

Telstra T Hub User Guide

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The Big Book of Small Business - Andrew Griffiths 2011

'Andrew Griffiths knows his stuff' - Ross Gittins Packed with inspirational and practical advice, The Big Book of Small Business will help every business owner build the business of their dreams. Andrew Griffiths welcomes the 'age of the entrepreneur', the most exciting time for business owners - ever. In his down to earth, street smart style, he identifies new opportunities for smaller business operators to grow their business fast. He also shows how an entrepreneurial attitude can improve every aspect of a business, from customer relations to promotion to backroom accounts. With more people than ever before starting new businesses, competition is increasing at unprecedented rates. Everyone is looking for a silver bullet to give them a competitive edge - this book is it. If you only buy one business book this year, make it this one.

Principles of Marketing - Gary Armstrong 2014-10-01

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.

The Orange Economy - Inter American Development Bank 2013-10-01

This manual has been designed and written with the purpose of introducing key concepts and areas of debate around the "creative economy", a valuable development opportunity that Latin America, the Caribbean and the world at large cannot afford to miss. The creative economy, which we call the "Orange Economy" in this book (you'll see why), encompasses the immense wealth of talent, intellectual property, interconnectedness, and, of course, cultural heritage of the Latin American and Caribbean region (and indeed, every region). At the end of this manual, you will have the knowledge base necessary to understand and explain what the Orange Economy is and why it is so important. You will also acquire the analytical tools needed to take better advantage of opportunities across the arts, heritage, media, and creative services.

Asian Communications - 1995

Locating Emerging Media - Germaine R. Halegoua 2016-03-17

Locating Emerging Media focuses on the tensions between the local and global in the design, distribution, and use of emerging media forms, building on scholarship on the cultural geography of new media networks and products and the relationships between the "global" and the "local." Authors consider new media practices, texts, services, software, policies, infrastructures, and design discourses that enrich existing relationships between creative industries and cultures of production, reception, and engagement. This consideration highlights the relationships between global and local perspectives and new media technologies and practices emerging within (and through) the geography and culture of particular places. Areas examined include East Asia, Latin America, Africa, Europe, South Asia, the Pacific Islands, and the Middle East. Through all is the recognition that what is new or emergent around the globe is unique in each locality.

Community Health and Wellness - Jill Clendon 2022-09

With the majority of graduate nurses going on to work in primary health, Community Health and Wellness provides the reader with the knowledge and tools they need to practise competently and safely in the community. The book provides an overview of primary healthcare principles and how to apply them, enabling a deep understanding of the role of the

community health nurse in providing holistic individual and community care within an interdisciplinary healthcare environment. Continuous real-world case studies throughout enable the reader to understand how the social determinants of health influence each family member's life, their communities and the challenges they face. This seventh edition has been written by nursing experts Dr Jill Clendon and Dr Ailsa Munns, and incorporates feedback from students, users and practising community health nurses to ensure it meets the needs of today's students as they embark on their career beyond academia. Takes a unique socio-ecological approach to community health - including health promotion, health literacy and a range of health interventions Key points and information boxes allow easy navigation Case studies link theory and principles to practice Templates and tools to conduct community assessments Links to resources for further reflection An eBook included in all print purchases Additional resources on Evolve: eBook on VitalSource Instructor resources: Power Points Tutorial Activities Image Library Critical Thinking Questions and Answers Student resources: Online Care Plans Online Material - Chapter 10 Research Guide: from question to solution Weblinks Significant updates throughout More content on public health and infectious disease management, including current pandemics and epidemics Improved content on cultural safety and care planning

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.

[The Birth Wars](#) - Mary-Rose MacColl 2013-04-01

Essential reading for every woman who is or may one day become a mother. Women are told they have pregnancy and birth care choices. But their only real choice is which side to take in the birth wars. Each day battles are waged in hospitals and clinics around Australia: between those who view birth as natural and those who view birth as medical. Both sides care deeply about women and babies and, driven by deeply held beliefs, both sides claim they should manage birth for women. They are the doctors and midwives, or 'mechanics' and 'organics', vying for power in The Birth Wars. Based.

[Computerworld](#) - 2006-09-04

For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide.

Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

[China Heist](#) - JK Kulski 2014-09-11

China Heist is a crime novel set in the lucky country, Australia, during the height of its multi-billion dollar mining boom. Robert Lee is a jaded detective in the Fraud Squad sent on an undercover assignment to entrap a Chinese businesswoman and her daughter suspected of fraudulently obtaining lucrative mining licenses. The sting goes terribly wrong when the businesswoman is killed in a bomb attack. Lee and the daughter survive only to become the targets of corrupt police, politicians and businessmen. Now on the run in Perth, Macau, Hong Kong and across the gold fields of the Western Australian outback, and with the body count increasing, Lee must protect the woman, find the murderers, expose the corruption, and seek to clear his name in this action-packed tale of international conflict and greed, financial terrorism and chilling murder in the high-stakes world of mineral resources exploitation.

Second Life In-World Travel Guide - Sean Percival 2008

A guide to the virtual environment discusses how Second Life works and describes over one hundred of the best destinations, organized into such categories as shopping, entertainment, and education.

[Parliamentary Debates \(Hansard\)](#). - Australia. Parliament. House of Representatives 1995

The Rough Guide to Melbourne - Stephen Townshend 2005

A travellers guide on where to go and what to do in Melbourne includes Melbourne's highlights, restaurants, accommodation, best bars, clubs, shops music venues, day trips including wineries of Yarra Valley and scenic Great Ocean Road. Background on history, politics and culture, maps that cover the city and beyond.

X - Brian Solis 2015-10-13

Welcome to a new era of business in which your brand is defined by those who experience it. Do you know how your customers experience your brand today? Do you know how they really feel? Do you know what they say when you're not around? In an always-on world where everyone is connected to information and also one another, customer experience is your brand. And, without defining experiences, brands become victim to whatever people feel and share. In his new book X: The Experience When Business Meets Design bestselling author Brian Solis shares why great products are no longer good enough to win with customers and why creative marketing and delightful customer service too are not enough to succeed. In X, he shares why the future of business is experiential and how to create and cultivate meaningful experiences. This isn't your ordinary business book. The idea of a book was re-imagined for a digital meets analog world to be a relevant and sensational experience. Its aesthetic was meant to evoke emotion while also giving new perspective and insights to help you win the hearts and minds of your customers. And, the design of this book, along with what fills its pages, was done using the principles shared within. Brian shares more than the importance of experience. You'll learn how to design a desired, meaningful and uniform experience in every moment of truth in a fun way including: How our own experience gets in the way of designing for people not like us Why empathy and new perspective unlock creativity and innovation The importance of User Experience (UX) in real life and in executive thinking The humanity of Human-Centered Design in all you do The art of Hollywood storytelling from marketing to product design to packaging Apple's holistic approach to experience architecture The value of different journey and experience mapping approaches The future of business lies in experience architecture and you are the architect.

Business, meet design. X

T-Hub Upgrade Manual - Telstra

[The Rough Guide to Melbourne](#) - Rough Guides 2009-09-01

The Rough Guide to Melbourne is the ultimate travel guide with clear maps and detailed coverage of all the best attractions Melbourne has to offer. Discover Melbourne's coolest bars and the hippest Melbourne hotels to the immense changes to the fabric of the city itself. Packed with detailed, practical advice on what to see and do in Melbourne, get the lowdown on Melbourne's renowned live music and club scenes and whet your appetite for its restaurants with a insert on its eclectic multicultural cuisine for all budgets. Features include detailed coverage on the lively Melbourne city centre and dynamic outer suburbs; the cafes of Fitzroy, Prahran and South Yarra shopping, and the beaches of St Kilda to wine tasting tours of the Yarra Valley and road trips along the magnificent Great Ocean Road. You'll find authoritative background on Melbourne's history, film and books. Explore all corners of Australia's fastest growing city, with the clearest Melbourne maps, street plans and tram and train maps of any guide. Make the most of your holiday with The Rough Guide to Melbourne.

[Business Review Weekly](#) - 2006

Investment Governance for Fiduciaries - Michael E. Drew 2019-04-22

Governance is a word that is increasingly heard and read in modern times, be it corporate governance, global governance, or investment governance. Investment governance, the central concern of this modest volume, refers to the effective employment of resources—people, policies, processes, and systems—by an individual or governing body (the fiduciary or agent) seeking to fulfil their fiduciary duty to a principal (or beneficiary) in addressing an underlying investment challenge. Effective investment governance is an enabler of good stewardship, and for this reason it should, in our view, be of interest to all fiduciaries, no matter the size of the pool of assets or the nature of the beneficiaries. To emphasize the importance of effective investment governance and to demonstrate its flexibility across organization type, we consider our investment governance process within three contexts: defined contribution (DC) plans, defined benefit (DB) plans, and endowments and foundations (E&Fs). Since the financial crisis of 2007–2008, the financial sector's place in the economy and its methods and ethics have (rightly, in many cases) been under scrutiny. Coupled with this theme, the task of investment governance is of increasing importance due to the sheer weight of money, the retirement savings gap, demographic trends, regulation and activism, and rising standards of behavior based on higher expectations from those fiduciaries serve. These trends are at the same time related and self-reinforcing. Having explored the why of investment governance, we dedicate the remainder of the book to the question of how to bring it to bear as an essential component of good fiduciary practice. At this point, the reader might expect investment professionals to launch into a discussion about an investment process focused on the best way to capture returns. We resist this temptation. Instead, we contend that achieving outcomes on behalf of beneficiaries is as much about managing risks as it is about capturing returns—and we mean “risks” broadly construed, not just fluctuations in asset values.

Social Media Marketing - Dave Evans 2010-09-16

How to implement social technology in business, spur collaborative innovation and drive winning programs to improve products, services, and long-term profits and growth. The road to social media marketing is now well paved: A July 2009 Anderson Analytics study found 60% of the Internet population uses social networks and social media sites such as Facebook, MySpace, and Twitter. Collaboration and innovation, driven by social technology, are “what's next.” Written by the author of the bestselling Social Media Marketing: An Hour a Day in collaboration with Jake McKee, Social Media Marketing: The Next Generation of Business Engagement takes marketers, product managers, small business owners, senior executives and organizational leaders on to the next step in social technology and its application in business. In particular, this book explains how to successfully implement a variety tools, how to ensure higher levels of customer engagement, and how to build on the lessons learned and information gleaned from first-generation social media marketing efforts and to carry this across your organization. This book: Details how to develop, implement, monitor and measure successful social media activities, and how to successfully act on feedback from the social web Discusses conversation-monitoring tools and platforms to accelerate the business innovation cycle along with the metrics required to prove the success of social technology adoption Connects the social

dots more deeply across the entire organization, moving beyond marketing and into product development, customer service and customer-driven innovation, and the benefits of encouraging employee collaboration. Social media has become a central component of marketing: Collaborative, social technology is now moving across the organization, into business functions ranging from HR and legal to product management and the supply chain. *Social Media Marketing: The Next Generation of Business Engagement* is the perfect book for marketers, business unit managers and owners, HR professionals and anyone else looking to better understand how to use social technologies and platforms to build loyalty in customers, employees, partners and suppliers to drive long term growth and profits.

Linux Network Administrator's Guide - Olaf Kirch 2000

This introduction to networking on Linux now covers firewalls, including the use of ipchains and Netfilter, masquerading, and accounting. Other new topics in this second edition include Novell (NCP/IPX) support and INN (news administration).

Cisco ISP Essentials - Barry Raveendran Greene 2002

A comprehensive guide to the best common practices for Internet service providers Learn the best common practices for configuring routers on the Internet from experts who helped build the Internet Gain specific advice through comprehensive coverage of all Cisco routers and current versions of Cisco IOS Software Understand the Cisco IOS tools essential to building and maintaining reliable networks Increase your knowledge of network security Learn how to prevent problems and improve performance through detailed configuration examples and diagrams Cisco IOS Software documentation is extensive and detailed and is often too hard for many Internet service providers (ISPs) who simply want to switch on and get going. Cisco ISP Essentials highlights many of the key Cisco IOS features in everyday use in the major ISP backbones of the world to help new network engineers gain understanding of the power of Cisco IOS Software and the richness of features available specifically for them. Cisco ISP Essentials also provides a detailed technical reference for the expert ISP engineer, with descriptions of the various knobs and special features that have been specifically designed for ISPs. The configuration examples and diagrams describe many scenarios, ranging from good operational practices to network security. Finally a whole appendix is dedicated to using the best principles to cover the configuration detail of each router in a small ISP Point of Presence.

Australian Indigenous Knowledge and Libraries - Martin Nakata 2005-01-01

In response to significant changes in the Indigenous information landscape, the State Library of New South Wales and Jumbunna Indigenous House of Learning at the University of Technology, Sydney, hosted a colloquium, Libraries and Indigenous Knowledge, in December 2004. The two-day colloquium brought together professionals, practitioners and academics to discuss future directions in relation to Indigenous knowledge and library services. An expert and inspiring group of speakers and more than 90 active participants ensured that lively discussions did, indeed, take place.

Computerworld - 2006-03-13

For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

What You Can Do With Your Computer - Alan J Hartley, Bill Twedde

The Complete FreeBSD - Greg Lehey 1999

This four-CD-ROM set offers four books in one, featuring how to run and install, use FreeBSD, Internet compatibility, and essential Man Pages.

Mapping Cyberspace - Martin Dodge 2003-09-02

Mapping Cyberspace is a ground-breaking geographic exploration and critical reading of cyberspace, and information and communication technologies. The book: * provides an understanding of what cyberspace looks like and the social interactions that occur there * explores the impacts of cyberspace, and information and communication technologies, on cultural, political and economic relations * charts the spatial forms of virtual spaces * details empirical research and examines a wide variety of maps and spatialisations of cyberspace and the information society * has a related website at <http://www.MappingCyberspace.com>. This book will be a valuable addition to the growing body of literature on cyberspace and what it means for the future.

My iPad 2 - Gary Rosenzweig 2011

Provides information on the features of the iPad 2 with step-by-step

instructions covering such topics as connecting to a wi-fi and 3G network, downloading apps, creating documents and spreadsheets, building and displaying presentations, using email, and watching movies.

F & S Index United States Annual - 2006

Hospitality Technology - 2005

Data Communications - 1997

Global Business Regulation - John Braithwaite 2000-02-13

Across an amazing sweep of the critical areas of business regulation - from contract, intellectual property and corporations law, to trade, telecommunications, labour standards, drugs, food, transport and environment - this book confronts the question of how the regulation of business has shifted from national to global institutions. Based on interviews with 500 international leaders in business and government, this book examines the role played by global institutions such as the WTO, the OECD, IMF, Moody's and the World Bank, as well as various NGOs and significant individuals. The authors argue that effective and decent global regulation depends on the determination of individuals to engage with powerful agendas and decision-making bodies that would otherwise be dominated by concentrated economic interests. This book will become a standard reference for readers in business, law, politics and international relations.

Power Stories - Valerie Khoo 2012-12-10

Learn to tell stories that have the power to inspire, motivate, and sell Storytelling in business is a skill that's rarely taught—and often forgotten. But it gives those who get it right the power to inspire and engage people more than any pie chart or spreadsheet ever will. Stories foster a deeply human connection, and *Power Stories: The 8 Stories You Must Tell to Build an Epic Business* gives readers the skills they need to master this lost art to make sales and seal deals. Whether it's in person or online, storytelling is an influential and persuasive tool. This book reveals how to discover the stories sitting under your nose and harness them for your business. From power stories readers need to know to how to turn prospects into customers, and customers into raving fans, the book covers exactly how and when to employ the power of storytelling, and is packed with proven strategies and real-life examples that bring the key concepts to life. Explains why storytelling is the ultimate tool for business success, revealing the 8 stories that any professional needs to be able to tell Includes proven strategies, tools, and techniques for mastering the lost art of storytelling in the business world, including the use of online tools and platforms Features real-life examples of businesses and entrepreneurs from around the world who have used storytelling to grow and thrive Written by Valerie Khoo, a respected small business commentator and successful entrepreneur, *Power Stories* gives professionals everywhere the tools they need to craft and tell great stories to create a competitive advantage.

Designing Brand Identity - Alina Wheeler 2012-10-11

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, *Designing Brand Identity, Fourth Edition* offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

Marketing - Philip Kotler 2015-05-20

The ultimate resource for marketing professionals Today's marketers are challenged to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives in a dynamic world. Marketing, in its 9th Australian edition, continues to be the authoritative principles of marketing resource, delivering holistic, relevant, cutting edge content in new and exciting ways. Kotler delivers the theory that will form the cornerstone of your marketing studies, and shows you how to apply the concepts and practices of modern marketing science. Comprehensive and complete, written by industry-respected authors, this will serve as a perennial reference throughout your career.

Sams Teach Yourself SAP in 24 Hours - Tim Rhodes 2004-07-16

Third Edition: Thoroughly Updated and Expanded, with Extensive New Coverage! In just 24 sessions of one hour or less, you'll master the entire SAP project lifecycle, from planning through implementation and system administration through day-to-day operations. Using this book's straightforward, step-by-step approach, you'll gain a strong real-world foundation in both the technology and business essentials of today's SAP products and applications—from the ground up. Step-by-step instructions walk you through the most common questions, issues, and tasks you'll encounter with SAP. Case study-based exercises help you build and test your knowledge. By the Way notes present interesting pieces of information. Did You Know? tips offer advice or teach an easier way. Watch Out! cautions warn about potential problems. Learn how to... Understand SAP's newest products for enterprises and small-to-midsize businesses, and choose the right solutions for your company Discover how SAP integrates with Web services and service-oriented architecture Develop an efficient roadmap for deploying SAP in your environment Plan your SAP implementation from business, functional, technical, and project management perspectives Leverage NetWeaver 7.0 features to streamline development and integration, and reduce cost Walk through a step-by-step SAP technical installation Master basic SAP system administration and operations Perform essential tasks such as logon, session management, and printing Build SAP queries and reports Prepare for SAP upgrades and enhancements Develop your own personal career as an SAP professional Register your book at informit.com/title/9780137142842 for convenient access to updates and corrections as they become available.

Home Networking - Scott Lowe 2005-07

Explores the benefits of a home networking system--both wireless and wired--from the process of setting up through administration, with a special section on how readers can cable their home without destroying it. Original. (All users)

The Official Inmarsat Ship Earth Station Directory - 1996

Trading Places - Tim Harcourt 2014-10-01

Is Japan running out of husbands? Is China running out of wives? Did Genghis Khan really invent free trade? And why can't you see the price of a Big Mac at McDonalds in Argentina? In *Trading Places*, Tim Harcourt - also known as the Airport Economist - takes you around the globe, talking to businesses, governments, union officials, NGOs and others in the community to understand what makes each economy tick. He reveals where the opportunities are, identifies the risks, and provides insider tips on doing business in each destination. Like *The Airport Economist*, a bestseller in several languages, *Trading Places* is essential reading for business travellers, students of economics or business, and anyone who wants to understand the complexities of our modern

globalised world. 'As in *The Airport Economist* and its predecessors, Tim Harcourt makes international economics come to life in *Trading Places*. He combines the colour and movement of real business stories at the micro level, with the "big picture" of the macro story. Economists forget it is hard work for exporters out there in the big bad world, but Harcourt tells the story of Australia's international integration in a lively readable style.' - Ross Gittins, economics columnist, *The Sydney Morning Herald* and *The Age*. 'If you ever wanted to know anything about Australia's international trade relationships but feared you'd be bored to death reading, fear no more. *Trading Places* perfectly demonstrates Tim's unrivalled capacity to make complex matters both easy to understand and highly entertaining.' Emma Alberici

Digital Participation through Social Living Labs - Michael Dezuanni 2017-08-14

Digital Participation through Social Living Labs connects two largely separate debates: On the one hand, high speed internet access and associated technologies are often heralded as a means to bring about not only connectivity, but also innovation, economic development, new jobs, and regional prosperity. On the other hand, community development research has established that access by itself is necessary but not sufficient to foster digital participation for the broadest possible range of individuals. Edited by leading scholars from the fields of education, youth studies, urban informatics, librarianship, communication technology, and digital media studies, this book is positioned as a link to connect these debates. It brings together an international collection of empirically grounded case studies by researchers and practitioners from diverse backgrounds. They advance knowledge that fosters digital participation by identifying the specific digital needs, issues and practices of different types of communities as they seek to take advantage of access to digital technologies. Collectively, these cases propose new ways for enabling residents to develop their digital confidence and skills both at home and in their local community, particularly through a 'social living labs' approach. The book is organised around key focus areas: digital skills enhancement, youth entrepreneurship, connected learning, community digital storytelling, community-led digital initiatives and policy development. Highlights that high speed internet is necessary that high speed internet access is necessary but not sufficient to resolve digital divides and foster social inclusion; Brings together international, empirically grounded case studies to identify digital needs, issues and practices of different communities, and contextualises these with expert comment; Presents contributions from multiple disciplines, with most chapters incorporating more than one disciplinary background; Gives insight on the place of the digital in contemporary society; Illustrates the innovative potential of social living labs to foster digital learning and participation in a variety of community contexts.

Law Society Journal - 1998