

Read PDF Market
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**Market
Centric Endpoint
Guide For
Information
Centric
Endpoint
And Le**

Even in the age
of ubiquitous
computing, the
importance of

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the Internet
will not change
and we still
need to solve
conventional
security
issues. In
addition, we
need to deal
with new issues
such as
security in the
P2P

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environment,
privacy issues
in the use of

smart cards,
and RFID
systems.

Security and
Privacy in the
Age of
Ubiquitous
Computing
addresses these
issues and more

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by exploring a
wide scope of
topics. The

volume presents
a selection of
papers from the
proceedings of
the 20th IFIP
International
Information
Security
Conference held
from May 30 to

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June 1, 2005 in
Chiba, Japan.

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include
cryptography
applications,
authentication,
privacy and
anonymity, DRM
and content
security,
computer
forensics,

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Internet and
web security,
security in

sensor
networks,
intrusion
detection,
commercial and
industrial
security,
authorization
and access
control,

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information
warfare and
critical

protection
infrastructure.

These papers
represent the
most current
research in
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security,
including
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on preparing
and taking the
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individuals

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excellent

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professionals
who need an
increased

awareness of
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practices • Mid-
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professionals
who need to

stay relevant
and validate

their digital

Subject Matter

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status in
specific domain
areas • Entry-
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and digital
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professionals •
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digital
business majors

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It covers the
following

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certification,
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Key
terminology,
key concepts,

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the Body of
Knowledge •

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The
capabilities of
digital
infrastructure
and initial

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company or team

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and project

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and multiple
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and data

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methods for
managing
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using

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interviews 20
of today's most
innovative Web
marketers and
shares their
secrets for
using content
to turn
browsers into
buyers. It also
shows how to
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marketing.

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most
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and complete
guide to
planning,
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measuring, and
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processes.

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(CSCMP), it
explains each

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storage and
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operations,
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service. This
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introduces
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handling, labor
management,
warehouse

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support, and
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extended value
chain

processes,
facility
ownership,
planning, and
strategy
decisions;
materials
handling;
warehouse
management

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optimize all
facets of
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of supply chain
management.

Coverage

includes: Basic
warehousing

management

concepts and

their essential

role in demand

fulfillment Key

elements,

processes, and

interactions in

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Principles and
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effectively
planning and
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designing

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of technology
in managing
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Studies of

Successful

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How Innovative

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Information to

Turn Browsers

Into Buyers

The essential guide

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for ethical decision-making in the 21st century, The Power of Ethics depicts “ethical decision-making not in a nebulous philosophical space, but at the point where the rubber meets the road” (Michael Schur, producer and creator of The Good

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*Place). It's not your
imagination: we're
living in a time of
moral decline.*

*Publicly, we're
bombarded with
reports of government
leaders acting against
the welfare of their
constituents;
companies
prioritizing profits
over health, safety,*

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*and our best interests;
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and technology*

*posing risks to society
with few or no
repercussions for
those responsible.*

*Personally, we may
be conflicted about
how much privacy to
afford our children
on the internet; how
to make informed
choices about our*

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*purchases and the
companies we buy
from; or how to
handle misconduct
we witness at home
and at work. How do
we find a way
forward? Today's
ethical challenges are
increasingly gray,
often without a clear
right or wrong
solution, causing us*

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*to teeter on the edge
of effective decision-
making. With*

*concentrated power
structures, rapid
advances in
technology, and
insufficient
regulation to protect
citizens and
consumers, ethics are
harder to understand
than ever. But in The*

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*Power of Ethics,
Susan Liautaud
shows how ethics can
be used to create a
sea change of positive
decisions that can
ripple outward to our
families,
communities,
workplaces, and the
wider world—offering
unprecedented
opportunity for good.*

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*Drawing on two
decades as an ethics
advisor guiding
corporations and
leaders, academic
institutions, nonprofit
organizations, and
students in her
Stanford University
ethics courses, Susan
Liautaud provides
clarity to blurry
ethical questions,*

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*walking you through
a straightforward,
four-step process for
ethical decision-
making you can use
every day. Liautaud
also explains the six
forces driving
virtually every ethical
choice we face.*

*Exploring some of
today's most
challenging ethics*

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*dilemmas and
showing you how to
develop a clear point
of view, speak out
with authority, make
effective decisions,
and contribute to a
more ethical world
for yourself and
others, The Power of
Ethics is the must-
have ethics guide for
the 21st century.*

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It is widely accepted that innovation holds the key to sustainable commercial growth globally, but in practice there is limited understanding of how to successfully exploit its full commercial and social value. The Scale-up Manual provides a unified

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*approach to manage
the creation and
commercialisation of
innovative products
and services, enabled
by four data-driven
building blocks: the
Triple Chasm Model,
modified
commercialisation
readiness levels, meso-
economic vectors and
the commercialisation*

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canvas. The approach supports different strategies for resource allocation, ranging from 'lean' techniques to sustainability initiatives based on the circular economy. The Manual includes many case studies and insights, which different 'Actors' can*

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*use at different points
along the
commercialisation
journey.*

*Most tech companies
get marketing wrong
because they don't
know how to do
product marketing
right. The next in the
bestselling SVPG
series, LOVED shows
what leaders like*

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*Apple, Netflix,
Microsoft, and
Salesforce do well*

*and how to apply it to
transform product
marketing at your
company. The best
products can still lose
in the marketplace.*

*Why? They are
beaten by products
with stronger product
marketing. Good*

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*product marketing is
the difference*

*between “also-ran”
products versus
products that lead.*

*And yet, product
marketing is widely
misunderstood.*

*Although it includes
segmenting
customers,
positioning your
product, creating*

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*product collateral,
and supporting sales
teams, great product
marketing achieves
much more. It directs
the best way to bring
your product to
market. It shapes
what the world thinks
about your product
and category. It
inspires others to tell
your product's story.*

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***as a former product
and marketing leader
at Microsoft and
Netscape, and as an
advisor to Silicon
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venture capitalist, and
UC Berkeley
engineering graduate
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Martina Lauchengco
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lessons gleaned from***

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*working with
hundreds of
companies to make
LOVED the definitive
guide to modern
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*With dozens of stories
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market leaders as well
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with products just
beginning their
journey, the book*

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*shows you: the
centrality of product
marketing to any
product's success the
key skills and actions
required to do it well
the four
fundamentals of
product marketing
and how to apply
them how to hire,
lead, and organize
product marketing*

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marketers optimize
crucial collaboration*

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*invitation to rethink
tired notions of*

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And I.e.*
*product marketing
and practice a more
dynamic, customer
and market-centric
version that creates
raving fans and helps
products achieve their
full market potential.*

*Israel Internet and E-
Commerce*

*Investment and
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Strategic and
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*Regulations and
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Storage and

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Products in the

Supply Chain

A Practical Guide

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The Digital
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*Foundation Study
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*Customer-Centric
Marketing Strategies:
Tools for Building
Organizational
Performance*

*Editor & Publisher
Market Guide*

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This is a practical how-to guide to what marketers need to know about defining, segmenting and targeting business markets: assessing customer needs; gauging the competition; designing winning strategies; and maximising corporate resources.

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guide officially
approved by (ISC)2
The (ISC)2 Systems
Security Certified
Practitioner (SSCP)
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known vendor-neutral
global IT security
certification. The
SSCP is designed to
show that holders
have the technical
skills to implement,

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infrastructure using
information security
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procedures. This
comprehensive

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objectives of the

seven SSCP

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exam and enter the
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workforce with
confidence.

Making Enterprise
Information

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Guide to

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Information as an
Asset provides a
comprehensive
discussion of EIM. It
endeavors to explain
information asset
management and
place it into a
pragmatic, focused,
and relevant light. The

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book is organized into two parts. Part 1 provides the material required to sell, understand, and validate the EIM program. It explains concepts such as treating Information, Data, and Content as true assets; information management maturity; and how

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EIM affects
organizations. It also
reviews the basic
process that builds
and maintains an EIM
program, including
two case studies that
provide a birds-eye
view of the products
of the EIM program.
Part 2 deals with the
methods and artifacts
necessary to maintain
EIM and have the

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Apple

business manage
information. Along
with overviews of
Information Asset
concepts and the EIM
process, it discusses
how to initiate an EIM
program and the
necessary building
blocks to manage the
changes to managed
data and content.
Organizes information
modularly, so you can

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delve directly into the topics that you need to understand Based in reality with practical case studies and a focus on getting the job done, even when confronted with tight budgets, resistant stakeholders, and security and compliance issues Includes applicatory templates, examples,

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and advice for
executing every step
of an EIM program

The search engine for
success. Using the
Internet to increase
the visibility of a small
business today is no
easy task. It can take
a lot of time, energy,
and money—especially
if you're not a
computer expert.

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a valuable overview of how search engines, web sites, ad services, and web logs can all work together to build a business, as well as practical hands-on tips, tricks, and planning tools to help readers create and execute a plan that utilizes the Internet to its fullest. * Google, is

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widely recognized as
the world's largest
search engine—an
easy-to- use free
service that usually
returns relevant
results in a fraction of
a second * Author
holds an MBA and
has started and run
several small
businesses in addition
to being a well-known
technology book

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author * Perfect for
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small business market

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Preparation for the
DPBOK® Part 1
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An Information-centric
Design Exploration
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Server

**One of the
hottest topics
in computer
forensics
today,**

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**electronic
discovery (e-
discovery)** is

the process by
which parties
involved in
litigation
respond to
requests to
produce
electronically
stored
information

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Information
(ESI) .

According to
the 2007 Socha-
Gelbmann
Electronic
Discovery
Survey, it is
now a \$2
billion
industry, a 60%
increase from
2004, projected
to double by

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2009. The core reason for the explosion of e-discovery is sheer volume; evidence is digital and 75% of modern day lawsuits entail e-discovery. A recent survey reports that U.S. companies

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face an average
of 305 pending
lawsuits intern
ationally. For
large U.S.
companies (\$1
billion or more
in revenue) that
number has
soared to 556
on average,
with an average
of 50 new

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disputes
emerging each
year for nearly
half of them.

To properly
manage the role
of digital
information in
an
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r it is a
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company, a
small
accounting firm
or a vast
government
agency--must
develop an
effective
electronic
discovery
program. Since

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the amendments
to the Federal
Rules of Civil
Procedure,
which took
effect in
December 2006,
it is even more
vital that the
lifecycle of
electronically
stored
information be

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understood and
properly
managed to
avoid risks and
costly
mistakes. This
books holds the
keys to success
for systems
administrators,
information
security and
other IT

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department
personnel who
are charged

with aiding the
e-discovery
process.

*Comprehensive
resource for
corporate
technologists,
records
managers,
consultants,

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and legal team
members to the
e-discovery

process, with
information
unavailable
anywhere else

*Offers a
detailed
understanding
of key industry
trends,
especially the

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**Federal Rules
of Civil
Procedure, that
are driving the
adoption of e-
discovery
programs**

***Includes vital
project
management
metrics to help
monitor
workflow, gauge**

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costs and speed
the process

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To fully
leverage the
value of
software
architecture in
enterprise
development
projects, you
need to
expressly and
consciously

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link
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architecture
with project
management .

This book shows
how, drawing on
powerful
lessons learned
at Siemens, one
of the world's
leading
software
development

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organizations.

The authors

offer insight

into project

management for

software

architects,

insight into

software

architecture

for project

managers, and

above all,

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insight into
integrating the
two disciplines
to maximize the
effectiveness
of both of
them. Learn how
to develop cost
and schedule
estimates for
development
projects, based
on software

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architecture;
how to clarify
architecture so
projects can be
more
effectively
planned and
managed; and
then how to use
architecture to
organize,
implement, and
measure the

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project
Centric Endpoint
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work

progresses .

This book
explores how
data about our
everyday online
behaviour are
collected and
how they are
processed in
various ways by

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algorithms
powered by
Artificial

Intelligence
(AI) and

Machine

Learning (ML) .

The book

investigates

the

socioeconomic

effects of

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technologies,
and the
evolving

regulatory
landscape that
is aiming to
nurture the
positive
effects of
these
technology
evolutions
while at the

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same time

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curbing

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scrutinizes

growing

concerns on how

algorithmic

decisions can

sometimes be

biased and

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discriminative;
how autonomous
systems can
possibly
disrupt and
impact the
labour markets,
resulting in
job losses in
several
traditional
sectors while
creating

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unprecedented
opportunities
in others; the
rapid evolution
of social media
that can be
addictive at
times resulting
in associated
mental health
issues; and the
way digital
Identities are

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evolving around
the world and
their impact on
provisioning of
government
services. The
book also
provides an in-
depth
understanding
of regulations
around the
world to

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protect privacy
of data

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subjects in the
online world; a
glimpse of how
data is used as
a digital

public good in
combating Covid
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how ethical
standards in
autonomous

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systems are
evolving in the
digital world.

A timely
intervention in
this fast-
evolving field,
this book will
be useful for
scholars and
researchers of
digital
humanities,

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business and
management,
internet

studies, data
sciences,
political
studies, urban
sociology, law,
media and
cultural
studies,
sociology,
cultural

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anthropology,
and science and
technology
studies. It
will also be of
immense
interest to the
general readers
seeking
insights on
daily digital
lives.

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bestselling

author and

**senior economic
correspondent**

**at The New York
Times, how to**

survive—and

**thrive—in this
increasingly**

challenging

economy. Every

ambitious

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professional is
trying to
navigate a
perilous global
economy to do
work that is
lucrative and
satisfying, but
some find
success while
others struggle
to get by. In
an era of

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remarkable
economic
change, how
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“job” is
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shifting and
the corporate
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dominated by
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He shows that
the route to
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cultivating the
ability to
bring multiple

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specialties
together—to
become a “glue
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and from
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content industries
change within a
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and what role
information and
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technologies play in
transforming the
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landscape. The
authors argue that
post-industrial

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societies tend to pay substantial amounts for equipment and gadgets but invest far too little in the quality of the content. As a result, much effort is and has to be spent on the enhancement of E-Content. The contributions give an elaborate overview

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*be extraordinarily
successful ... in the real
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challenge shared by
healthcare, aerospace,
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centric industries of
every type is the
extraordinary
complexity and
uncertainty driven by
the enormous number
of individual, yet
codependent factors,*

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*whether in humans and
their cellular
functioning, or vehicles
and the interaction of
materials and
environment, requiring
leaders and decision-
makers at every level to
connect, interact, and
synthesize vital,
fluctuating data,
typically via technology-
intermediated network
structures with varying*

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content and scale. The networks may be obvious, like the organizational structure, while others are more abstract or virtual, like social networks and ecosystems Despite healthcare's amazing success in improving the quality and average lifespan of human beings, the maximum

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lifespan remains unchanged at no more than 125 years. Very few healthcare organizations live for much longer, with most disappearing before reaching one-third of that lifespan. How systems, people, and culture respond as organizational size changes is a challenge and also an opportunity

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*in scaling for any
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industry. This book will
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organizations to provide
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insights into the
principles and practices
that provoke success.
Because scaling plays a
determinative role in*

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*the successful design of
everything from
airplanes to
skyscrapers, its impact
on how effective and
efficient an
organization is remains
a continuous challenge.
Perhaps understanding
scaling is of greater
urgency due to the
increasingly large and
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institutions and governments to continuously evolve the complex adaptive systems they have become. This book focuses on organizational expansion in healthcare. By examining two organizations with similar, yet very different growth

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dark possibilities.

However, a bright

future awaits those who

build on their working

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goal is not to replace

people, but to empower

them by making design

choices that give

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can be used to augment
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lives. This project
bridges the gap between
ethical considerations
and practical realities
to offer a road map for*

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cameras,*

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*execution—technical,
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human. Among the*

issues it addresses:

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services with preexisting

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strategies; choosing the

right roles for new

tools; shifting culture,

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