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The Internet of Things

MIT Press A guided tour through the Internet of Things, a networked world of connected devices, objects, and people that is changing the way we live and work. We turn on the lights in our house from a desk in an office miles away. Our refrigerator alerts us to buy milk on the way home. A package of cookies on the supermarket shelf suggests that we buy it, based on past purchases. The cookies themselves are on the shelf because of a “smart” supply chain. When we get home, the thermostat has already adjusted the temperature so that it's toasty or bracing, whichever we prefer. This is the Internet of Things—a networked world of connected devices, objects, and people. In this book, Samuel Greengard offers a guided tour through this emerging world and how it will change the way we live and work. Greengard explains that the Internet of Things (IoT) is still in its early stages. Smart phones, cloud computing, RFID (radio-frequency identification) technology, sensors, and miniaturization are converging to make possible a new generation of embedded and immersive technology. Greengard traces the origins of the IoT from the early days of personal computers and the Internet and examines how it creates the conceptual and practical framework for a connected world. He explores the industrial Internet and machine-to-machine communication, the basis for smart manufacturing and end-to-end supply chain visibility; the growing array of smart consumer devices and services—from Fitbit fitness wristbands to mobile apps for banking; the practical and technical challenges of building the IoT; and the risks of a connected world, including a widening digital divide and threats to privacy and security. Finally, he considers the long-term impact of the IoT on society, narrating an eye-opening “Day in the Life” of IoT connections circa 2025.

Connecting America

The National Broadband Plan

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

ICT Development Strategies

Anchor Academic Publishing After a decade, internet now reaches the Asian region as well as African countries intensively while USA, Canada and Europe are focusing newer inventions. Within the Asian region it exists considerably another technological gap among countries. The countries with higher income such as Japan, Singapore, South Korea has succeeded in implementing ICT in all social and economic areas. The rest of the countries, including China, Malaysia, Thailand, Indonesia, Philippines, Vietnam, Laos, Cambodia, are far behind in information technology. Nevertheless, it's necessary for all nations, weather developed or developing, to keep on nurturing ICT development to be a part of connected world. The question is how a nation can successfully adopt ICT and benefit from all advantages at best. Unfortunately, there is no common guideline for all countries. Without identifying specific factors of each country and a lot of effort made by government, no country can achieve high ICT performance in the long run. The purpose of this paper is three-fold: To identify the characteristics and political options of a country, that would affect the success of ist ICT adoption. To identify clusters of nations upon the international ICT indices and GNI per capita To provide an overall guideline that incorporates these nations toward developing higher ICT indices. This paper shows income level and social background can play very important roles in country's ICT development.

Digital Destiny

How the New Age of Data Will Transform the Way We Work, Live, and Communicate

Simon and Schuster Our world is about to change. In *Digital Destiny: How the New Age of Data Will Change the Way We Live, Work, and Communicate*, Shawn DuBravac, chief economist and senior director of research at the Consumer Electronics Association (CEA), argues that the groundswell of digital ownership unfolding in our lives signals the beginning of a new era for humanity. Beyond just hardware acquisition, the next decade will be defined by an all-digital lifestyle and the “Internet of Everything”—where everything, from the dishwasher to the wristwatch, is not only online, but acquiring, analyzing, and utilizing the data that surrounds us. But what does this mean in practice? It means that some of mankind's most pressing problems, such as hunger, disease, and security, will finally have a solution. It means that the rise of driverless cars could save thousands of American lives each year, and perhaps hundreds of thousands more around the planet. It means a departure from millennia-old practices, such as the need for urban centers. It means that massive inefficiencies, such as the supply chains in Africa allowing food to rot before it can be fed to the hungry, can be overcome. It means that individuals will have more freedom in action, work, health, and pursuits than ever before.

Architectures of Small-Cell Networks and Interference Management

Springer This Springer Brief presents the architectures of small-cell networks and recent advances in interference management. The key challenges and values of small cells are first introduced, followed by the reviews of various small-cell architectures and interference management techniques in both heterogeneous CDMA and heterogeneous OFDMA small-cell networks. New adaptive power control and dynamic spectrum access techniques are discussed to promote a harmonized coexistence of diverse network entities in both 3G and 4G small-cell networks. Analytically devised from optimization and game theories, autonomous solutions are shown to effectively manage the intra-tier and cross-tier interferences in small cells. Informative and practical, this Springer Brief is designed for researchers and professionals working in networking and resource management. The content is also valuable for advanced-level students interested in network communications and power allocation.

Innovation Discovery: Network Analysis Of Research And Invention Activity For Technology Management

[World Scientific](#) The use of bibliometrics for the analysis of technology management is on the rise in our increasingly technological societies. Many are using these tools to document or record the rise of various technologies, making it necessary to take stock of the value and application of scientometric methods and their measures. Innovation Discovery shows the current state of play within the field of management of technology, and discusses how we can use networks to explore, understand and generate theory around the innovation process. It looks at the different streams of analysis used to understand bibliometric data, and presents alternative and novel ways of applying these techniques. Written as a comprehensive review of approaches by leading researchers in the field, this book is suitable for graduate and post-graduate students and researchers looking to expand their knowledge and embark on further investigations in technology management. Contents: Part 1: Bibliometrics: The Case of Comparing an Ecosystem Using System and Network Approaches (Marco Tregua, Anna D'Auria, Tiziana Russo Spena, and Francesco Bifulco) Bibliometrics and Patents: Case of Forecasting of Biosensor Technologies for Emerging Point-of-Care and Medical IoT Applications (Nasir Jamil Sheikh, and Omar Sheikh) Patents: The Case of Exploitation of the Patent System Among SMEs and Private Inventors in Finland (J Talvela, M Karvonen, and T Kässi) Patents: Case of Analyzing Technological Knowledge Diffusion Among Technological Fields Using Patent Data: The Example of Microfluidics (Zheng Qiao, Lu-Cheng Huang, Fei-Fei Wu, Dan Wu, and Hui Zhang) Part 2: Patents and Networks: Case of Discerning the Evolutionary Nature of Technological Change in the Complex Product Industry (Fei Yuan and Kumiko Miyazaki) Patents and Networks: Case of Identification of Core Industry Actors for Electric Vehicle Battery by Application of Knowledge Flow (Yuan Yuan Shi and Tugrul Daim) Patents and Networks: Case of Social Network Analysis for Innovation (Antonello Cammarano, Mauro Caputo, Emilia Lamberti, and Francesca Michelino) Patents and Networks: Case of Cochlear Implant Technology Evolution Using Patent Classification Data (Srigowtham Arunagiri and Mary Mathew) Part 3: Bibliometrics and Networks: Case of a Multinational Perspective on How Eco-Innovation has Evolved in Academic Literature (Blanca de-Miguel-Molina, María de-Miguel-Molina, María-del-Val Segarra-Oña, and Ángel Peiró-Signes) Bibliometrics and Social Network Analysis Supporting the Research Development of Emerging Areas: Case Studies from Thailand (Nathasit Gerd Sri and Alisa Kongthong) Bibliometrics and Networks: Trends and Typology of Emerging Antenna Propagation Technologies (Yasutomo Takano, Yuya Kajikawa, and Makoto Ando) Bibliometrics and Networks: Case of Project Management and the Emergence of a Knowledge-Based Discipline (Alan Pilkington, Kah-Hin Chai, and Le Yang) Part 4: Emerging Networking Methods: Innovation Intermediaries in Technological Alliances (Calvin S Weng) Emerging Networking Methods: Analysing Funding Patterns and Their Evolution in Two Medical Research Topics (Blanca de-Miguel-Molina, Scott W Cunningham, and Fernando Palop) Part 5: Advanced Methods: Identifying the Technology Profiles of R&D Performing Firms – A Matching of R&D and Patent Data (Peter Neuhäusler, Rainer Frietsch, Carolin Mund, and Verena Eckl) Advanced Methods: Identification of Promising High-Tech Solutions with Semantic Technologies: Energy, Pha

CCNA Routing and Switching 200-120 Official Cert Guide Library

[Cisco Press](#) Cisco Press is the Official publisher for the New CCENT & CCNA Routing and Switching Certifications. The New Edition of the Best-Selling two-book value priced CCNA Official Cert Guide Library includes Updated Content, New Exercises, and 150 Minutes of Video Training -- PLUS the CCENT and CCNA Network Simulator Lite Editions with 26 Free Network Simulator Labs. CCNA 200-120 Official Cert Guide Library is a comprehensive review and package for the latest CCNA exams. The two books contained in this package, CCENT/CCNA ICND1 100-101 Official Cert Guide and CCNA ICND2 200-101 Official Cert Guide, present complete reviews and a more challenging and realistic preparation experience. The books have been fully updated to refresh the content for the latest CCNA exam topics and enhance certain key topics that are critical for exam success. This is the eBook version of the print title - 2 book library . Note that the eBooks do not provide access to the practice test software that accompanies the print books. Access to the personal video mentoring and simulator lite software is available through product registration at Cisco Press; or see instructions in back pages of your eBooks. Best-selling author and expert instructor Wendell Odom shares preparation hints and test-taking tips, helping you identify areas of weakness and improve both your conceptual knowledge and hands-on skills. This complete study package includes A test-preparation routine proven to help you pass the exams Do I Know This Already? quizzes, which enable you to decide how much time you need to spend on each section Chapter-ending and part-ending exercises, which help you drill on key concepts you must know thoroughly Troubleshooting sections, which help you master the complex scenarios you will face on the exam A free copy of the CCNA ICND1 and ICND2 Network Simulator Lite software, complete with meaningful lab exercises that help you hone your hands-on skills with the command-line interface for routers and switches More than 150 minutes of personal video mentoring from the author Final preparation chapters, which guide you through tools and resources to help you craft your review and test-taking strategies Study plan suggestions and templates to help you organize and optimize your study time These official study guides help you master all the topics on the CCNA exams, including: Networking fundamentals Ethernet LANs and switches IPv4 addressing and subnetting Operating Cisco routers Configuring OSPF ACLs and NAT IPv6 fundamentals, implementation, and troubleshooting LAN switching IPv4 routing VPNs OSPF and EIGRP configuration and troubleshooting Wide area networks and Frame Relay Network management Well regarded for its level of detail, study plans, assessment features, challenging review questions and exercises, video instruction, and hands-on labs, these official study guides help you master the concepts and techniques that ensure your exam success. Wendell Odom, CCIE No. 1624, is the most respected author of Cisco networking books in the world. His past titles include books on the entry-level Cisco certifications (CCENT and CCNA), the more advanced CCNP, and the industry-renowned CCIE. His books are known for their technical depth and accuracy. Wendell has worked as a network engineer, consultant, instructor, course developer, and book author, and he has produced videos, software, and blogs related to Cisco certifications. Includes 26 free CCNA Network Simulator labs: ICND1 1. Configuring IP Addresses I 2. Configuring IP Addresses II 3. Connected Routes 4. Static Routes I 5. Static Routes II 6. Subnet Zero 7. Loopback Interfaces 8. Subnet ID Calculation 9. IPv4 Address Rejection 10. IPv4 Route Selection 11. Subnetting and Addressing Configuration Scenario 12. Static Routing Configuration Scenario 13. Network Discovery Troubleshooting Scenario ICND2 1. EIGRP Serial Configuration I 2. EIGRP Serial Configuration II 3. EIGRP Serial Configuration III 4. EIGRP Frame Relay Configuration I 5. EIGRP Frame Relay Configuration II 6. EIGRP Route Tuning I 7. EIGRP Route Tuning II 8. EIGRP Neighbors II 9. EIGRP Neighbors III 10. EIGRP Configuration Scenario I 11. EIGRP Configuration Scenario II 12. EIGRP Metric Manipulation Configuration Scenario 13. Path Troubleshooting Scenario CCENT and CCNA Network Simulator Lite minimum system requirements: Microsoft Windows XP (SP2/SP3), Windows Vista (32-bit/64-bit) with SP1, Windows 7 (32-bit/64-bit) or Windows 8 (32-bit/64-bit), Mac OS X 10.6, 10.7, or 10.8 Intel® Pentium® III 1GHz or faster processor (Windows) or Intel Core™ Duo 1.83GHz or faster processor (Mac) 512 MB RAM (1 GB recommended) 1.5 GB hard disk space 32-bit color depth at 1024 x 768 resolution Adobe Acrobat Reader version 8.0 or higher Other applications installed during installation: Adobe AIR 3.6.0 Captive JRE 6

Connectivity Frameworks for Smart Devices

The Internet of Things from a Distributed Computing Perspective

[Springer](#) This timely volume provides a review of the state-of-the-art frameworks and methodologies for connecting diverse objects and devices according to the vision for an Internet of Things (IoT). A specific focus is placed on the communication, security, and privacy aspects of device connectivity in distributed environments. Insights and case studies are provided by an authoritative selection of contributors of international repute into the latest research advances and practical approaches with respect to the connectivity of heterogeneous smart and sensory devices. Topics and features: Examines aspects of device connectivity within the IoT Presents a resource-based architecture for IoT, and proposes a resource management framework for corporate device clouds Reviews integration approaches for the IoT environment, and discusses performance optimization of intelligent home networks Introduces a novel solution for interoperable data management in multi-clouds, and suggests an approach that addresses the debate over network neutrality in the IoT Describes issues of data security, privacy, access control, and authentication in the distributed IoT environment Reviews the evolution of VANETs in relation to the Internet of Vehicles, and provides a perspective on developing smart sustainable cities This invaluable text/reference will be of great benefit to a broad audience, from students and researchers interested in the IoT vision, to practicing communication engineers and network security specialists.

End-to-End QoS Network Design

Quality of Service for Rich-Media & Cloud Networks

[Cisco Press](#) End-to-End QoS Network Design Quality of Service for Rich-Media & Cloud Networks Second Edition New best practices, technical strategies, and proven designs for maximizing QoS in complex networks This authoritative guide to deploying, managing, and optimizing QoS with Cisco technologies has been thoroughly revamped to reflect the newest applications, best practices, hardware, software, and tools for modern networks. This new edition focuses on complex traffic mixes with increased usage of mobile devices,

wireless network access, advanced communications, and video. It reflects the growing heterogeneity of video traffic, including passive streaming video, interactive video, and immersive videoconferences. It also addresses shifting bandwidth constraints and congestion points; improved hardware, software, and tools; and emerging QoS applications in network security. The authors first introduce QoS technologies in high-to-mid-level technical detail, including protocols, tools, and relevant standards. They examine new QoS demands and requirements, identify reasons to reevaluate current QoS designs, and present new strategic design recommendations. Next, drawing on extensive experience, they offer deep technical detail on campus wired and wireless QoS design; next-generation wiring closets; QoS design for data centers, Internet edge, WAN edge, and branches; QoS for IPsec VPNs, and more. Tim Szigeti, CCIE No. 9794 is a Senior Technical Leader in the Cisco System Design Unit. He has specialized in QoS for the past 15 years and authored Cisco TelePresence Fundamentals. Robert Barton, CCIE No. 6660 (R&S and Security), CCDE No. 2013::6 is a Senior Systems Engineer in the Cisco Canada Public Sector Operation. A registered Professional Engineer (P. Eng), he has 15 years of IT experience and is primarily focused on wireless and security architectures. Christina Hattingh spent 13 years as Senior Member of Technical Staff in Unified Communications (UC) in Cisco's Services Routing Technology Group (SRTG). There, she spoke at Cisco conferences, trained sales staff and partners, authored books, and advised customers. Kenneth Briley, Jr., CCIE No. 9754, is a Technical Lead in the Cisco Network Operating Systems Technology Group. With more than a decade of QoS design/implementation experience, he is currently focused on converging wired and wireless QoS. n Master a proven, step-by-step best-practice approach to successful QoS deployment n Implement Cisco-validated designs related to new and emerging applications n Apply best practices for classification, marking, policing, shaping, markdown, and congestion management/avoidance n Leverage the new Cisco Application Visibility and Control feature-set to perform deep-packet inspection to recognize more than 1000 different applications n Use Medianet architecture elements specific to QoS configuration, monitoring, and control n Optimize QoS in rich-media campus networks using the Cisco Catalyst 3750, Catalyst 4500, and Catalyst 6500 n Design wireless networks to support voice and video using a Cisco centralized or converged access WLAN n Achieve zero packet loss in GE/10GE/40GE/100GE data center networks n Implement QoS virtual access data center designs with the Cisco Nexus 1000V n Optimize QoS at the enterprise customer edge n Achieve extraordinary levels of QoS in service provider edge networks n Utilize new industry standards and QoS technologies, including IETF RFC 4594, IEEE 802.1Q-2005, HQF, and NBAR2 This book is part of the Networking Technology Series from Cisco Press®, which offers networking professionals valuable information for constructing efficient networks, understanding new technologies, and building successful careers.

Interconnecting Cisco Network Devices, Part 2 (ICND2) Foundation Learning Guide

[Cisco Press](#) This Cisco-authorized, self-paced foundation learning tool helps you prepare for both the 200-101 ICND2 and 200-120 CCNA exams. It delivers the higher level of foundational knowledge you need to prepare for the ICND2 exam (and the ICND2 components in the CCNA Composite exam), and to succeed in a wide range of Cisco networking job roles. This book teaches with numerous examples, illustrations, and real-world scenarios, helping you rapidly gain both expertise and confidence. Its coverage ranges from internetworking essentials to advanced diagnostic and debugging techniques that are needed by virtually all Cisco professionals. The book teaches you the technology and theory for building and troubleshooting medium to large scale internetworks, including an in-depth study of VLANs as well as redundancy technologies such as HSRP, STP, and EtherChannel. Additional topics include: implementing scalable mid-sized networks; troubleshooting basic connectivity; implementing EIGRP solutions and OSPF-based scalable multiarea networks; understanding WAN technologies; managing network devices; and advanced troubleshooting. This edition has been fully updated to reflect Cisco's latest exam blueprints. Content has been reorganized, simplified, and expanded to help you learn even more efficiently. The book presents you with information applicable to the CCNA that can't be found in any other CCNA text, including an overview and primer of MPLS, real-world examples, and real-world information on how to more effectively work with the Cisco TAC and diagnose software defects. The book also shows you how to use the Cisco 'Debug' command to learn how protocols work. Interconnecting Cisco Network Devices, Part 2 (ICND2) Foundation Learning Guide, Fourth Edition is part of a recommended learning path from Cisco that includes simulation and hands-on training from authorized Cisco Learning Partners and self-study products from Cisco Press. To find out more about instructor-led training, e-learning, and hands-on instruction from authorized Cisco Learning Partners worldwide, please visit www.cisco.com/go/authorizedtraining. VLANs, Spanning Tree Protocol (STP), Hot Standby Routing Protocol (HSRP), and EtherChannel Troubleshooting basic connectivity in IPv4, IPv6, and virtualized network environments EIGRP theory, operation, and troubleshooting (IPv4 and IPv6) OSPF terminology, operation, configuration, and troubleshooting (IPv4 and IPv6) WAN technologies, terminology, theory, configuration, and troubleshooting VPNs and WANs: comparisons and integration Device management with SNMP, SYSLOG, and Cisco Flexible NetFlow Cisco Integrated Service Routers: architecture, configuration management, Cisco IOS software images, and licensing Advanced diagnostics, Cisco IOS software bugs, and debugging

Building the Internet of Things

Implement New Business Models, Disrupt Competitors, Transform Your Industry

[John Wiley & Sons](#) Connect your organization to the Internet of Things with solid strategy and a proven implementation plan Building Internet of Things provides front-line business decision makers with a practical handbook for capitalizing on this latest transformation. Focusing on the business implications of Internet of Things (IoT), this book describes the sheer impact, spread, and opportunities arising every day, and how business leaders can implement IoT today to realize tangible business advantages. The discussion delves into IoT from a business, strategy and organizational standpoint, and includes use-cases that illustrate the ripple effect that this latest disruption brings; you'll learn how to fashion a viable IoT plan that works with your organization's strategy and direction, and how to implement that strategy successfully by integrating IoT into your organization tomorrow. For business managers, the biggest question surrounding the Internet of Things is what to do with it. This book examines the way IoT is being used today—and will be used in the future—to help you craft a robust plan for your organization. Grasp the depth and breadth of the Internet of Things Create a secure IoT recipe that aligns with your company's strategy Capitalize on advances while avoiding disruption from others Leverage the technical, organizational, and social impact of IoT In the past five years, the Internet of Things has become the new frontier of technology that has everyone talking. It seems that almost every week a major vendor announces a new IoT strategy or division; is your company missing the boat? Learn where IoT fits into your organization, and how to turn disruption into profit with the expert guidance in Building the Internet of Things.

Selected Readings in Cybersecurity

[Cambridge Scholars Publishing](#) This collection of papers highlights the current state of the art of cybersecurity. It is divided into five major sections: humans and information security; security systems design and development; security systems management and testing; applications of information security technologies; and outstanding cybersecurity technology development trends. This book will mainly appeal to practitioners in the cybersecurity industry and college faculty and students in the disciplines of cybersecurity, information systems, information technology, and computer science.

CCNA Routing and Switching Study Guide

Exams 100-101, 200-101, and 200-120

[John Wiley & Sons](#) Prepare for the new CCNA exams with this Todd Lammler study guide Cisco author, speaker, and trainer Todd Lammler is considered the authority on all things networking, and his books have sold almost a million copies worldwide. This all-purpose CCNA study guide methodically covers all the objectives of the ICND1 (100-101) and ICND2 (200-101) exams as well as providing additional insight for those taking CCNA Composite (200-120) exam. It thoroughly examines operation of IP data networks, LAN switching technologies, IP addressing (IPv4/IPv6), IP routing technologies, IP services, network device security, troubleshooting, and WAN technologies. Valuable study tools such as a companion test engine that includes hundreds of sample questions, a pre-assessment test, and multiple practice exams. Plus, you'll also get access to hundreds of electronic flashcards, author files, and a network simulator. CCNA candidates may choose to take either the ICND1(100-101) and ICND2 (200-101) exams or the CCNA Composite exam (200-120); this study guide covers the full objectives of all three Written by bestselling Sybex study guide author Todd Lammler, an acknowledged authority on all things Cisco Covers essential Cisco networking topics such as operating an IP data network, IP addressing, switching and routing technologies, troubleshooting, network device security, and much more Includes a comprehensive set of study tools including practice exams, electronic flashcards, comprehensive glossary of key terms, videos, and a network simulator that can be used with the book's hands-on labs Bonus Content: Access to over 40 MicroNugget videos from CBT Nuggets CCNA Routing and Switching Study Guide prepares you for CCNA certification success.

Measuring Globalization

Better Trade Statistics for Better Policy

[W.E. Upjohn Institute](#) Understanding the impacts of globalization requires good data, and national statistical systems were not designed to measure many of the transactions occurring in today's global economy. The chapters in this two-volume set identify biases and gaps in national statistics, examine the magnitude of the problems they pose, and propose solutions to address significant biases and fill key data gaps.

Internet of Things

Principles and Paradigms

[Elsevier](#) Internet of Things: Principles and Paradigms captures the state-of-the-art research in Internet of Things, its applications, architectures, and technologies. The book identifies potential future directions and technologies that facilitate insight into numerous scientific, business, and consumer applications. The Internet of Things (IoT) paradigm promises to make any electronic devices part of the Internet environment. This new paradigm opens the doors to new innovations and interactions between people and things that will enhance the quality of life and utilization of scarce resources. To help realize the full potential of IoT, the book addresses its numerous challenges and develops the conceptual and technological solutions for tackling them. These challenges include the development of scalable architecture, moving from closed systems to open systems, designing interaction protocols, autonomic management, and the privacy and ethical issues around data sensing, storage, and processing. Addresses the main concepts and features of the IoT paradigm Describes different architectures for managing IoT platforms Provides insight on trust, security, and privacy in IoT environments Describes data management techniques applied to the IoT environment Examines the key enablers and solutions to enable practical IoT systems Looks at the key developments that support next generation IoT platforms Includes input from expert contributors from both academia and industry on building and deploying IoT platforms and applications

Data Analysis and Optimization for Engineering and Computing Problems

Proceedings of the 3rd EAI International Conference on Computer Science and Engineering and Health Services

[Springer Nature](#) This book presents the proceedings of The EAI International Conference on Computer Science: Applications in Engineering and Health Services (COMPSE 2019). The conference highlighted the latest research innovations and applications of algorithms designed for optimization applications within the fields of Science, Computer Science, Engineering, Information Technology, Management, Finance and Economics and Health Systems. Focusing on a variety of methods and systems as well as practical examples, this conference is a significant resource for post graduate-level students, decision makers, and researchers in both public and private sectors who are seeking research-based methods for modelling uncertain and unpredictable real-world problems.

Cisco CallManager Best Practices

A Cisco AVVID Solution

[Cisco Press](#) Delivers the proven solutions that make a difference in your Cisco IP Telephony deployment Learn dial plan best practices that help you configure features such as intercom, group speed dials, music on hold, extension mobility, and more Understand how to manage and monitor your system proactively for maximum uptime Use dial plan components to reduce your exposure to toll fraud Take advantage of call detail records for call tracing and accounting, as well as troubleshooting Utilize the many Cisco IP Telephony features to enable branch site deployments Discover the best ways to install, upgrade, patch, and back up CallManager Learn how backing up to remote media provides both configuration recovery and failure survivability IP telephony represents the future of telecommunications: a converged data and voice infrastructure boasting greater flexibility and more cost-effective scalability than traditional telephony. Having access to proven best practices, developed in the field by Cisco® IP Telephony experts, helps you ensure a solid, successful deployment. Cisco CallManager Best Practices offers best practice solutions for CallManager and related IP telephony components such as IP phones, gateways, and applications. Written in short, to-the-point sections, this book lets you explore the tips, tricks, and lessons learned that will help you plan, install, configure, back up, restore, upgrade, patch, and secure Cisco CallManager, the core call processing component in a Cisco IP Telephony deployment. You'll also discover the best ways to use services and parameters, directory integration, call detail records, management and monitoring applications, and more. Customers inspired this book by asking the same questions time after time: How do I configure intercom? What's the best way to use partitions and calling search spaces? How do I deploy CallManager regionally on my WAN? What do all those services really do? How do I know how many calls are active? How do I integrate CallManager with Active Directory? Years of expert experiences condensed for you in this book enable you to run a top-notch system while enhancing the performance and functionality of your IP telephony deployment.

The Routledge Companion to Mobile Media

[Routledge](#) The last decade has witnessed the rise of the cell phone from a mode of communication to an indispensable multimedia device, and this phenomenon has led to the burgeoning of mobile communication studies in media, cultural studies, and communication departments across the academy. The Routledge Companion to Mobile Media seeks to be the definitive publication for scholars and students interested in comprehending all the various aspects of mobile media. This collection, which gathers together original articles by a global roster of contributors from a variety of disciplines, sets out to contextualize the increasingly convergent areas surrounding social, geosocial, and mobile media discourses. Features include: comprehensive and interdisciplinary models and approaches for analyzing mobile media; wide-ranging case studies that draw from this truly global field, including China, Africa, Southeast Asia, the Middle East, and Latin America, as well as Europe, the UK, and the US; a consideration of mobile media as part of broader media ecologies and histories; chapters setting out the economic and policy underpinnings of mobile media; explorations of the artistic and creative dimensions of mobile media; studies of emerging issues such as ecological sustainability; up-to-date overviews on social and locative media by pioneers in the field. Drawn from a range of theoretical, artistic, and cultural approaches, The Routledge Companion to Mobile Media will serve as a crucial reference text to inform and orient those interested in this quickly expanding and far-reaching field.

CCNA Routing and Switching 200-120 Flash Cards and Exam Practice Pack

[Cisco Press](#) Are you preparing to take the Cisco 200-120 CCNA certification exam? You've studied the concepts, and now you want to review and practice to assess your knowledge, guarantee retention and easy recall of the key exam topics, and ensure your success on the actual exam. Cisco CCNA Routing and Switching 200-120 Flash Cards and Exam Practice Pack gives you two methods of review in a single package proven to enhance your exam preparation. Note that this eBook version of the print book does not contain access to the Cert Flash Cards Online application nor to the Practice Test application that come with the print product. Flash Cards Review all exam topics with more than 750 flash cards in traditional print format in the eBook. Quick Reference Guide Study with more than 190

graphical quick reference sheets that offer you a quick refresher of the key concepts for all exam objectives.

CCNA Data Center - Introducing Cisco Data Center Networking Study Guide

Exam 640-911

[John Wiley & Sons](#) A must-have study guide for exam 640-911 on Cisco's Unified Data Center The Cisco Certified Network Associate Data Center certification is Cisco's newest certification, covering the Cisco Unified Data Center technologies. Written by unparalleled author and Cisco authority Todd Lammle, and CCIE John Swartz, this comprehensive study guide is essential reading for anyone preparing to take the 640-911 exam (Introducing Cisco Data Center Networking), providing in-depth coverage of all the exam's objectives. In addition, it offers expanded coverage on key topics reflected on the exam. Addresses understanding basic networking and Ethernet technologies Reviews the OSI and DoD model and TCP/IP Transport Layer Covers basic IP routing technologies, layer 2 switching technologies, and routing principles Provides an introduction to Nexus switch as well as how to configure it CCNA Data Center Study Guide offers you access to additional study tools, including bonus practice exams, electronic flashcards, a searchable PDF of a glossary of terms. Plus, you will be able to use the free Nexus simulator to perform all the hands-on labs in the book.

The Zero Marginal Cost Society

The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism

[St. Martin's Press](#) In *The Zero Marginal Cost Society*, New York Times bestselling author Jeremy Rifkin describes how the emerging Internet of Things is speeding us to an era of nearly free goods and services, precipitating the meteoric rise of a global Collaborative Commons and the eclipse of capitalism. Rifkin uncovers a paradox at the heart of capitalism that has propelled it to greatness but is now taking it to its death—the inherent entrepreneurial dynamism of competitive markets that drives productivity up and marginal costs down, enabling businesses to reduce the price of their goods and services in order to win over consumers and market share. (Marginal cost is the cost of producing additional units of a good or service, if fixed costs are not counted.) While economists have always welcomed a reduction in marginal cost, they never anticipated the possibility of a technological revolution that might bring marginal costs to near zero, making goods and services priceless, nearly free, and abundant, and no longer subject to market forces. Now, a formidable new technology infrastructure—the Internet of Things (IoT)—is emerging with the potential of pushing large segments of economic life to near zero marginal cost in the years ahead. Rifkin describes how the Communication Internet is converging with a nascent Energy Internet and Logistics Internet to create a new technology platform that connects everything and everyone. Billions of sensors are being attached to natural resources, production lines, the electricity grid, logistics networks, recycling flows, and implanted in homes, offices, stores, vehicles, and even human beings, feeding Big Data into an IoT global neural network. Prosumers can connect to the network and use Big Data, analytics, and algorithms to accelerate efficiency, dramatically increase productivity, and lower the marginal cost of producing and sharing a wide range of products and services to near zero, just like they now do with information goods. The plummeting of marginal costs is spawning a hybrid economy—part capitalist market and part Collaborative Commons—with far-reaching implications for society, according to Rifkin. Hundreds of millions of people are already transferring parts of their economic lives to the global Collaborative Commons. Prosumers are plugging into the fledgling IoT and making and sharing their own information, entertainment, green energy, and 3D-printed products at near zero marginal cost. They are also sharing cars, homes, clothes and other items via social media sites, rentals, redistribution clubs, and cooperatives at low or near zero marginal cost. Students are enrolling in free massive open online courses (MOOCs) that operate at near zero marginal cost. Social entrepreneurs are even bypassing the banking establishment and using crowdfunding to finance startup businesses as well as creating alternative currencies in the fledgling sharing economy. In this new world, social capital is as important as financial capital, access trumps ownership, sustainability supersedes consumerism, cooperation ousts competition, and "exchange value" in the capitalist marketplace is increasingly replaced by "shareable value" on the Collaborative Commons. Rifkin concludes that capitalism will remain with us, albeit in an increasingly streamlined role, primarily as an aggregator of network services and solutions, allowing it to flourish as a powerful niche player in the coming era. We are, however, says Rifkin, entering a world beyond markets where we are learning how to live together in an increasingly interdependent global Collaborative Commons.

IBM and Cisco: Together for a World Class Data Center

[IBM Redbooks](#) This IBM® Redbooks® publication is an IBM and Cisco collaboration that articulates how IBM and Cisco can bring the benefits of their respective companies to the modern data center. It documents the architectures, solutions, and benefits that can be achieved by implementing a data center based on IBM server, storage, and integrated systems, with the broader Cisco network. We describe how to design a state-of-the-art data center and networking infrastructure combining Cisco and IBM solutions. The objective is to provide a reference guide for customers looking to build an infrastructure that is optimized for virtualization, is highly available, is interoperable, and is efficient in terms of power and space consumption. It will explain the technologies used to build the infrastructure, provide use cases, and give guidance on deployments.

Key Technologies for 5G Wireless Systems

[Cambridge University Press](#) Get up to speed with the protocols, network architectures and techniques for 5G wireless networks with this comprehensive guide.

Reshaping Accounting and Management Control Systems

New Opportunities from Business Information Systems

[Springer](#) This book examines the relationship between digital innovations on the one hand, and accounting and management information systems on the other. In particular it addresses topics including cloud computing, data mining, XBRL, and digital platforms. It presents an analysis of how new technologies can reshape accounting and management information systems, enhancing their information potentialities and their ability to support decision-making processes, as well as several studies that reveal how managerial information needs can affect and reshape the adoption of digital technologies. Focusing on the four major aspects data management, information system architecture, external and internal reporting, the book offers a valuable resource for CIOs, CFOs and more generally for business managers, as well as for researchers and scholars. It is mainly based on a selection of the best papers - original double blind reviewed contributions - presented at the 2015 Annual Conference of the Italian Chapter of the Association for Information Systems (AIS).

Routing Protocols Companion Guide

[Cisco Press](#) *Routing Protocols Companion Guide* is the official supplemental textbook for the Routing Protocols course in the Cisco® Networking Academy® CCNA® Routing and Switching curriculum. This course describes the architecture, components, and operations of routers, and explains the principles of routing and routing protocols. You learn how to configure a router for basic and advanced functionality. By the end of this course, you will be able to configure and troubleshoot routers and resolve common issues with RIPv1, RIPv2, EIGRP, and OSPF in both IPv4 and IPv6 networks. The Companion Guide is designed as a portable desk reference to use anytime, anywhere to reinforce the material from the course and organize your time. The book's features help you focus on important

concepts to succeed in this course: Chapter objectives-Review core concepts by answering the focus questions listed at the beginning of each chapter. Key terms-Refer to the lists of networking vocabulary introduced and highlighted in context in each chapter. Glossary-Consult the comprehensive Glossary with more than 150 terms. Summary of Activities and Labs-Maximize your study time with this complete list of all associated practice exercises at the end of each chapter. Check Your Understanding-Evaluate your readiness with the end-of-chapter questions that match the style of questions you see in the online course quizzes. The answer key explains each answer. How To-Look for this icon to study the steps you need to learn to perform certain tasks. Interactive Activities-Reinforce your understanding of topics by doing all the exercises from the online course identified throughout the book with this icon. Videos-Watch the videos embedded within the online course. Packet Tracer Activities-Explore and visualize networking concepts using Packet Tracer exercises interspersed throughout the chapters. Hands-on Labs-Work through all the course labs and Class Activities that are included in the course and published in the separate Lab Manual.

Inflection Point

How the Convergence of Cloud, Mobility, Apps, and Data Will Shape the Future of Business

FT Press Today, a hurricane is forming, and businesses are headed straight into it. This hurricane is arising from the convergence of several enormous trends in information technology, including cloud, mobility, Software as a Service, and Big Data. In *Inflection Point*, Scott Stawski shows how to harness these fierce winds of change, put them at your back, and sail towards greater competitiveness and customer value. Stawski explains the strategic implications of today's new technology paradigms, helping you reshape strategy to embrace and profit from them. You'll discover how technology and other factors are driving a radical new round of disintermediation, reintermediation, and disruption-and what that means to you and your company. Stawski shows how to go beyond inadequate incremental improvements, dramatically reducing IT spend and virtually eliminating IT capital expenditures. One meaningful step at a time, you'll learn how to transform Operational IT into both a utility and a true business enabler, bringing new speed, flexibility, and focus to what really matters: your true core competencies. **BUILD A CONTINUAL TRANSFORMATION ENVIRONMENT THAT'S READY FOR ANYTHING** Focus on high-value core competencies, not fixed assets or unchanging processes **CONSUME IT THE WAY YOU CONSUME ELECTRICITY** Stop running data centers, buying software, and managing applications-forever! **LEVERAGE THE CLOUD'S SIMPLICITY WITHOUT LOSING CONTROL OR SECURITY** Use standards and governance to maximize cloud benefits with minimal risk **HARNESS THE PRECIOUS ASSET YOU MUST ALWAYS KEEP CLOSE: DATA** Build data-centric operations to deliver the right knowledge, right now, wherever it's needed

Cisco Digital Network Architecture

Intent-based Networking for the Enterprise

Cisco Press The complete guide to transforming enterprise networks with Cisco DNA As networks become more complex and dynamic, organizations need better ways to manage and secure them. With the Cisco Digital Network Architecture, network operators can run entire network fabrics as a single, programmable system by defining rules that span their devices and move with their users. Using Cisco intent-based networking, you spend less time programming devices, managing configurations, and troubleshooting problems so you have more time for driving value from your network, your applications, and most of all, your users. This guide systematically introduces Cisco DNA, highlighting its business value propositions, design philosophy, tenets, blueprints, components, and solutions. Combining insider information with content previously scattered through multiple technical documents, it provides a single source for evaluation, planning, implementation, and operation. The authors bring together authoritative insights for multiple business and technical audiences. Senior executives will learn how DNA can help them drive digital transformation for competitive advantage. Technical decision-makers will discover powerful emerging solutions for their specific needs. Architects will find essential recommendations, interdependencies, and caveats for planning deployments. Finally, network operators will learn how to use DNA Center's modern interface to streamline, automate, and improve virtually any network management task. · Accelerate the digital transformation of your business by adopting an intent-based network architecture that is open, extensible, and programmable · Integrate virtualization, automation, analytics, and cloud services to streamline operations and create new business opportunities · Dive deep into hardware, software, and protocol innovations that lay the programmable infrastructure foundation for DNA · Virtualize advanced network functions for fast, easy, and flexible deployments · Translate business intent into device configurations and simplify, scale, and automate network operations using controllers · Use analytics to tune performance, plan capacity, prevent threats, and simplify troubleshooting · Learn how Software-Defined Access improves network flexibility, security, mobility, visibility, and performance · Use DNA Assurance to track the health of clients, network devices, and applications to reveal hundreds of actionable insights · See how DNA Application Policy supports granular application recognition and end-to-end treatment, for even encrypted applications · Identify malware, ransomware, and other threats in encrypted traffic

Mobile Health

A Technology Road Map

Springer This book offers a comprehensive report on the technological aspects of Mobile Health (mHealth) and discusses the main challenges and future directions in the field. It is divided into eight parts: (1) preventive and curative medicine; (2) remote health monitoring; (3) interoperability; (4) framework, architecture, and software/hardware systems; (5) cloud applications; (6) radio technologies and applications; (7) communication networks and systems; and (8) security and privacy mechanisms. The first two parts cover sensor-based and bedside systems for remotely monitoring patients' health condition, which aim at preventing the development of health problems and managing the prognosis of acute and chronic diseases. The related chapters discuss how new sensing and wireless technologies can offer accurate and cost-effective means for monitoring and evaluating behavior of individuals with dementia and psychiatric disorders, such as wandering behavior and sleep impairments. The following two parts focus on architectures and higher level systems, and on the challenges associated with their interoperability and scalability, two important aspects that stand in the way of the widespread deployment of mHealth systems. The remaining parts focus on telecommunication support systems for mHealth, including radio technologies, communication and cloud networks, and secure health-related applications and systems. All in all, the book offers a snapshot of the state-of-art in mHealth systems, and addresses the needs of a multidisciplinary audience, including engineers, computer scientists, healthcare providers, and medical professionals, working in both academia and the industry, as well as stakeholders at government agencies and non-profit organizations.

Internet of Things Applications - From Research and Innovation to Market Deployment

CRC Press The book aims to provide a broad overview of various topics of Internet of Things from the research, innovation and development priorities to enabling technologies, nanoelectronics, cyber physical systems, architecture, interoperability and industrial applications. It is intended to be a standalone book in a series that covers the Internet of Things activities of the IERC - Internet of Things European Research Cluster from technology to international cooperation and the global "state of play". The book builds on the ideas put forward by the European research Cluster on the Internet of Things Strategic Research Agenda and presents global views and state of the art results on the challenges facing the research, development and deployment of IoT at the global level. Internet of Things is creating a revolutionary new paradigm, with opportunities in every industry from Health Care, Pharmaceuticals, Food and Beverage, Agriculture, Computer, Electronics Telecommunications, Automotive, Aeronautics, Transportation Energy and Retail to apply the massive potential of the IoT to achieving real-world solutions. The beneficiaries will include as well semiconductor companies, device and product companies, infrastructure software companies, application software companies, consulting companies, telecommunication and cloud service providers. IoT will create new revenues annually for these stakeholders, and potentially create substantial market share shakeups due to increased technology competition. The IoT will fuel technology innovation by creating the means for machines to communicate many different types of information with one another while contributing in the increased value of information created by the number of interconnections among things and the transformation of the processed information into knowledge shared into the Internet of Everything. The success of IoT depends strongly on enabling technology development, market acceptance and standardization, which provides interoperability, compatibility, reliability, and effective operations on a global scale. The connected devices are part of ecosystems connecting people, processes, data, and things which are communicating in the cloud using the increased storage and computing power and pushing for standardization of communication and metadata. In this context

security, privacy, safety, trust have to be address by the product manufacturers through the life cycle of their products from design to the support processes. The IoT developments address the whole IoT spectrum - from devices at the edge to cloud and datacentres on the backend and everything in between, through ecosystems are created by industry, research and application stakeholders that enable real-world use cases to accelerate the Internet of Things and establish open interoperability standards and common architectures for IoT solutions. Enabling technologies such as nanoelectronics, sensors/actuators, cyber-physical systems, intelligent device management, smart gateways, telematics, smart network infrastructure, cloud computing and software technologies will create new products, new services, new interfaces by creating smart environments and smart spaces with applications ranging from Smart Cities, smart transport, buildings, energy, grid, to smart health and life. Technical topics discussed in the book include: • Introduction• Internet of Things Strategic Research and Innovation Agenda• Internet of Things in the industrial context: Time for deployment. • Integration of heterogeneous smart objects, applications and services• Evolution from device to semantic and business interoperability• Software define and virtualization of network resources• Innovation through interoperability and standardisation when everything is connected anytime at anyplace• Dynamic context-aware scalable and trust-based IoT Security, Privacy framework• Federated Cloud service management and the Internet of Things• Internet of Things Applications

Cybervetting

Internet Searches for Vetting, Investigations, and Open-Source Intelligence, Second Edition

CRC Press Researching an individual's, firm's or brand's online presence has become standard practice for many employers, investigators, and intelligence officers, including law enforcement. Countless companies and organizations are implementing their own policies, procedures, and practices for Internet investigations, cybervetting, and intelligence. **Cybervetting: Internet Searches for Vetting, Investigations, and Open-Source Intelligence, Second Edition** examines our society's growing dependence on networked systems, exploring how individuals, businesses, and governments have embraced the Internet, including social networking for communications and transactions. It presents two previously unpublished studies of the effectiveness of cybervetting, and provides best practices for ethical cybervetting, advocating strengthened online security. Relevant to investigators, researchers, legal and policy professionals, educators, law enforcement, intelligence, and other practitioners, this book establishes the core skills, applicable techniques, and suitable guidelines to greatly enhance their practices. The book includes the outcomes of recent legal cases relating to discoverable information on social media that have established guidelines for using the Internet in vetting, investigations, and open-source intelligence. It outlines new tools and tactics, and indicates what is and isn't admissible under current laws. It also highlights current cybervetting methods, provides legal frameworks for Internet searching as part of investigations, and describes how to effectively integrate cybervetting into an existing screening procedure. **What's New in the Second Edition:** Presents and analyzes results of two recent studies of the effectiveness of cybervetting Updates key litigation trends, investigative advances, HR practices, policy considerations, social networking, and Web 2.0 searching Includes the latest tactics and guidelines for cybervetting Covers policy, legal issues, professional methodology, and the operational techniques of cybervetting Provides a strengthened rationale, legal foundation, and procedures for successful cybervetting Contains compelling evidence that trends in legal, policy, and procedural developments argue for early adoption of cybervetting Presents new strategies and methodologies **Cybervetting: Internet Searches for Vetting, Investigations, and Open-Source Intelligence, Second Edition** is a relevant and timely resource well suited to businesses, government, non-profits, and academia looking to formulate effective Internet search strategies, methodologies, policies, and procedures for their practices or organizations.

Designing Networks and Services for the Cloud

Delivering business-grade cloud applications and services

Cisco Press **Designing Networks and Services for the Cloud** Delivering business-grade cloud applications and services A rapid, easy-to-understand approach to delivering a secure, resilient, easy-to-manage, SLA-driven cloud experience **Designing Networks and Services for the Cloud** helps you understand the design and architecture of networks and network services that enable the delivery of business-grade cloud services. Drawing on more than 40 years of experience in network and cloud design, validation, and deployment, the authors demonstrate how networks spanning from the Enterprise branch/HQ and the service provider Next-Generation Networks (NGN) to the data center fabric play a key role in addressing the primary inhibitors to cloud adoption-security, performance, and management complexity. The authors first review how virtualized infrastructure lays the foundation for the delivery of cloud services before delving into a primer on clouds, including the management of cloud services. Next, they explore key factors that inhibit enterprises from moving their core workloads to the cloud, and how advanced networks and network services can help businesses migrate to the cloud with confidence. You'll find an in-depth look at data center networks, including virtualization-aware networks, virtual network services, and service overlays. The elements of security in this virtual, fluid environment are discussed, along with techniques for optimizing and accelerating the service delivery. The book dives deeply into cloud-aware service provider NGNs and their role in flexibly connecting distributed cloud resources, ensuring the security of provider and tenant resources, and enabling the optimal placement of cloud services. The role of Enterprise networks as a critical control point for securely and cost-effectively connecting to high-performance cloud services is explored in detail before various parts of the network finally come together in the definition and delivery of end-to-end cloud SLAs. At the end of the journey, you preview the exciting future of clouds and network services, along with the major upcoming trends. If you are a technical professional or manager who must design, implement, or operate cloud or NGN solutions in enterprise or service-provider environments, this guide will be an indispensable resource. * Understand how virtualized data-center infrastructure lays the groundwork for cloud-based services * Move from distributed virtualization to "IT-as-a-service" via automated self-service portals * Classify cloud services and deployment models, and understand the actors in the cloud ecosystem * Review the elements, requirements, challenges, and opportunities associated with network services in the cloud * Optimize data centers via network segmentation, virtualization-aware networks, virtual network services, and service overlays * Systematically secure cloud services * Optimize service and application performance * Plan and implement NGN infrastructure to support and accelerate cloud services * Successfully connect enterprises to the cloud * Define and deliver on end-to-end cloud SLAs * Preview the future of cloud and network services

Big Data Analytics in Healthcare

Springer Nature This book includes state-of-the-art discussions on various issues and aspects of the implementation, testing, validation, and application of big data in the context of healthcare. The concept of big data is revolutionary, both from a technological and societal well-being standpoint. This book provides a comprehensive reference guide for engineers, scientists, and students studying/involved in the development of big data tools in the areas of healthcare and medicine. It also features a multifaceted and state-of-the-art literature review on healthcare data, its modalities, complexities, and methodologies, along with mathematical formulations. The book is divided into two main sections, the first of which discusses the challenges and opportunities associated with the implementation of big data in the healthcare sector. In turn, the second addresses the mathematical modeling of healthcare problems, as well as current and potential future big data applications and platforms.

Net Neutrality: Contributions to the Debate

Fundación Telefónica After a decade of discussion on how to guarantee an open, sustainable internet and often intense debate regarding the Federal Communications Commission's 2009 public hearing on the application of the principles of net neutrality, on 21st December 2010 the various elements that comprise the solution to this now famous controversy were passed. This solution has not satisfied many people, and nearly everyone agrees that it will not end the debate and nor will it resolve the underlying structural problems. This book examines the source, development and viewpoints on this issue based on contributions from leading experts from the academic and business worlds in the USA and Europe who have been involved in the debate. This is a highly important book for understanding the various points of view on the very current and controversial issue of web neutrality.

Customer Obsessed

A Whole Company Approach to Delivering Exceptional Customer Experiences

[John Wiley & Sons](#) Optimize the customer experience via the cloud to gain a powerful competitive advantage Customer Obsessed looks at customer experience through the lens of the cloud to bring you a cutting-edge handbook for customer experience. Cloud technology has been hailed as a game-changer, but a recent IDC report shows that it accounts for less than three percent of total IT spending; why are so many companies neglecting such an enormous asset? This book provides a high-level overview of how the cloud can give you a competitive advantage. You'll learn how to integrate cloud technology into sound customer experience strategy to achieve unprecedented levels of success. More than just a state-of-the-field assessment, this book offers a set of concrete actions you can take today to leverage cloud computing into technical innovation and better business outcomes at all levels of your organization. You'll examine the many factors that influence the customer experience, and emerge with the insight to fine-tune your approach using the power of the cloud. What kind of advantage is your company leaving on the table? This book guides you through the key drivers of customer success to help you optimize your approach and leverage the future of global technology. Learn the keys to competitive advantage in the digital era Gain insight into each element that affects customer experience Harness the power of the cloud to achieve customer success Follow a prescriptive framework for optimizing customer experience We are in the golden age of IT innovation, but the majority of companies haven't even adopted cloud technology, much less begun to utilize its full business capabilities. Jump into the gap now, and reap the benefits as other struggle to catch up. Customer Obsessed gives you the guidance you need to achieve sustainable success in today's digital world.

Principles of Marketing

[Pearson Australia](#) The 6th edition of Principles of Marketing makes the road to learning and teaching marketing more effective, easier and more enjoyable than ever. Today's marketing is about creating customer value and building profitable customer relationships. With even more new Australian and international case studies, engaging real-world examples and up-to-date information, Principles of Marketing shows students how customer value-creating and capturing it-drives every effective marketing strategy. The 6th edition is a thorough revision, reflecting the latest trends in marketing, including new coverage of social media, mobile and other digital technologies. In addition, it covers the rapidly changing nature of customer relationships with both companies and brands, and the tools marketers use to create deeper consumer involvement.

Legal Issues in Information Security

[Jones & Bartlett Publishers](#) Part of the Jones & Bartlett Learning Information Systems Security and Assurance Series Revised and updated to address the many changes in this evolving field, the Second Edition of Legal Issues in Information Security addresses the area where law and information security concerns intersect. Information systems security and legal compliance are now required to protect critical governmental and corporate infrastructure, intellectual property created by individuals and organizations alike, and information that individuals believe should be protected from unreasonable intrusion. Organizations must build numerous information security and privacy responses into their daily operations to protect the business itself, fully meet legal requirements, and to meet the expectations of employees and customers. Instructor Materials for Legal Issues in Information Security include: PowerPoint Lecture Instructor's Guide Sample Course Syllabus Quiz & Exam Questions Case Scenarios/Handouts New to the Second Edition: Includes discussions of amendments in several relevant federal and state laws and regulations since 2011 Reviews relevant court decisions that have come to light since the publication of the first edition Includes numerous information security data breaches highlighting new vulnerabilities"

Data-Driven Policy Impact Evaluation

How Access to Microdata is Transforming Policy Design

[Springer](#) In the light of better and more detailed administrative databases, this open access book provides statistical tools for evaluating the effects of public policies advocated by governments and public institutions. Experts from academia, national statistics offices and various research centers present modern econometric methods for an efficient data-driven policy evaluation and monitoring, assess the causal effects of policy measures and report on best practices of successful data management and usage. Topics include data confidentiality, data linkage, and national practices in policy areas such as public health, education and employment. It offers scholars as well as practitioners from public administrations, consultancy firms and nongovernmental organizations insights into counterfactual impact evaluation methods and the potential of data-based policy and program evaluation.

The Digital Revolution

How Connected Digital Innovations Are Transforming Your Industry, Company & Career

[FT Press](#) The massive transformations driven by digital technology have begun. The Digital Revolution gives you a complete roadmap for navigating the breathtaking changes happening now and shows you how to succeed. Silicon Valley executive, thought leader, and New York Times best-selling author Inder Sidhu shows how cloud computing, social media, mobility, sensors, apps, big data analytics, and more can be brought together in virtually infinite combinations to create opportunities and pose risks previously unimaginable. You'll learn how digital pioneers are applying connected digital technologies, also known as the Internet of Everything, to dramatically improve financial performance, customer experience, and workforce engagement in fields ranging from healthcare to education, from retail to government. Sidhu combines the practical perspective of practitioners with the extensive experience of experts to show you how to win in the new digital age. He takes you behind the scenes, engaging with business leaders from Apple, Google, Facebook, Cisco, Intel, Amazon, Walmart, Starbucks, RSA, Kaiser, Cleveland Clinic, Intermountain Healthcare, and so on and with academic leaders from Stanford, Yale, Wharton, MIT, Coursera, Khan Academy, and more and reveals their winning strategies and execution tactics for your benefit. Sidhu also discusses the key challenges of privacy, security, regulation, and governance in depth and offers powerful insights on managing crucial ethical, social, cultural, legal, and economic issues that digitization creates. He shows what the digital revolution will mean for you, both personally and professionally--and how you can win. Learn how you can leverage the digital revolution to Deliver superior customer experiences Improve your organization's financial performance Drive employee productivity, creativity, and engagement Build smart, efficient cities brimming with opportunity Make education more effective and relevant Achieve better health outcomes Make retail compelling, convenient, and profitable Balance privacy with security Protect yourself before, during, and after a cyberattack Accelerate your career and live a better life

Optical Interconnects for Data Centers

[Woodhead Publishing](#) Current data centre networks, based on electronic packet switches, are experiencing an exponential increase in network traffic due to developments such as cloud computing. Optical interconnects have emerged as a promising alternative offering high throughput and reduced power consumption. Optical Interconnects for Data Centers reviews key developments in the use of optical interconnects in data centres and the current state of the art in transforming this technology into a reality. The book discusses

developments in optical materials and components (such as single and multi-mode waveguides), circuit boards and ways the technology can be deployed in data centres. **Optical Interconnects for Data Centers** is a key reference text for electronics designers, optical engineers, communications engineers and R&D managers working in the communications and electronics industries as well as postgraduate researchers. Summarizes the state-of-the-art in this emerging field Presents a comprehensive review of all the key aspects of deploying optical interconnects in data centers, from materials and components, to circuit boards and methods for integration Contains contributions that are drawn from leading international experts on the topic

Security in the Private Cloud

CRC Press This comprehensive handbook serves as a professional reference and practitioner's guide to today's most complete and concise view of private cloud security. It explores practical solutions to a wide range of private cloud computing security issues. The knowledge imparted will enable readers to determine whether the private cloud security solution is appropriate for their organization from a business and technical perspective, to select the appropriate cloud security model, and to plan and implement a cloud security adoption and migration strategy.