are required to provide a solid foundation about the discipline. It will present these concepts through a mix of basic and applied knowledge from rehabilitation engineering research and practice. It's written as an introductory text in order to provide access to the field by those without previous experience or background in the field. These concepts will include those related to engineering and health that are necessary to understand the application of

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rehabilitation engineering to support human function.

Contemporary Consumer Health Informatics

Nilmini Wickramasinghe 2016-03-21 This innovative reference examines how consumer health informatics (CHI) can transform healthcare systems stressed by staffing shortages and budget constraints and challenged by patients taking a more active role in their care. It situates CHI as vital to upgrading healthcare service delivery, detailing the relationship between health information technologies and quality healthcare, and outlining what stakeholders need to learn for health IT systems to function effectively. Wide-ranging content identifies critical issues and answers key questions at ~~the~~

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consumer, practitioner, administration, and staff levels, using examples from diverse conditions, countries, technologies, and specialties. In this framework, the benefits of CHI are seen across service domains, from individual patients and consumers to healthcare systems and global health entities. Included in the coverage: Use of video technology in an aged care environment A context-aware remote health monitoring service for improved patient care Accessibility issues in interoperable sharing of electronic health records: physician's perspective Managing gestational diabetes with mobile web-based reporting of glucose readings An organizing vision perspective for developing and adopting e-health solutions An

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ontology of consumer health informatics Contemporary Consumer Health Informatics combines blueprint and idea book for public health and health informatics students, healthcare professionals, physicians, medical administrators, managers, and IT practitioners.

Chinese Consumers and the Fashion Market

Yingjiao Xu 2018-03-09

This book provides essential insights into Chinese consumer behaviors in the growing and dynamic fashion market. With increasing consumer purchasing power, readily accessible global brands, heavy application of digital technology and social media, as well as growing awareness of environmental issues, the Chinese fashion industry faces

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opportunities and challenges at the same time. The contributing authors provide observations and address issues related to middle class fashion consumption, sustainable apparel consumption, technology application in fashion retailing, and the select traditional and new industry segments in the context of China's recent and massive economic boom. As such, the book offers an invaluable reference guide for all academics and practitioners interested in the Chinese fashion market.

Research Anthology on Securing Mobile Technologies and Applications Management Association, Information Resources 2021-02-05

Mobile technologies have become a staple in society for their accessibility and diverse range of

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applications that are continually growing and advancing. Users are increasingly using these devices for activities beyond simple communication including gaming and e-commerce and to access confidential information including banking accounts and medical records. While mobile devices are being so widely used and accepted in daily life, and subsequently housing more and more personal data, it is evident that the security of these devices is paramount. As mobile applications now create easy access to personal information, they can incorporate location tracking services, and data collection can happen discreetly behind the scenes. Hence, there needs to be more security and privacy measures enacted to ensure that mobile

technologies can be used safely. Advancements in trust and privacy, defensive strategies, and steps for securing the device are important foci as mobile technologies are highly popular and rapidly developing. The Research Anthology on Securing Mobile Technologies and Applications discusses the strategies, methods, and technologies being employed for security amongst mobile devices and applications. This comprehensive book explores the security support that needs to be required on mobile devices to avoid application damage, hacking, security breaches and attacks, or unauthorized accesses to personal data. The chapters cover the latest technologies that are being used such as cryptography, verification systems, security policies and

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contracts, and general network security procedures along with a look into cybercrime and forensics. This book is essential for software engineers, app developers, computer scientists, security and IT professionals, practitioners, stakeholders, researchers, academicians, and students interested in how mobile technologies and applications are implementing security protocols and tactics amongst devices.

The Transformational Consumer

Tara-Nicholle Nelson 2017-03 This book uses stories and case studies from several industries to show how companies can rethink their customers, products and services, marketing, competition, and even their culture. The goal is a positive customer relationship that results

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growth, product innovation, and employee engagement.

Service Automation

Framework Jan-Willem Middelburg 2017-01-01 Service Automation is the concept of achieving customer loyalty by the use of automated technologies and builds upon a large demographic and sociological trend. We are the self-service generation, who are able to make our own decisions. The self-service generation is nowadays used to search, evaluate and purchase products online for a number of years now. This book will give you deep insight into the concept of Service Automation, the concept by which you can automate customer service in your organization. If you adequately apply Service Automation in your organization, you will see both employee and customer satisfaction

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rise and significantly increase the number of people who 'like' your company. The Service Automation Framework (SAF®) has been created to find a methodical way to discuss Service Automation. It offers a simplistic version of any organization, which includes a number of processes that every organization can think of to systematically enhance its Service. As with any model, it is a simplified version of reality, but it structures the mind and provides uniform terminology when discussing the contents with co-workers and colleagues. Nothing more, nothing less. We encourage you to adapt and apply the model in any way that you see fit and which helps you and your organization. This book is intended for anyone who has ever experienced the

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level of Service in his organization can be increased and is looking for guidance on a step-by-step model to achieve this, whether you are an entrepreneur, executive, consultant or work in the field of academia.

CSA Guide to Cloud Computing Raj Samani
2014-09-22 *CSA Guide to Cloud Computing* brings you the most current and comprehensive understanding of cloud security issues and deployment techniques from industry thought leaders at the Cloud Security Alliance (CSA). For many years the CSA has been at the forefront of research and analysis into the most pressing security and privacy related issues associated with cloud computing. *CSA Guide to Cloud Computing* provides you with a one-stop source for industry-leading content, as well as a

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roadmap into the future considerations that the cloud presents. The authors of *CSA Guide to Cloud Computing* provide a wealth of industry expertise you won't find anywhere else. Author Raj Samani is the Chief Technical Officer for McAfee EMEA; author Jim Reavis is the Executive Director of CSA; and author Brian Honan is recognized as an industry leader in the ISO27001 standard. They will walk you through everything you need to understand to implement a secure cloud computing structure for your enterprise or organization. Your one-stop source for comprehensive understanding of cloud security from the foremost thought leaders in the industry Insight into the most current research on cloud privacy and security, compiling information from

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from CSA's global membership Analysis of future security and privacy issues that will impact any enterprise that uses cloud computing

The Modern Customer – the PHANTOM Livia

Rainsberger 2023-02-15

This book shows how companies can - and must - adapt their sales strategies and processes to changing customer expectations in times of digital transformation and markets volatility. How can sales address, win and retain the modern customer, an intangible PHANTOM in the digital space? The digital world is characterized by eagerness, ease and enthusiasm. Nowadays, people have unlimited and instant access to manifold information and

thus they believe to be knowledgeable, autonomous and independent. As customers, they actively elude traditional sales and marketing on their way to a buying decision - in B2C and B2B alike. To reach these modern customers, companies must synchronize their sales approaches with their customers' decision-making processes and rethink selling. In this context, the author offers a wealth of suggestions with examples and provocative theses. A stirring and inspiring book for anyone interested in state-of-the-art sales and marketing: sales management and staff or entrepreneurs and start-ups.

Federal Register 2013-03