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As more and more of our daily interactions have shifted online, our lives have become more comfortable - and, in many ways, more vulnerable. The persistent insecurity of Internet activity, from spam to identity theft, affects all of us every day. And if these problems are left unchecked, their financial and emotional costs will build up to the point that we begin to turn away from this vibrant and essential tool. In *Creeping Failure*, world cyber security expert Jeffrey Hunker gives us a brief history of the Internet,

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explains the growth of the compelling challenges facing the Internet as we know it today, and offers a groundbreaking, controversial solution to our collective dilemma. Smart, provocative, and timely, this book is essential for every computer user. The cell phone is the fastest-selling consumer electronic in the world. On a global basis, over 800 million cellular telephones are sold yearly. More camera-equipped cell phones are sold each year than stand alone digital cameras. Rapid development of new technologies is leading to ever more versatile, multipurpose mobile devices, including 3G Internet-enabled cell phones and PDAs. Meanwhile, wireless

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networking and wireless Internet access are developing and expanding on a global basis at a rapid rate. Booming technologies include such 802.11 standards as Wi-Fi and WiMax, as well as Ultra Wide Band (UWB) and Bluetooth. Telematics, intelligent transportation systems (ITS) and satellite radio will soon create an entertainment, navigation and communications revolution within automobiles and trucks. Meanwhile, RFID (radio frequency identification) will revolutionize wireless tracking, inventory and logistics at all levels, from manufacturing to shipping to retailing. These developments are creating challenges for legacy

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companies and opportunities for nimble marketers and managers. Plunkett's Wireless, Wi-Fi, RFID & Cellular Industry Almanac 2008 covers such sectors. Our coverage includes business trends analysis and industry statistics. We also include a wireless and cellular business glossary and a listing of industry contacts, such as industry associations and government agencies. Next, we profile hundreds of leading companies. Our 350 company profiles include complete business descriptions and up to 27 executives by name and title.

The Business Week

Plunkett's Wireless, Wi-Fi, RFID  
and Cellular Industry Almanac 2008  
PC World

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The Guide

Fortune

The Complete Guide to a Fabulous College Life! From the day you set foot on campus until the day you wear a cap and gown, get advice from a source you can trust: the expert team of all-star college students and recent grads behind U Chic. This indispensable college resource has everything you need to know, including: Getting Started: First week advice and tuning out the homesick blues Sharing Space: A fashionista's tips for fitting it all in Healthy and Happy: Common campus ailments, staying fit on dorm food, and Sex Ed 101 Sorority Chic: The ins and outs of going Greek Love Life: Love

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vs. hookups and surviving long-distance relationships  
Head of the Class: Picking the right major, getting ready for finals, and studying tips and tricks  
PRAISE FOR U CHIC "Get ready to be empowered. This isn't just a manual to college, but to life!"  
Stephanie Elizondo Griest | Author of 100 Places Every Woman Should Go "Lots of clever strategies on how to have a fabulous time at college, combined with wise advice on how to avoid all-too-common mistakes. A great resource for anyone who wants to be a chic college coed."  
Kim Clark | Senior Writer, U.S. News & World Report "Full of fun, sassy advice on how to make the most of a great

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time of life, U Chic makes me yearn for my college days!" Marcy McGinnis | Associate Dean, School of Journalism, Stony Brook University "From the sisterhood of girlfriends who've been there, U Chic answers everything a college girl really wants to know." Tracey Wong Briggs | Former coordinator of USA TODAY's All-USA Academic and Teacher Teams

The smartphone was an incredibly successful Canadian invention created by a team of engineers and marketers led by Mike Lazaridis and Jim Balsillie. But there was a third key player involved — the community of Kitchener-Waterloo. In this book Chuck Howitt offers a new history

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of BlackBerry which documents how the resources and the people of Kitchener-Waterloo supported, facilitated, benefited from and celebrated the achievement that BlackBerry represents. After its few short years of explosive growth and pre-eminence, BlackBerry lost its market to digital juggernauts Apple, Samsung and Huawei. No surprises there. Like Nokia and Motorola before it, BlackBerry was eclipsed. Shareholders lost billions. Thousands of employees lost jobs. Bankruptcy was avoided but the company's founding geniuses were gone, leaving an operation that today is only a fragment of what had been. For Kitchener-Waterloo — as Chuck Howitt tells



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the story — the BlackBerry experience is a mixed bag of disappointments and major ongoing benefits. The wealth it generated for its founders produced two very important university research institutes. Many recent digital startups have taken advantage of the city's pool of talented and experienced tech workers and ambitious, well-educated university grads. A strong digital and tech industry thrives today in Kitchener-Waterloo — in a way a legacy of the BlackBerry experience. Across Canada, communities hope for homegrown business successes like BlackBerry. This book underlines how a mid-sized, strong

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community can help grow a world-beating company, and demonstrates the importance of the attitudes and decisions of local institutions in enabling and sustaining successful innovation. Canada has a lot to learn from BlackBerry Town.

Forbes

Men's Health

Popular Science

Productivity for Professionals

BlackBerry Town

Plunkett's Telecommunications

Industry Almanac 2008 is the only complete reference guide to the telecommunications technologies and companies that are changing the way the world communicates today. This massive reference book's market research section provides complete

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access to the U.S. telecommunications and communications industry. This section includes over a dozen major statistical tables covering everything from revenues for the fixed line and wireless service sectors, to the number of telephone subscribers worldwide, to telephone equipment import and export market numbers. Finally, in this carefully-researched volume, you will receive an abundance of data on: national and global telecommunications statistics, new telecommunications technology, telecommunications market forecasts, telecommunications trends and leading telecommunications companies. In the corporate profiles section, you'll receive vital details on the "Telecommunications 500 Firms," the largest, most successful

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corporations in all facets of the telecommunications business. These in-depth profiles include corporate name, address, phone, fax, web site, growth plans, competitive advantage, financial histories and up to 27 executive contacts by title. You will also find information regarding local exchange and long distance telephone service markets and trends, wireless and cellular telephone markets and trends, satellite telecommunications, Wi-Fi, telephone industry equipment, software and support.

Telecommunications is one of the fastest-growing and most dynamic industries in the world today, and Plunkett's Telecommunications Industry Almanac will be your guide to this rapidly-changing business. Purchasers of the printed book or

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PDF version may receive a free CD-ROM database of the corporate profiles, enabling export of vital corporate data for mail merge and other uses.

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

CIO

India Today

U.S. News & World Report

How We Broke the Internet and

What We Can Do to Fix It

The Independent Guide to IBM-  
standard Personal Computing

MacLife is the ultimate magazine about all things Apple. It's authoritative, ahead of

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the curve and endlessly entertaining. MacLife provides unique content that helps readers use their Macs, iPhones, iPods, and their related hardware and software in every facet of their personal and professional lives.

Men's Health magazine contains daily tips and articles on fitness, nutrition, relationships, sex, career and lifestyle.

How high tech success has played out for Canada's Kitchener-Waterloo

FCC Record

The Disruption Dilemma

Mac Life

The New Yorker

**Tampa Bay Magazine is the area's lifestyle magazine. For over 25 years it has been featuring the places, people and pleasures of Tampa Bay Florida, that includes Tampa,**

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until you read Tampa Bay  
Magazine.**

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tools to improve their  
technology and their world.  
The core belief that Popular  
Science and our readers  
share: The future is going to  
be better, and science and  
technology are the driving  
forces that will help make it  
better.**

**U Chic**

**Successful Meetings**

**Condé Nast's Traveler**

**BlackBerry for Work**

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## **The Economist**

*A resource for information executives, the online version of CIO offers executive programs, research centers, general discussion forums, online information technology links, and reports on information technology issues.*

*The BlackBerry is cool, and the BlackBerry is fun, but the BlackBerry also means serious business. For those of you who bought your BlackBerry to help get your life organized and free yourself from the ball-and-*



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*chain of desktop computing, BlackBerry for Work: Productivity for Professionals is the book to show you how. There are plenty of general-purpose BlackBerry guides, but this book shows you how to complete all the traditional smartphone tasks, like to-dos, calendars, and email, and become even more efficient and productive. You'll learn mechanisms for developing effective workflows specific to the features of the BlackBerry and also efficient strategies for dealing*

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*with the specialized aspects of business and professional lifestyles. After giving a professionally targeted introduction to the built-in applications and configuration options, this book details the BlackBerry's enterprise features. This book also delves into App World, the BlackBerry's source for third-party software. It discusses some of the best business and vertical applications, and shows you how to take advantage of this wealth of add-ons and professional*

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*functionality. The only business-specific guide to the BlackBerry. Improve your productivity with innovative mobile workflows that free you from the desktop. Make the BlackBerry work for you so you can work better. The authors of BlackBerry for Work have decided to direct their share of the proceeds from the book to a charity in India. The Mitr Foundation is a trust founded in the city of Hyderabad, with the objective of contributing its might towards the empowerment of the girl*

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*child through education.  
Somewhere between the  
elite and the  
underprivileged lies the  
core essence of our  
endeavor. Shikha Gupta has  
pledged to undertake the  
responsibility of  
educating three children.*

*Dataquest  
Plunkett's  
Telecommunications  
Industry Almanac 2008:  
Telecommunications  
Industry Market Research,  
Statistics, Trends &  
Leading Companies  
The Only Comprehensive  
Guide to the Wireless  
Industry*

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*CIO.*

*Creeping Failure*

To maximise this publications core strengths, the authors have included revised concepts, features, and examples throughout to maintain timely coverage of current marketing trends and strategies. Plunkett's Wireless, Wi-Fi, RFID and Cellular Industry Almanac 2008The Only Comprehensive Guide to the Wireless IndustryPlunkett Research, Ltd.  
Marketing  
PC Mag

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Business Week

Government Executive

An expert in management takes on the conventional wisdom about disruption, looking at companies that proved resilient and offering managers tools for survival.

“ Disruption ” is a business buzzword that has gotten out of control. Today everything and everyone seem to be characterized as disruptive—or, if they aren't disruptive yet, it's only a matter of time before they become so. In this book, Joshua Gans cuts through the chatter to focus on disruption in its initial use as a business term, identifying new ways to understand it and suggesting new

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tools to manage it. Almost twenty years ago Clayton Christensen popularized the term in his book *The Innovator's Dilemma*, writing of disruption as a set of risks that established firms face. Since then, few have closely examined his account. Gans does so in this book. He looks at companies that have proven resilient and those that have fallen, and explains why some companies have successfully managed disruption—Fujifilm and Canon, for example—and why some like Blockbuster and Encyclopedia Britannica have not. Departing from the conventional wisdom, Gans identifies two kinds of disruption: demand-side, when successful firms focus on their

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main customers and underestimate market entrants with innovations that target niche demands; and supply-side, when firms focused on developing existing competencies become incapable of developing new ones. Gans describes the full range of actions business leaders can take to deal with each type of disruption, from “ self-disrupting ” independent internal units to tightly integrated product development. But therein lies the disruption dilemma: A firm cannot practice both independence and integration at once. Gans shows business leaders how to choose their strategy so their firms can deal with disruption while continuing to innovate.



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Voice & Data

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Time

A Comprehensive Compilation of  
Decisions, Reports, Public Notices,  
and Other Documents of the  
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Commission of the United States  
PC Magazine