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The Discursive Construction of Identities On- and Offline On- and Offline Scheduling of Bidirectional Traffic The Link between Specific Forms of Online and Offline Victimization Online and Offline Modulators of Motor Learning 101 Ways to Get More Customers Online and Offline for Under $100 HTML5 API API Fame and Fandom Receptor-Oriented Communication for Hui Muslims in China Advanced Introduction to Advertising Censorship and Student Communication in Online and Offline Settings Approximation and Online Algorithms The Prospect of Internet Democracy The Routledge Companion to Urban Media and Communication Infoselves Marketing to Millennials For Dummies Online Anti-Rape Activism Love and Intimacy in Online Cross-Cultural Relationships Marketing in a Digital World Social Media in Social Work Practice The Television Studies Reader Advances in National Brand and Private Label Marketing Explorations in Critical Studies of Advertising Disability and Social Media Beginning Progressive Web App Development Emotional AI Ethnography for the Internet New Literary Hybrids in the Age of Multimedia Expression Social Media and Technology Across the Lifespan Oxford Handbook of Internet Psychology Brand Management Status Update Success Factors of Private Equity Investments in the Retail Industry EFieldnotes Cultural Theories: Oxford Bibliographies Online Research Guide Insights, Innovation, and Analytics for Optimal Customer Engagement The Internet and Workplace Transformation Feminism, National Identity and European Integration in Modern Spain Digital Libraries: Universal and Ubiquitous Access to Information Applied Crisis Communication and Crisis Management Adobe Analytics with SiteCatalyst Classroom in a Book

The Discursive Construction of Identities On- and Offline

2018-07-23

this volume explores linguistic identity construction across online and offline contexts the contributors focus on clusivity as an overarching aspect and offer a multifaceted operationalisation of the linguistic processes of identity construction the studies address three major strands of human identity each of which can be thought of as an aggregative abstraction with its own complexities personal identity group identity and collective identity the contributions pay special attention to the interplay between the public and private dimensions of the interactions and audiences as well as the potential impact of social and technical affordances of different communicative settings and online and offline modes of identity construction the volume is aimed at all researchers concerned with the complex notion of identity both in linguistics and in neighbouring disciplines

On- and Offline Scheduling of Bidirectional Traffic

2015

this book provides theoretical and practical insights related to bidirectional traffic on a stretch containing bottleneck segments on a bottleneck segment concurrent traveling of vehicles in opposite direction is not possible the book is motivated by and considers in particular the ship traffic at the kiel canal it connects the north and baltic seas and is operated in both directions in addition considerations are included that account for the fact that ships register their requests only shortly before their arrival such that scheduling decisions must be adapted online

The Link between Specific Forms of Online and Offline Victimization

2023-09-06

this book features the empirical work of internationally known scholars providing an in depth examination of the overlap between online and offline victimization and offending the vast expanse of the internet has provided a limitless playground for offenders to prey on those unaware of their predators or well as those who are intimately familiar with their offenders however the internet does not isolate offenders into mutually exclusive categories instead it has allowed many offenders to use both offline and online platforms to commit crime it also opened up more opportunity for violation of victims this volume features two divisions of the american society of criminology the division of victimology and division of cybercrime who have joined forces to sponsor a special issue on the overlap between forms of online and offline victimization and offending international scholars in this book provide a notable spectrum of different forms of this phenomenon as well as predictors of these behaviors the link between specific forms of online and offline victimization will be a key resource for academics researchers and advanced students of victimology cybercime criminology and criminal justice the chapters included in this book were originally published in victims offenders

Online and Offline Modulators of Motor Learning

2017-05-25

both the acquisition of new and the modification of previously acquired motor skills are necessary to achieve optimal levels of motor performance in everyday functioning as well as to attain expert performance levels that are evident in sports and arts a multitude of factors have been shown to influence the various stages of the learning process from the acquisition i e motor memory encoding to the consolidation and subsequent retention of a skill these factors or modulators can affect learning through online processes taking place during practice of a new motor skill or through offline processes occurring in the absence of task performance i e after training sessions although much of the recent research from various disciplines has placed an increased emphasis on identifying factors that can influence the motor learning process we lack an integrated understanding of online and offline determinants of motor skill behaviours potential motor learning modulators include but are certainly not limited to stress anxiety attention executive functioning social interaction stimulus response mapping training schedule regimen learning environment vigilance consciousness states including sleep wakefulness or meditation brain stimulation interference as well as resting state brain connectivity pathological and non pathological i e development or aging changes in the brain can also be conceptualized as potential modulators the aim of this research topic is to bridge research from the cognitive sensory motor and psychological domains using various behavioural paradigms and neuroimaging techniques in order to provide a comprehensive view of the online and offline modulators of motor learning and how they interact to influence motor performance critically the overarching goal is to gain a better understanding of how motor behaviour can be optimized we believe that merging research from diverse neuroscientific communities would contribute to fulfilling this goal and potentially

highlight possible shared neurophysiological mechanisms influencing motor learning

101 Ways to Get More Customers Online and Offline for Under $100

2012-11-15

aaron sansoni also known as mr empire has built a fortune in business by starting building and investing into over 130 companies to date he s also an international acclaimed speaker best selling author and nominee for australian of the year 2017 and ernst young entrepreneur of the year 2016 featured in over 50 publications around the world aaron runs successful private equity firms with interests in media technology ecommerce saas education hospitality retail aerospace and health aaron has spoken at some of the most exclusive venues around the world and shared the stage with business icons including billionaire sir richard branson hollywood a lister arnold schwarzenegger world leading speakers tony robbins gary vee tim ferriss and dr eric thomas to name a few having reached the lives of 250 million people aaron has personally trained 500 000 students in 132 countries from over 150 industries on and offline through his training spanning almost two decades of mentoring as the 1 global authority on empire building he s authored two books including his most recent think like which has sold over 100 000 copies worldwide aaron was also recently named 1 mentor in australia in forbes magazine

HTML5 API API）

2011-11-03

web api

Fame and Fandom

2022-11-29

celebrities depend upon fans to sustain their popularity and livelihood and fans are happy to oblige with social media they can follow their favorite or least favorite celebrities every move and get glimpses into their lives homes and behind the scenes work fans interact with celebrities now more than ever and often feel that they have a claim on their time attention and accountability in fame and fandom the contributors examine this tumultuous dynamic and bring together celebrity studies and fan studies like never before in case studies including supernatural harry styles youtube influencers film location sites keanu reeves and celebrities as fans readers find new approaches to fan celebrity encounters and parasocial relationships this is the go to volume on the symbiotic relationship between fame and fandom

Receptor-Oriented Communication for Hui Muslims in China

2018-04-18

there are many books that highlight the need and importance of mission toward unreached people unfortunately few of them deal with the importance of understanding the real life of unreached people and how to analyze them this book identifies conceptual issues for the development of receptor oriented communication strategies among young educated urban hui yeu hui muslims in china s northwestern cities in order to achieve culturally relevant churches in those areas it is written to help not only those who are interested in the unreached but also those who are interested in muslim evangelism urban sociology biblical exegesis contextual church planting communication and mission strategy enoch jinsik kim utilizes a new approach virtual community mission for planting offline churches that integrates the use of local church driven internet community traditional media and offline task teams from a multi ethnic local church while the research focuses on the chinese muslim context the identification of the young urban and educated as a strategic group for mission can be applied in other muslim and non muslim contexts this research is useful to cross cultural communicators church planters and all those interested in interpersonal relationships

Advanced Introduction to Advertising

2022-01-21

this advanced introduction provides a concise yet thorough guide to understanding and planning advertising while answering the key questions at the forefront of this modern topic what is advertising what is its role in businesses and organizations and what are the implications of the offline online shift

Censorship and Student Communication in Online and Offline Settings

2015-09-14

while freedom of speech is a defining characteristic of the united states the first amendment right is often regulated within certain environments for years schools have attempted to monitor and regulate student communication both within the educational environment and in student use of social media and other online communication tools censorship and student communication in online and offline settings is a comprehensive reference source that addresses the issues surrounding student s right to free speech in on and off campus settings featuring relevant coverage on the implications of digital media as well as constitutional and legal considerations this publication is an essential resource for school administrators educators students and policymakers interested in uncovering the reasons behind student censorship and the challenges associated with the regulation of students free speech

Approximation and Online Algorithms

2007-01-25

this book constitutes the thoroughly refereed post proceedings of the 4th international workshop on approximation and online algorithms waoa 2006 held in zurich switzerland in september 2006 as part of the algo 2006 conference event the 26 revised full papers presented were carefully reviewed and selected from 62 submissions

The Prospect of Internet Democracy

2016-02-24

the internet opens up new opportunities for citizens to organize and mobilize for action but it also provides new channels that established political social and economic interests can use to extend their powers will the internet revolutionize politics the prospect of internet democracy is a rich and detailed exploration of the theoretical implications of the internet and related information and communication technologies icts for democratic theory focusing in particular on how political uses of the internet have affected or seem likely to affect patterns of influence among citizens interest groups and political institutions the authors examine whether the internet s impact on democratic politics is destined to repeat the history of other innovative icts the volume explores the likely long term effects of such uses on the conduct of politics in the usa and other nations that declare themselves modern democracies and assesses the extent to which they help or hinder viable democratic governance

The Routledge Companion to Urban Media and Communication

2019-09-23

the routledge companion to urban media and communication traces central debates within the burgeoning interdisciplinary research on mediated cities and urban communication the volume brings together diverse perspectives and global case studies to map key areas of research within media cultural and urban studies where a joint focus on communications and cities has made important innovations in how we understand urban space technology identity and community exploring the rise and growing complexity of urban media and communication as the next key theme for both urban and media studies the book gathers and reviews fast developing knowledge on specific emergent phenomena such as reading the city as symbol and text understanding urban infrastructures as media and vice versa the rise of global cities urban and suburban media cultures newspapers cinema radio television and the mobile phone changing spaces and practices of urban consumption the mediation of the neighbourhood community and diaspora the centrality of culture to urban regeneration communicative responses to urban crises such as racism poverty and pollution the role of street art in the negotiation of the right to the city city competition and urban branding outdoor advertising moving image architecture smart cyber urbanism the emergence of media city production spaces and clusters charting key debates and neglected connections between cities and media this book challenges what we know about contemporary urban living and introduces innovative frameworks for understanding cities media and their futures as such it will be an essential resource for students and scholars of media and communication studies urban communication urban sociology urban planning and design architecture visual cultures urban geography art history politics cultural studies anthropology and cultural policy studies as well as those working with governmental agencies cultural foundations and institutes and policy think tanks

Infoselves

2020-12-31

infoselves delivers a multifaceted analysis of the commodification of self identity online from both a domination and a liberation perspective drawing on multiple resources the book places its discussion of online identity within the larger context of self identity evolution arguing for the recognition of online identity as a legitimate component of the self identity system advertising executive turned academic demetra garbașevschi offers readers the means to understand the way our online identities are formed and used to reflect on the future of self identity and to become more aware of the radical implications of our digital footprint readers will discover what it means to be an infoself in a deep digital context from exploring the informational makeup of self identity to examining the various sources of identity information found online to exposing the uses of this information through both latent and assertive self commodification considering the many sources of information contributing to our identity narrative online some beyond our direct control managing the self is presented as one the greatest challenges of our digital present the book includes illuminating discussions of a variety of topics within the subject of online identity such as foundational concepts related to the idea of identity including references to the works of erik erikson symbolic interactionists and social dramaturgy the evolution of online identity with examinations of early and current viewpoints of the phenomenon personal branding online as the epitome of self commodification with examples from online celebrity micro celebrity and nano celebrity original research contributing to the larger discussion about how identities are constructed and performed through the line perfect for graduate students in advertising branding and public relations infoselves also belongs on the bookshelves of those studying fields involving digital media working professionals in any of these areas will also benefit from this book s insightful analyses of a variety of viewpoints on online identity

Marketing to Millennials For Dummies

2017-04-28

market effectively to the millennial mindset millennials make up the largest and most valuable market of consumers in the united states but until you understand how to successfully market to them you may as well kiss their colossal spending power away packed with powerful data research and case studies across a variety of industries marketing to millennials for dummies gives you a fail proof road map for winning over this coveted crowd millennials are projected to have 200 billion buying power by 2017 and 10 trillion over their lifetimes and yet industries across the board are struggling to garner their attention revealing what makes this darling demographic tick this hands on guide shows you how to adapt to new media understand the sharing economy and build meaningful relationships that will keep your brand product or service at the forefront of the millennial mind identify key millennial characteristics and behaviors grasp and adapt to millennial economic realities reach your target audience with integrated strategies build deep lasting connections with millennials get ready to crack the code millennials are a mystery no more

Online Anti-Rape Activism

2020-08-17

the ebook edition of this title is open access thanks to knowledge unlatched funding and freely available to read online this book examines the nature use and scope of online spaces for anti rape activism offering a critical commentary on its limitations and potentials

Love and Intimacy in Online Cross-Cultural Relationships

2016-11-16

this book challenges assumptions about the motivations that drive women from relatively poor developing countries to use intermarriage dating sites to find partners from relatively wealthy developed countries it is generally assumed that economic deprivation or economic opportunities are the main factors but this book instead focuses on the work of women s imagination in online cross cultural relationships including the role of desire love and intimacy the experiences of thai women are used to explore how they initiate develop and maintain love and intimacy with western men across distance and time the book shows that in the absence of opportunities to search and meet partners from geographically distant parts of the world the technology of the internet offers new ways of searching for and managing relationships and has significant consequences for local experiences and expectations of love and partnering the book will be of interest to scholars and students with an interest in family and intimate life gender and sexualities asian and thai studies globalization and nationalism culture and media sociology and anthropology

Marketing in a Digital World

2019-09-19

marketing in a digital world consists of nine essays on how the digital revolution has affected marketing theory and practice leading marketing scholars including several editors of premier academic journals provide fresh insights for both scholars and managers seeking to enhance their understanding of marketing in a digital world

Social Media in Social Work Practice

2019-04-01

should you respond to friend requests from service users how can you be sure that your own online profile is secure do service users understand the global and permanent nature of social media posts mapped against uk regulatory bodies standards this book responds to new complex issues raised by social media joanne westwood draws on evidence and contemporary examples from practice to contextualise developments in social media and outline how this has shaped social work practice in recent years she unpicks the potential pitfalls and opportunities social media presents for individual practice organisations and service users after using the case study questions quizzes and reflective activities you will be able to confidently apply your knowledge of the 4 key issues privacy confidentiality regulation professional ethics and values

The Television Studies Reader

2004

a discussion of a truly international range of television programs this title covers alternative modes of television such as digital and satellite

Advances in National Brand and Private Label Marketing

2021-05-16

this proceedings volume highlights the latest research presented at the 8th international conference on research on national brand private label marketing nb pl2021 the topics covered include retailing private label portfolio and assortment management marketing of premium store brands using national brands to exclude delist and include optimal assortment size consumer store patronage etc several contributions also focus on private label pricing and promotion especially on the relative pricing of standard and premium private labels and with regard to the national brands in the assortment

Explorations in Critical Studies of Advertising

2016-10-26

this volume provides a thoughtful and wide ranging exploration of approaches to the critical study of advertising current and impending practices of advertising have in many ways exceeded the grasp of traditional modes of critique due at least in part to their being formulated in very different historical conditions to begin to address this lag this edited collection explores through critical discussion and application a variety of critical approaches to advertising authors address a variety of concrete examples in their chapters drawing on existing research while presenting new findings where relevant in order to maintain the relevance of this collection past this particular historical moment however chapters do not simply report on empirical work but develop a theoretical argument

Disability and Social Media

2016-11-10

social media is popularly seen as an important media for people with disability in terms of communication exchange and activism these sites potentially increase both employment and leisure opportunities for one of the most traditionally isolated groups in society however the offline inaccessible environment has to a certain degree been replicated online and particularly in social networking sites social media is becoming an increasingly important part of our lives yet the impact on people with disabilities has gone largely unscrutinised similarly while social media and disability are often both observed through a focus on the western developed and english speaking world different global perspectives are often overlooked this collection explores the opportunities and challenges social media represents for the social inclusion of people with disabilities from a variety of different global perspectives that include africa arabia and asia along with european american and australasian

perspectives and experiences

Beginning Progressive Web App Development

2017-11-29

build fast reliable web applications using the latest web development technologies this book provides step by step learning through the process of transforming a traditional web app into a high performing progressive web app leveraging principles and lessons taught throughout the book you will learn to improve the performance reliability reach and user engagement of mobile web applications through the use of specific practical examples because most non trivial web applications developed today use javascript frameworks you will learn about the most popular frameworks offering a pwa right out of the box including react preact vue js angular and ionic you also will learn which tools to enlist to measure your application s performance such as google s lighthouse beginning progressive app development includes best practices to make your app work even when an end user has a poor or no internet connection and to send notifications and reminders with the notification and push apis to keep your users engaged you will come away with an understanding of the technologies application shells server push technology and caching that will allow you to rapidly deliver content to your users as important as it is to provide mobile users with a great experience the principles of pwas are not limited to smartphones most of what you will learn in this book is directly applicable to web applications on all screen sizes what you ll learn achieve nearly instant loading times implement service workers to make your app load faster and work while users are offline keep users engaged with web notifications measure the performance and reach of your web applications transform your existing web app into a progressive web app create a progressive web app from scratch understand what building a truly fast web app entails with google s prpl pattern who this book is for developers with prior javascript experience

Emotional AI

2018-05-08

what happens when media technologies are able to interpret our feelings emotions moods and intentions in this cutting edge new book andrew mcstay explores that very question and argues that these abilities result in a form of technological empathy offering a balanced and incisive overview of the issues raised by emotional ai this book provides a clear account of the social benefits and drawbacks of new media trends and technologies such as emoji wearables and chatbots demonstrates through empirical research how empathic media have been developed and introduced both by start ups and global tech corporations such as facebook helps readers understand the potential implications on everyday life and social relations through examples such as video gaming facial coding virtual reality and cities calls for a more critical approach to the rollout of emotional ai in public and private spheres combining established theory with original analysis this book will change the way students view use and interact with new technologies it should be required reading for students and researchers in media communications the social sciences and beyond

Ethnography for the Internet

2020-05-11

the internet has become embedded into our daily lives no longer an esoteric phenomenon but instead an unremarkable way of carrying out our interactions with one another online and offline are interwoven in everyday experience using the internet has become accepted as a way of being present in the world rather than a means of accessing some discrete virtual domain ethnographers of these contemporary internet infused societies consequently find themselves facing serious methodological dilemmas where should they go what should they do there and how can they acquire robust knowledge about what people do in through and with the internet this book presents an overview of the challenges faced by ethnographers who wish to understand activities that involve the internet suitable for both new and experienced ethnographers it explores both methodological principles and practical strategies for coming to terms with the definition of field sites the connections between online and offline and the changing nature of embodied experience examples are drawn from a wide range of settings including ethnographies of scientific institutions television social media and locally based gift giving networks

New Literary Hybrids in the Age of Multimedia Expression

2014-11-15

begun in 2010 as part of the histories of literatures in european languages series sponsored by the international comparative literature association the current project on new literary hybrids in the age of multimedia expression recognizes the global shift toward the visual and the virtual in all areas of

textuality the printed verbal text is increasingly joined with the visual often electronic text this shift has opened up new domains of human achievement in art and culture the international roster of 24 contributors to this volume pursue a broad range of issues under four sets of questions that allow a larger conversation to emerge both inside the volume s sections and between them the four sections cover 1 multimedia productions in theoretical and historical perspective 2 regional and intercultural projects 3 forms and genres and 4 readers and rewriters in multimedia environments the essays included in this volume are examples of the kinds of projects and inquiries that have become possible at the interface between literature and other media new and old they emphasize the extent to which hypertextual multimedia and virtual reality technologies have enhanced the sociality of reading and writing enabling more people to interact than ever before at the same time however they warn that as long as these technologies are used to reinforce old habits of reading writing they will deliver modest results one of the major tasks pursued by the contributors to this volume is to integrate literature in the global informational environment where it can function as an imaginative partner teaching its interpretive competencies to other components of the cultural landscape

Social Media and Technology Across the Lifespan

2022-05-23

this book explores social media and technology across the lifespan the authors argue that those of different ages and life stages have very diverse experiences with these types of media and demonstrate the importance of analysing the entire lifespan in the context of technology use they acknowledge and celebrate social media for the positives that it can bring to our lives but also recognise that there may be challenges for particular developmental stages

Oxford Handbook of Internet Psychology

2009-02-12

over one billion people use the internet globally psychologists are beginning to understand what people do online and the impact being online has on behaviour it s making us re think many of our existing assumptions about what it means to be a social being for instance if we can talk flirt meet people and fall in love online this challenges many of psychology s theories that intimacy or understanding requires physical co presence the oxford handbook of internet psychology brings together many of the leading researchers in what can be termed internet psychology though a very new area of research it is growing at a phenomenal pace in addition to well studied areas of investigation such as social identity theory computer mediated communication and virtual communities the volume also includes chapters on topics as diverse as deception and misrepresentation attitude change and persuasion online internet addiction online relationships privacy and trust health and leisure use of the internet and the nature of interactivity with over 30 chapters written by experts in the field the range and depth of coverage is unequalled and serves to define this emerging area of research uniquely this content is supported by an entire section covering the use of the internet as a research tool including qualitative and quantitative methods online survey design personality testing ethics and technological and design issues while it is likely to be a popular research resource to be dipped into as a whole volume it is coherent and compelling enough to act as a single text book the oxford handbook of internet psychology is the definitive text on this burgeoning field it will be an essential resource for anyone interested in the psychological aspects of internet use or planning to conduct research using the net

Brand Management

2017-11-08

this book is an original high quality collection of chapters about highly topical and important brand management issues and it shows both theoretical and empiric analysis the 10 selected chapters are referred with original contents and rigorous research methodologies to some important challenges the brand management has to face in the current competitive contexts characterized by the dominance of the intangible resources and the new information and communication technologies written by leading academics this book is dedicated not only to marketing and management scholars but also to students wanting to investigate the knowledge concerning special fields and special brand management themes as well to the practitioners who can find a wide reference also to the managerial implication from the strategic and operative perspectives

Status Update

2013-11-26

presents an analysis of social media discussing how a technology which was once heralded as democratic has evolved into one which promotes elitism and inequality and provides companies with

the means of invading privacy in search of profits

Success Factors of Private Equity Investments in the Retail Industry

2022-12-12

bachelor thesis from the year 2020 in the subject economics finance grade 6 0 6 0 university of st gallen language english abstract this thesis examines the relationship between private equity firm and fund level characteristics and the performance of leveraged buyouts in the retail sector more specifically the three dimensions general partner experience fund size and the fund s retail specialization are analyzed the impact of the three characteristics on the investment performance proxied by money multiples and internal rates of return as well as by the write off probability of the buyout is assessed by analyzing a sample of 10 376 buyouts conducted since 1993 of which 614 deals are transactions in the retail sector according to bloomberg news the year of 2017 was known as the retail apocalypse with more u s retailers filing for bankruptcy than during the year of the financial crisis by taking a closer look at the reasons for these defaults one will quickly understand that the culprit might not solely be amazon inc tapping on market share before their bankruptcies numerous retail companies were bought and highly levered by private equity firms who neither were able to implement adequate operational improvements nor product and sales innovations the resulting collapses like the one of toy giant toys r us in september 2017 twelve years after its leveraged buyout by the mega funds of bain capital and kkr lead to numerous store closings and job losses hence there is certainly a need to understand the factors determining the success of private equity investments in the retail industry this thesis aspires to establish a causal relationship between macroeconomic firm and fund level characteristics and buyout performance in the retail sector

EFieldnotes

2016

examines how anthropological fieldwork has been affected by technological shifts in the 25 years since the 1990 publication of fieldnotes the making of anthropology edited by roger sanjek published by cornell university press

Cultural Theories: Oxford Bibliographies Online Research Guide

2010-05

this ebook is a selective guide designed to help scholars and students of criminology find reliable sources of information by directing them to the best available scholarly materials in whatever form or format they appear from books chapters and journal articles to online archives electronic data sets and blogs written by a leading international authority on the subject the ebook provides bibliographic information supported by direct recommendations about which sources to consult and editorial commentary to make it clear how the cited sources are interrelated related a reader will discover for instance the most reliable introductions and overviews to the topic and the most important publications on various areas of scholarly interest within this topic in criminology as in other disciplines researchers at all levels are drowning in potentially useful scholarly information and this guide has been created as a tool for cutting through that material to find the exact source you need this ebook is a static version of an article from oxford bibliographies online criminology a dynamic continuously updated online resource designed to provide authoritative guidance through scholarship and other materials relevant to the study and practice of criminology oxford bibliographies online covers most subject disciplines within the social science and humanities for more information visit aboutobo com

Insights, Innovation, and Analytics for Optimal Customer Engagement

2021-02-12

engaging customers has become an effective strategy of marketers for improving customer brand relationships as customer engagement is a perfect predictor of organic growth aggressive sales promotions advertising campaigns rewards discounts and more may attract a customer but customer engagement creates an emotional connection with the brands firms services which drives customer loyalty and long term profitability this has become much more applicable and effective with the use of social media platforms and the increased access of internet moreover the implementation of customer analytics to measure engagement activities has provided marketers with more insights for improving services insights innovation and analytics for optimal customer engagement is an advanced reference

book that covers the latest emerging research in customer engagement and includes underlying theories innovative methods a review of existing literature engagement analytics and insights for marketers with reference to customer engagement the book covers various product categories industries and sectors that are working to engage customers in inventive and creative ways this book is a comprehensive reference tool for marketers brand managers social media specialists advertisers managers executives academicians researchers practitioners and students interested in gaining comprehensive knowledge about customer engagement and the latest advancements in the field

The Internet and Workplace Transformation

2006

the technologies of the internet have exerted an enormous influence on the way we live and work this book presents research on the transformation of the workplace by the use of these information technologies it focuses on the deleterious transformations emergence of virtual teams and the ways the troubling transformations can be redeemed

Feminism, National Identity and European Integration in Modern Spain

2024-04-18

this book explores the evolution of spanish feminism in the context of european feminisms and institutions from the 1960s to recent times beginning with sección femenina the official francoist women s organization feminism national identity and european integration in modern spain traces the interplay between spanish women s policy and international policymaking in some cases as with the sección femenina championed law of political rights ley de derechos in 1961 spanish women s policy at least appeared more progressive than what western democracies offered notable at a time when spain was considered backward after franco s death in 1975 spain s democratic transition seemingly consolidated forward thinking women s policy with a constitution that guaranteed equality of the sexes in 1978 and with the creation of a national bureau charged with crafting women s policy the instituto de la mujer women s institute in 1983 yet feminists found themselves marginalized in spanish political decision making as kathryn l mahaney argues so successfully in this study mahaney reveals that women ultimately influenced domestic policy not by acting within national networks but by leveraging european connections particularly after spain joined the european economic community eec in 1986 the book shows that spanish feminists worked through the eec to gain international approval of policies that had met domestic opposition and did so by representing them as necessary litmus tests of nations democratic integrity their proposals were shaped by the specific context of spanish feminism but also by spanish debates about what rights democracies should grant women and what equality in a post fascist nation should encompass this ground breaking study explains that in turn these processes shaped both spain s and the european union s much prized self identities as democratic communities

Digital Libraries: Universal and Ubiquitous Access to Information

2008-11-14

this book constitutes the refereed proceedings of the 11th international c ference on asian digital libraries icadl 2008 held in bali indonesia in december 2008 the objective of this conference series is to provide a forum for presentation of high quality research in the eld of digital libraries icadl 2008 provided an opportunity for digital libraries researchers and practitioners in the asia paci c area and beyond to gather to explore ideas exchange and share experiences and further build the research network in this region icadl 2008 was a truly international event with presenters from 21 countries a total of 63 papers were accepted for inclusion in the proceedings 30 full papers 20 short papers and extended abstracts of 13 posters submissions were subject to a rigorous blind peer review process the research topics cover the spectrum of digital libraries including multimedia digital libraries usab ity and evaluation information retrieval ontologies social tagging metadata issues multi and cross language retrieval digital preservation scholarly p lishing and communities and more additionally three tutorials were o ered in association with the conference by andreas rauber vienna university of technology david bainbridge university of waikato and george buchanan swansea university

Applied Crisis Communication and Crisis Management

2013-06-11

designed to give students and public relations professionals the knowledge and skills they need to become successful crisis managers applied crisis communication and crisis management cases and

exercises by w timothy coombs includes a wide range of cases that explore crisis communication and management in action using a practical approach in the first two chapters the author introduces key theories and principles in crisis communication which students apply by analyzing 17 cases drawn from recent headlines cases are explored from pre crisis mid crisis and post crisis communication perspectives and include a range of predominant crisis scenarios from product recalls to lawsuits to environmental disasters

Adobe Analytics with SiteCatalyst Classroom in a Book

2013-06-14

in digital marketing your goal is to funnel your potential customers from the point of making them aware of your website through engagement and conversion and ultimately retaining them as loyal customers your strategies must be based on careful analysis so you know what is working for you at each stage adobe analytics with sitecatalyst classroom in a book teaches effective techniques for using adobe sitecatalyst to establish and measure key performance indicators kpis tailored to your business and website for each phase of marketing funnel analytics author vidya subramanian walks you through multiple reports showing you how to interpret the data and highlighting implementation details that affect data quality with this essential guide you ll learn to optimize your web analytics results with sitecatalyst adobe analytics with sitecatalyst classroom in a book contains 10 lessons the book covers the basics of learning adobe sitecatalyst and provides countless tips and techniques to help you become more productive with the program you can follow the book from start to finish or choose only those lessons that interest you classroom in a book the best selling series of hands on software training workbooks helps you learn the features of adobe software quickly and easily classroom in a book offers what no other book or training program does an official training series from adobe systems incorporated developed with the support of adobe product experts

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