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Labor Disputes Act - United States. Congress. House. Committee on Labor 1935
Considers legislation to create a permanent National Labor Relations Board; to promote collective bargaining between employers and employees; and to prevent certain unfair labor practices.

The Cannabis Epicurean - Azaan Kamau 2010-02-24
When you speak of Cannabis or Medical Marijuana publications, most people think of horticulture, mother plants, clones, grow mediums, making hash, etc. In actuality this book is a cookbook filled with info and delicious food that will hopefully empower those who use Cannabis for therapeutic necessity. Prior to 1937's war on drugs, Cannabis was seen and used as actual medicine due to it's many medicinal properties. The history of Cannabis usage dates back thousands of years. It was even a major part of many cultures and religious practices. Cannabis is a safe and effective treatment for numerous ailments such as cancer, asthma, HIV/AIDS, multiple sclerosis, chronic pain, migraines, glaucoma, epilepsy and the list goes on! Cannabis can treat many diseases and conditions safely without life threatening side effects. World wide, thousands of deaths have occurred due to prescribing the wrong drug or overdosing on a prescription drug. Cannabis is even less toxic than aspirin!

Skype for Business Unleashed - Alex Lewis 2016-09-15
Skype for Business Unleashed This is the most comprehensive, realistic, and useful guide to Skype for Business Server 2015, Microsoft's most powerful unified communications system. Four leading Microsoft unified communications consultants share in-the-trenches guidance for planning, integration, migration, deployment, administration, and more. The authors thoroughly introduce Skype for Business 2015's components and capabilities, as well as changes and improvements associated with the

integration of popular Skype consumer technologies. You'll find detailed coverage of IP voice, instant messaging, conferencing, and collaboration; and expert guidance on server roles, multi-platform clients, security, and troubleshooting. Reflecting their unsurpassed experience, the authors illuminate Microsoft's new cloud-based and hybrid cloud architectures for unified communications, showing how these impact networking, security, and Active Directory. They cover SDN for unified communications; interoperation with consumer Skype and legacy video conferencing; quality optimization, mobile improvements, and much more. Throughout, the authors combine theory, step-by-step configuration instructions, and best practices from real enterprise environments. Simply put, you'll learn what works–and how it's done. Detailed Information on How To · Plan deployments, from simple to highly complex · Deploy Skype for Business Server 2015 as a cloud or cloud-hybrid solution · Walk step by step through installation or an in-place upgrade · Overcome "gotchas" in migrating from Lync Server 2010 or 2013 · Leverage new features available only in cloud or cloud-hybrid environments · Implement and manage Mac, mobile, Windows, browser, and virtualized clients · Establish server roles, including front end, edge, and mediation server · Make the most of Skype for Business Server 2015's enhanced mobile experience · Manage external dependencies: network requirements, dependent services, and security infrastructure · Efficiently administer Skype for Business Server 2015 · Provide for high availability and disaster recovery · Integrate voice, telephony, and video, step by step · Avoid common mistakes, and discover expert solutions and workarounds Category: Business Applications Covers: Skype for Business User Level: Intermediate—Advanced
Cabling - David Barnett 2006-02-20
The physical linkages responsible for carrying a

company's data continue to be the most neglected components of the typical network—to the extent that nearly 70% of all network-related problems result from poor cabling. In this third edition of a widely acclaimed resource, three networking experts share their extensive experience, teaching you the cabling skills you need to build a reliable, efficient, and cost-effective network cabling infrastructure. As you master these techniques, you'll learn to avoid common pitfalls and troubleshoot problems as quickly as they arise. Coverage includes: Choosing the right cables and components for your network architecture and topology Avoiding unnecessary and unexpected costs Understanding the current limitations of data communications and network cabling Understanding how laws and building codes constrain cabling Understanding the function and importance of universal cabling standards Determining when you have a cabling-related network problem Assembling a complete cabling toolkit Integrating voice and data on the same cable system Setting up an infrastructure in which desktops, printers, copiers, and other nodes share cabling Understanding issues of bandwidth, impedance, resistance, attenuation, crosstalk, capacitance, propagation, delay, and delay skew Working effectively with USB and Firewire Knowing when to discard legacy cabling and begin anew Documenting your cabling Creating an RFP and selecting a vendor

The Public Relations Handbook - Alison Theaker 2004-08-02
In this updated edition of the successful Public Relations Handbook, a detailed introduction to the theories and practices of the public relations industry is given. Broad in scope, it; traces the history and development of public relations, explores ethical issues which affect the industry, examines its relationships with politics, lobbying organisations and journalism, assesses its professionalism and regulation, and advises on training and entry into the profession. It

includes: interviews with press officers and PR agents about their working practices case studies, examples, press releases and illustrations from a range of campaigns including Railtrack, Marks and Spencer, Guinness and the Metropolitan Police specialist chapters on financial public relations, global PR, business ethics, on-line promotion and the challenges of new technology over twenty illustrations from recent PR campaigns. In this revised and updated practical text, Alison Theaker successfully combines theoretical and organisational frameworks for studying public relations with examples of how the industry works in practice.

Network World - 2003-11-24
For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

Mastering Skype for Business 2015 - Keith Hanna 2016-04-04
Authoritative, hands-on guidance for Skype Business administrators Mastering Skype for Business 2015 gives administrators the comprehensive coverage they need to effectively utilize Skype for Business. Fully up to date for the 2015 release, this guide walks you through industry best practices for planning, design, configuration, deployment, and management with clear instruction and plenty of hands-on exercises. Case studies illustrate the real-world benefits of Unified Communication, and provide expert experiences working with Skype for Business. From server roles, infrastructure, topology, and security to telephony, cloud deployment, and troubleshooting, this guide provides the answers you need and the insight

that will make your job easier. Sample automation scripts help streamline your workflow, and full, detailed coverage helps you exploit every capability Skype for Business has to offer. Skype for Business enables more robust video conferencing, and integrates with Office, Exchange, and SharePoint for better on-premises and cloud operations. Organizations are turning to Skype for Business as a viable PBX replacement, and admins need to be up to speed and ready to go. This book provides the clear, explicit instructions you need to: Design, configure, and manage IM, voice mail, PBX, and VoIP Connect to Exchange and deploy Skype for Business in the cloud Manage UC clients and devices, remote access, federation, and public IM Automate management tasks, and implement cross-team backup-and-restore The 2015 version is the first Skype to take advantage of the Windows 10 'touch first' capabilities to provide fast, natural, hands-on control of communications, and users are eager to run VoIP, HD video conferencing, collaboration, instant messaging, and other UC features on their mobile devices. Mastering Skype for Business 2015 helps you get Skype for Business up and running quickly, with hands-on guidance and expert insight.

Information Technology for Managers - George Reynolds 2015-06-26
Now today's managers can prepare to successfully oversee and understand information systems with Reynold's INFORMATION TECHNOLOGY FOR MANAGERS, 2E. This practical, insightful book prepares current and future managers to understand the critical business implications of information technology. A wealth of actual contemporary examples demonstrate how successful managers can apply information technology to improve their organizations. A new chapter on IT security, hands-on scenarios and practical cases give readers an opportunity to apply what they're learning. This edition's solid framework helps

define the manager's important role in information technology and in working effectively with all members of the organization to achieve results. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

CCNA Voice 640-461 - Jeremy Cioara 2011-09-09
Learn, prepare, and practice for exam success, master CCNA voice 640-461 exam topics, and assess your knowledge with chapter-opening quizzes. Review key concepts with exam preparation tasks and practice with realistic exam questions on the CD-ROM.

Java Programming: A Comprehensive Introduction - Dale Skrien 2012-01-20
Java Programming: A Comprehensive Introduction is designed for an introductory programming course using Java. This text takes a logical approach to the presentation of core topics, moving step-by-step from the basics to more advanced material, with objects being introduced at the appropriate time. The book is divided into three parts: Part One covers the elements of the Java language and the fundamentals of programming. An introduction to object-oriented design is also included. Part Two introduces GUI (Graphical User Interface) programming using Swing. Part Three explores key aspects of Java's API (Application Programming Interface) library, including the Collections Framework and the concurrency API. Herb Schildt has written many successful programming books in Java, C++, C, and C#. His books have sold more than three million copies. Dale Skrien is a professor at Colby College with degrees from the University of Illinois-Champaign, the University of Washington, and St. Olaf College. He's also authored two books and is very active in SIGCSE.

Competing for the Future - Henry Kressel 2007-04-16

Everybody knows that digital technology has revolutionised our economy and our lifestyles. But how many of us really understand the drivers behind the technology - the significance of going digital; the miniaturization of circuit boards; the role of venture capital in financing the revolution; the importance of research and development? How many of us understand what it takes to make money from innovative technologies? Should we worry about manufacturing going offshore? What is the role of India and China in the digital economy? Drawing on a lifetime's experience in the industry, as an engineer, a senior manager and as a partner in a venture capital firm, Henry Kressel offers an expert personalized answer to all these questions. He explains how the technology works, why it matters, how it is financed and what the key lessons are for public policy.

Internet Communications Using SIP - Henry Sinnreich 2012-07-06

"This book is like a good tour guide.It doesn't just describe themajor attractions; you share in the history, spirit, language, andculture of the place." --Henning Schulzrinne, Professor, Columbia University Since its birth in 1996, Session Initiation Protocol (SIP) hasgrown up. As a richer, much more robust technology, SIP today isfully capable of supporting the communication systems that powerour twenty-first century work and life. This second edition handbook has been revamped to cover the neweststandards, services, and products. You'll find the latest on SIPusage beyond VoIP, including Presence, instant messaging (IM),mobility, and emergency services, as well as peer-to-peer SIPapplications, quality-of-service, and security issues--everythingyou need to build and deploy today's SIP services. This book will help you * Work with SIP in Presence and event-based communications * Handle SIP-based application-level mobility issues * Develop applications to facilitate communications access

forusers with disabilities * Set up Internet-based emergency services * Explore how peer-to-peer SIP systems may change VoIP * Understand the critical importance of Internet transparency * Identify relevant standards and specifications * Handle potential quality-of-service and security problems

Preparing for the Biology AP Exam - Fred W. Holtzclaw 2009-11-03
Key Benefit: Fred and Theresa Holtzclaw bring over 40 years of AP Biology teaching experience to this student manual. Drawing on their rich experience as readers and faculty consultants to the College Board and their participation on the AP Test Development Committee, the Holtzclaws have designed their resource to help your students prepare for the AP Exam. * Completely revised to match the new 8th edition of Biology by Campbell and Reece. * New Must Know sections in each chapter focus student attention on major concepts. * Study tips, information organization ideas and misconception warnings are interwoven throughout. * New section reviewing the 12 required AP labs. * Sample practice exams. * The secret to success on the AP Biology exam is to understand what you must know–and these experienced AP teachers will guide your students toward top scores! Market Description: Intended for those interested in AP Biology.

Asterisk - Jim Van Meggelen 2007-08-28
Provides information on Asterisk, an open source telephony application.

Stealing The Network - Syngress 2003-05-19
Stealing the Network: How to Own the Box is NOT intended to be a "install, configure, update, troubleshoot, and defend book." It is also NOT another one of the countless Hacker books out there. So, what IS it? It is an edgy, provocative, attack-oriented series of chapters written in a first hand, conversational style. World-renowned network security personalities present a series of 25 to 30 page chapters written from the point of an attacker who is gaining access to a

particular system. This book portrays the "street fighting" tactics used to attack networks and systems. Not just another "hacker" book, it plays on "edgy" market success of Steal this Computer Book with first hand, eyewitness accounts A highly provocative expose of advanced security exploits Written by some of the most high profile "White Hats", "Black Hats" and "Gray Hats" Gives readers a "first ever" look inside some of the most notorious network intrusions
Migrating Applications to IPv6 - Dan York 2011-06-10
If IPv6 is to be adopted on a large scale, the applications running on desktop systems, laptops, and even mobile devices need to work just as well with this protocol as they do with IPv4. This concise book takes you beyond the network layer and helps you explore the issues you need to address if you are to successfully migrate your apps to IPv6. It's ideal for application developers, system/network architects, product managers, and others

involved in moving your network to IPv6. Explore changes you need to make in your application's user interface Make sure your application is retrieving correct information from DNS Evaluate your app's ability to store and process both IPv6 and IPv4 addresses Determine if your app exposes or consumes APIs where there are IP address format dependencies Work with the network layer to ensure the transport of messages to and from your app Incorporate IPv6 testing into your plans, and use the correct IPv6 addresses in your documentation
Ccnp Collaboration Core Clcor 350-801 Official Certification Guide - Jason Ball 2020-04-22
CCNP and CCIE Collaboration Core CLCOR 350-801 Official Cert Guide presents you with an organised test preparation routine through the use of proven series elements and techniques. Do I Know This Already? quizzes open each chapter and enable you to decide how much time you need to spend on each section. Exam topic

lists make referencing easy. Chapter-ending Exam Preparation Tasks help you drill on key concepts you must know thoroughly. CCNP and CCIE Collaboration Core CLCOR 350-801 Official Cert Guide focuses specifically on the objectives for the Cisco CCNP/CCIE CLCOR 350-801 exam. Collaboration expert Jason Ball shares preparation hints and test-taking tips, helping you identify areas of weakness and improve both your conceptual knowledge and hands-on skills. Material is presented in a concise manner, focusing on increasing your understanding and retention of exam topics. 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 Key Topic tables, which help you drill on key concepts you must know thoroughly Practice exercises that help you enhance your knowledge More than 60 minutes of video mentoring from the author An online interactive Flash Cards application to help you drill on Key Terms by chapter A final preparation chapter, which guides you through tools and resources to help you craft your review and test-taking strategies Study plan suggestions and templates to help you organise and optimise your study time

A Biographical History of England, from Egbert the Great to the Revolution - James Granger 1774

Unified Communications For Dummies - Tony Bradley 2010-01-12
Provides information on unifiying company communications devices and services to all employees, clients, and suppliers.

The Essential Guide to Telecommunications - Annabel Z. Dodd 2019-03-19
"Annabel Dodd has cogently untangled the wires and switches and technobabble of the telecommunications revolution and explained how the introduction of the word 'digital' into

our legislative and regulatory lexicon will affect consumers, companies and society into the next millennium." – United States Senator Edward J. Markey of Massachusetts; Member, U.S. Senate Subcommittee on Communications, Technology, Innovation, and the Internet "Annabel Dodd has a unique knack for explaining complex technologies in understandable ways. This latest revision of her book covers the rapid changes in the fields of broadband, cellular, and streaming technologies; newly developing 5G networks; and the constant changes happening in both wired and wireless networks. This book is a must-read for anyone who wants to understand the rapidly evolving world of telecommunications in the 21st century!" – David Mash, Retired Senior Vice President for Innovation, Strategy, and Technology, Berklee College of Music Completely updated for current trends and technologies, The Essential Guide to Telecommunications, Sixth Edition, is the world's top-selling, accessible guide to the fast-changing global telecommunications industry. Writing in easy-to-understand language, Dodd demystifies today's most significant technologies, standards, architectures, and trends. She introduces leading providers worldwide, explains where they fit in the marketplace, and reveals their key strategies. New topics covered in this edition include: LTE Advanced and 5G wireless, modern security threats and countermeasures, emerging applications, and breakthrough techniques for building more scalable, manageable networks. Gain a practical understanding of modern cellular, Wi-Fi, Internet, cloud, and carrier technologies Discover how key technical, business, and regulatory innovations are changing the industry See how streaming video, social media, cloud computing, smartphones, and the Internet of Things are transforming networks Explore growing concerns about security and privacy, and review modern strategies for detecting and mitigating network

breaches Learn how Software Defined Networks (SDN) and Network Function Virtualization (NFV) add intelligence to networks, enabling automation, flexible configurations, and advanced networks Preview cutting-edge, telecom-enabled applications and gear–from mobile payments to drones Whether you're an aspiring network engineer looking for a broad understanding of the industry, or a salesperson, marketer, investor, or customer, this indispensable guide provides everything you need to know about telecommunications right now. This new edition is ideal for both self-study and classroom instruction. Register your product for convenient access to downloads, updates, and/or corrections as they become available.

SIP Demystified - Gonzalo Camarillo 2001-09-18 State-of-the-art SIP primer SIP (Session Initiation Protocol) is the open standard that will make IP telephony an irresistible force in communications, doing for converged services what http does for the Web. SIP Demystified – authored by Gonzalo Camarillo, one of the contributors to SIP development in the IETF—gives you the tools to keep your company and career competitive. This guide tells you why the standard is needed, what architectures it supports, and how it interacts with other protocols. As a bonus, you even get a context-setting background in data networking. Perfect if you're moving from switched voice into a data networking environment, here's everything you need to understand: * Where, why, and how SIP is used * What SIP can do and deliver * SIP's fit with other standards and systems * How to plan implementations of SIP-enabled services * How to size up and choose from available SIP products

Optical Switching - Tarek S. El-Bawab 2008-02-11 Applications of optical switching in network elements and communication networks are discussed in considerable depth. Optical circuits,

packet, and burst switching are all included. Composed of distinct self-contained chapters with minimum overlaps and independent references. Provides up-to-date comprehensive coverage of optical switching, technologies, devices, systems and networks. Discusses applications of optical switching in network elements and communications networks.

Telecommunications and Data Communications Handbook - Ray Horak 2012-11-19
For an accessible and comprehensive survey of telecommunications and data communications technologies and services, consult the Telecommunications and Data Communications Handbook, which includes information on origins, evolution and meaningful contemporary applications. Find discussions of technologies set in context, with details on fiber optics, cellular radio, digital carrier systems, TCP/IP, and the Internet. Explore topics like Voice over Internet Protocol (VoIP); 802.16 & WiMAX; Passive Optical Network (PON); 802.11g & Multiple Input Multiple Output (MIMO) in this easily accessible guide without the burden of technical jargon.

The Asia-Pacific Disaster Report 2015 - United Nations Economic and Social Commission for Asia and the Pacific 2016-02-29
The world's most disaster-prone region has witnessed natural disasters that affected development. Building resilience to natural disasters is crucial. Disaster risk reduction (DRR) must be integrated into national development planning. This report assesses the state of resilience in the region, and disaster-related goals and targets of the Sustainable Development Goals and the Sendai Framework for Disaster Risk Reduction. It highlights drought and reviews information management that would equip many countries in providing the right information to the right people at the right time, paying attention to the need to integrate DRR into development planning and

government. The goal is to build resilience towards achieving sustainable development.

Switching to VoIP - Theodore Wallingford 2005 More and more businesses today have their receive phone service through Internet instead of local phone company lines. Many businesses are also using their internal local and wide-area network infrastructure to replace legacy enterprise telephone networks. This migration to a single network carrying voice and data is called convergence, and it's revolutionizing the world of telecommunications by slashing costs and empowering users. The technology of families driving this convergence is called VoIP, or Voice over IP. VoIP has advanced Internet-based telephony to a viable solution, piquing the interest of companies small and large. The primary reason for migrating to VoIP is cost, as it equalizes the costs of long distance calls, local calls, and e-mails to fractions of a penny per use. But the real enterprise turn-on is how VoIP empowersbusinesses to mold and customize telecom and datacom solutions using a single, cohesive networking platform. These business drivers are so compelling that legacy telephony is going the way of the dinosaur, yielding to Voice over IP as the dominant enterprise communications paradigm. Developed from real-world experience by a senior developer, O'Reilly's Switching to VoIP provides solutions for the most common VoIP migration challenges. So if you're a network professional who is migrating from a traditional telephony system to a modern, feature-rich network, this book is a must-have. You'lldiscover the strengths and weaknesses of circuit-switched and packet-switched networks, how VoIP systems impact network infrastructure, as well as solutions for common challenges involved with IP voice migrations. Among the challenges discussed and projects presented: building a softPBX configuring IP phones ensuring quality of service scalability standards-compliance topological considerations coordinating a complete system

?switchover? migrating applications like voicemail and directoryservices retro-interfacing to traditional telephony supporting mobile users security and survivability dealing with the challenges of NAT To help you grasp the core principles at work, Switching to VoIP uses a combination of strategy and hands-on "how-to" that introduce VoIP routers and media gateways, various makes of IP telephone equipment, legacy analog phones, IPTables and Linux firewalls, and the Asterisk open source PBX software by Digium.You'll learn how to build an IP-based or legacy-compatible phone system and voicemail system complete with e-mail integration while becoming familiar with VoIP protocols and devices. Switching to VoIP remains vendor-neutral and advocates standards, not brands. Some of the standards explored include: SIP H.323, SCCP, and IAX Voice codecs 802.3af Type of Service, IP precedence, DiffServ, and RSVP 802.1a/b/g WLAN If VoIP has your attention, like so many others, then Switching to VoIP will help you build your own system, install it, and begin making calls. It's the only thing left between you and a modern telecom network.

Wireless Mobile Communication and Healthcare - James C. Lin 2011-05-20 This book contains a selection of thoroughly refereed and revised papers from the Second International ICST Conference on Wireless and Mobile Communication in Healthcare, MobiHealth 2010, held in Ayia Napa, Cyprus, in October 2010. The 33 papers in this volume describe various applications of information and communication technologies in healthcare and medicine and cover a wide range of topics such as intelligent public health monitoring services, mobile health technologies, signal processing techniques for monitoring services, wearable biomedical devices, ambient assistive technologies, emergency and disaster applications, and integrated systems for chronic monitoring and management.

CCNA Voice Official Exam Certification

Guide - Jeremy Cioara 2008
Preparation and practice for the ALL NEW
CCNA Voice exam from the all-time best selling
CCNA self-study test preparation series.
PC Magazine - 2005

Technology, Sustainability and Educational
Innovation (TSIE) - Andrea Basantes-Andrade
2020-01-02
This book presents the proceedings of
International Conference on Knowledge Society:
Technology, Sustainability and Educational
Innovation (TSIE 2019). The conference, which
was held at UTN in Ibarra, Ecuador, on 3–5 July
2019, allowed participants and speakers to share
their research and findings on emerging and
innovative global issues. The conference was
organized in collaboration with a number of
research groups: Group for the Scientific
Research Network (e-CIER); Research Group in
Educational Innovation and Technology,
University of Salamanca, Spain(GITE-USAL);

International Research Group for Heritage and
Sustainability (GIIPS), and the Social Science
Research Group (GICS). In addition, it had the
endorsement of the RedCLARA, e-science, Fidal
Foundation, Red CEDIA, IEEE, Microsoft,
Business IT, Adobe, and Argo Systems. The term
"knowledge society" can be understood as the
management, understanding and co-creation of
knowledge oriented toward the sustainable
development and positive transformation of
society. In this context and on the occasion of
the XXXIII anniversary of the Universidad
Técnica del Norte (UTN), the Postgraduate
Institute through its Master of Technology and
Educational Innovation held the I International
Congress on Knowledge Society: Technology,
Sustainability and Educational Innovation – TSIE
2019, which brought together educators,
researchers, academics, students, managers,
and professionals, from both the public and
private sectors to share knowledge and
technological developments. The book covers the

following topics: 1. curriculum, technology and educational innovation; 2. media and education; 3. applied computing; 4. educational robotics. 5. technology, culture, heritage, and tourism development perspectives; and 6. biodiversity and sustainability.

Telecommunications Strategic Plan - United States. Federal Aviation Administration 1991

Telebomb - John Handley 2005
Annotation.

Strategy from the Outside In: Profiting from Customer Value - George Day 2010-07-23 Make customer value a C-Suite priority for lasting profits and growth While the Great Recession ravaged the balance sheets of long-standing leaders in their respective industries, many companies have actually gained market share, grown revenues and profits, and created more value for customers. These are not flash-in-the-pan companies—world-beaters one year and stragglers the next. They are companies like Johnson & Johnson, Procter & Gamble, Fidelity, Cisco, Philips, Walmart, and Amazon. The success of these organizations isn't the result of a brilliant strategy for bad times; it's the outcome of a highly effective long-term strategy that manages the company from the outside in. In Strategy from the Outside In, George S. Day and Christine Moorman explain that the key to such lasting and highly profitable success is the ability to compete on and profit from customer value. It means operating from the outside in. It means always building strategy on market insight, and ensuring that every part of the company puts customer value first. Applying years of research, Day and Moorman illustrate that an outside-in view requires constant vigilance and focus on four customer value imperatives: Be a customer value leader Innovate new value for customers Capitalize on the customer as an asset Capitalize on the brand as an asset Day and Moorman take you from theory to practice, with an emphasis on real

world stories, practical models, and useable metrics so that you can profit from customer value. From the outside in.

The Big Book of Marketing - Anthony G. Bennett 2009-06-19
"A real world tool for helping develop effective marketing strategies and plans." -- Dennis Dunlap, Chief Executive Officer, American Marketing Association "For beginners and professionals in search of answers." -- Stephen Joel Trachtenberg, President Emeritus and University Professor of Public Service, The George Washington University "A 'must read' for every business major and corporate executive." -- Clarence Brown, former Acting Secretary, U.S. Department of Commerce The Biggest Companies. The Boldest Campaigns. THE BEST INSIDER'S GUIDE ON THE MARKET. The most comprehensive book of its kind, The Big Book of Marketing is the definitive resource for marketing your business in the twenty-first century. Each chapter covers a fundamental aspect of the marketing process, broken down and analyzed by the greatest minds in marketing today. For the first time ever, 110 experts from the world's most successful companies reveal their step-by-step strategies, proven marketing tools, and tricks of the trade—fascinating, exclusive, real-world case studies from an all-star roster of companies, including: ACNielsen * Alcoa * American Express * Amtrak * Antimicrobial * Technologies Group * APL Logistics * Arnold * AT&T * Atlas Air * Bloomingdale's * BNSF * Boeing * Bristol-Myers Squibb * Burson-Marsteller * BzzAgent * Caraustar * Cargill * Carnival * Coldwell Banker * Colgate-Palmolive * Colonial Pipeline * Con-way * Costco * Dean Foods * Discovery Communications * Draftfcb * DSC Logistics * DuPont * Edelman * ExxonMobil * Fabri-Kal * FedEx Trade Networks * Fleishman-Hillard * Ford * Frito-Lay * GE * Greyhound * Hair Cuttery * Hilton * HOLT CAT * IBM * Ingram Barge * Ingram Micro * International Paper *

John Deere * Kimberly-Clark * Kodak * Kraft * L.L.Bean * Landor * Long Island Rail Road * Lulu.com * Mars * MCC * McCann * McDonald's * McKesson * Nationals * NCR * New York Times * Nordstrom * Ogilvy Action * OHL * 1-800Flowers.com * Overseas Shipholding Group * Owens Illinois * P & G * Papa John's * Paramount Pictures * Patagonia * PepsiCo * Pfizer * Porter Novelli * RAPP * Ritz-Carlton * Safeway * Saks Fifth Avenue * Sara Lee * SC Johnson * Sealed Air * Sears * Silgan * Skyhook * Snap-on Tools * Southwest * Sports and Leisure * ResearchGroup * Staples * Stoner * Supervalu * Synovate * Tanimura & Antle * TBWA * Tenet Healthcare * Texas Instruments * 3M * ToysRUs * Trader Joe's * Tupperware * Under Armour * United Airlines * United Stationers * Verizon * VISA * Weyerhaeuser * Wilson Sporting Goods * Wunderman * Xerox * Y&R * Zappos.com No matter what business you're in--from retail and manufacturing to service and nonprofit--The Big Book of Marketing offers the most practical, hands-on advice you'll ever find . . . from the best in the business. Anthony G. Bennett taught marketing at Georgetown University. With three decades of experience in the field, he has held a variety of key marketing positions at Fortune 500 companies, including AT&T and others. He resides in McLean, Virginia.

Managing Information Technology - Carol V Brown 2015-10-08
For upper-level undergraduate and graduate level MIS courses.ThisMIS text gives students and active managers a thorough and practical guide to IT management practices and issues."

Online Teaching and Learning in Higher Education - Pedro Isaias 2021-10-01
This book is to explores a variety of facets of online learning environments to understand how learning occurs and succeeds in digital contexts and what teaching strategies and technologies are most suited to this format. Business, health, government and education are some of the core sectors of society which have been experiencing

deep transformations due to a generalized digitalization. While these changes are not novel, the swift progress of technology and the rising complexity of digital environments place a focus on the need for further research and novel strategies. In the context of education, the promise of increased flexibility and broader access to educational resources is impelling much of higher education's course offerings to online environments. The 21st century learner requires an education that can be pursued anytime and anywhere and that is more aligned with the demands of a digital society. Online education not only assists students to success-fully integrate a workforce that is increasingly digital, but it helps them to become more comfortable with the use of technology in general and, hence, more prepared to be prolific digital citizens. The variety of settings portrayed in this volume attest to the unlimited opportunities afforded by online learning and serve as valuable evidence of its benefit for students' educational experience. Moreover, these research efforts assist a more comprehensive reflection about the delivery of higher education in the context of online settings.

The Ethical Hack - James S. Tiller 2004-09-29 There are many books that detail tools and techniques of penetration testing, but none of these effectively communicate how the information gathered from tests should be analyzed and implemented. Until recently, there was very little strategic information available to explain the value of ethical hacking and how tests should be performed in order t
Webster's New World Telecom Dictionary - Ray Horak 2008
Contains definitions for more than 4,600 telecommunications terms and acronyms arranged from A to Z, and includes separate sections for symbols and numbers.
Trends and Challenges in Digital Business Innovation - Vincenzo Morabito 2014-02-04

This book describes the trends in digital innovation that are of most importance for businesses and explores the key challenges. The book is in three parts, the first of which focuses on developments in digital systems. Here, the ever-growing relevance of big data, cloud computing, and mobile services for business is discussed, and detailed consideration is given to the importance of social listening for understanding user behavior and needs and the implications of IT consumerization. In the second part, trends in digital management are examined, with chapters devoted to work practice, digital business identity as well as branding and governance. The final part of the book presents and reviews case studies of digital innovation at the global level that provide a benchmark of best practices, with inclusion of instructive fact sheets. While the book offers academic coverage of the digital transformation of business organizations and the associated challenges, it also describes concrete, real-world issues in clear, easy-to-understand language and will serve as a toolbox for managers that can be readily consulted. The text is supported by informative illustrations and tables, and practitioners will also benefit from the reported case studies and highlighted insights and recommendations.

Metasploit Penetration Testing Cookbook - Monika Agarwal 2013-10-25
This book follows a Cookbook style with recipes explaining the steps for penetration testing with WLAN, VOIP, and even cloud computing. There is plenty of code and commands used to make your learning curve easy and quick.This book targets both professional penetration testers as well as new users of Metasploit, who wish to gain expertise over the framework and learn an additional skill of penetration testing, not limited to a particular OS. The book requires basic knowledge of scanning, exploitation, and the Ruby language.
Twelve Years a Slave - Solomon Northup

2021-01-01

"Having been born a freeman, and for more than thirty years enjoyed the blessings of liberty in a free State—and having at the end of that time been kidnapped and sold into Slavery, where I remained, until happily rescued in the month of January, 1853, after a bondage of twelve years—it has been suggested that an account of my life and fortunes would not be uninteresting to the public." -an excerpt