Download Free Gogo In Flight Wi Fi Ipass

Gogo In Flight Wi Fi Ipass

In bringing to the readers the book 5G Multimedia Communication: Technology, Multiservices and Deployment, the aim is to present current work and direction on the challenging subject of multimedia communications, with theoretical and practical roots. The past two decades have witnessed an extremely fast evolution of mobile cellular network technology. The fifth generation of mobile wireless systems has achieved the first milestone toward finalization and deployment by 2020. This is vital to the development of future multimedia communications. Also, it is necessary to consider 5G technology from the performance point of view by analyzing network capabilities to the operator and to the end user in terms of data rate, capacity, coverage, energy efficiency, connectivity and latency. The book is divided into three major parts with each part containing four to seven chapters: •Critical enabling technology • Multiservices network •Deployment scenarios The first part discusses enabling technologies, such as green communication, channel modeling, massive and distributed MIMO and ML-based networks. In the second part, different methodologies and standards for multiservices have been discussed. Exclusive chapters have been dedicated to each of the open research challenges such as multimedia operating in 5G environment, network slicing optimization, mobile edge computing, mobile video multicast/broadcast, integrated satellite and drone communication. The third part paved the way to deployment scenarios for different innovative services including integration of a multienergy system in smart cities, intelligent transportation systems, 5G connectivity in the transport sector, healthcare services, 5G edge-based video surveillance and challenges of connectivity for massive IoT in 5G and beyond systems. The book is written by experts in the field who introduced scientific and engineering concepts, covering the 5G multimedia communication areas. The book can be read cover-to-cover or selectively in the areas of interest for the readers. Generally, the book is intended for novel readers who could benefit from understanding general concepts, practitioners who seek guidance into the field and senior-level as well as graduate-level engineering students in understanding the process of today's wireless multimedia communications.

A primer on the future of PR, marketing and advertising — now revised and updated with new case studies "Forget everything you thought you knew about marketing and read this book. And then make everyone you work with read it, too." —Jason Harris, CEO of Mekanism Megabrands like Dropbox, Instagram, Snapchat, and Airbnb were barely a blip on the radar years ago, but now they're worth billions—with hardly a dime spent on traditional marketing. No press releases, no TV commercials, no billboards. Instead, they relied on growth hacking to reach users and build their businesses. Growth hackers have thrown out the old playbook and replaced it with tools that are testable, trackable, and scalable. They believe that products and businesses should be modified repeatedly until they're primed to generate explosive reactions. Bestselling author Ryan Holiday, the acclaimed marketing guru for many successful brands, authors, and musicians, explains the new rules in a book that has become a marketing classic in Silicon Valley and around the world. This new edition is updated with cutting-edge case studies of startups, brands, and small businesses. Growth Hacker Marketing is the go-to playbook for any company or entrepreneur looking to build and grow.

Discover how to interpret today's news and analytically consider current legal and ethical issues with Jennings' BUSINESS: ITS LEGAL, ETHICAL, AND GLOBAL ENVIRONMENT, 12E. Fascinating cases and examples highlight scenarios, such as the Houston Astros' cheating scandal, Led Zeppelin's decade-long copyright battle, Wayfair's fight over online sales taxes or the legal issues surrounding Airbnbs. You examine legal and ethical standards in the context of business dilemmas as you gain insights and reasoning skills important to today's employers. More than 200 real scenarios from current headlines help you understand the what, why, and how of legal and ethical challenges. You study issues, such as copyright infringement, and learn to recognize businesses violations, such as the Monster Energy online video using Beastie Boys' music. Active learning features assist you in developing the legal and ethical skills for success in business around the world. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Federal Register

Performance Management Transformation

How the airline industry should embrace, and not fear, consumer technology.

A Flight Attendant's Essential Guide

Unfriending My Ex

The Industry Implications of DVB-S2X, High Throughput Satellites, Ultra HD, M2M, and IP

48 commercial aviation premium stories from AirInsight

Consumerization - passengers toting their tablets, laptops, smartphones and e-readers on planes - has forced airlines to re-think. Should they continue to invest heavily into Inflight Entertainment (IFE) systems, or just concentrate on offering Wi-Fi and power in the cabin? The goal of this research was to define the IFE offer of the future. Four barriers that split the world into the three regions Europe, Asia and USA in terms of IFE development were identified: the cultural, the commercial, the technological and the legal barrier. This book focuses on Europe, which lags mostly behind with IFE out of these three regions. For example, as opposed to the US, no major European airline offers inflight Wi-Fi widely on its network, and in contrast to leading Middle Eastern airlines none offers inflight live TV or the usage of mobile phones without restriction, like on the ground. The target was to define IFE from a consumer perspective. To capture the latter the author evaluated consumer satisfaction methodologies and decided to go with the Kano approach, which categorizes alternatives of a product or service, in this case IFE, in must-be, attractive and indifferent elements. A representative online survey revealed movies and power to be must-be, TV and Wi-Fi to be attractive and the rest, e-books, music, games and duty free onboard, to be indifferent elements of IFE. The majority of people indicated that they would pay for movies and Wi-Fi but not for power supply, TV or other content. Differently said, content-wise passengers only insisted in the supply of movies, for the rest they expected the airline to provide Internet and power so they themselves could get the content. Further, sub-groups were analysed - people within the sample with mutual characteristics like gender, travel frequency or ownership of smart devices. So was music on a plane a must for women and owners of iPhones were more willing to pay for apps than others. Overall, country of residence, travel purpose (leisure or business) and flight duration (long vs. short haul) were the greatest dividers re IFE requirements.

This is a book on leadership from someone who has never read a book on leadership in his life. While building the Virgin Group over the course of forty years, Richard Branson has never shied away from tackling seemingly outlandish challenges that others (including his own colleagues on many occasions) considered sheer lunacy. He has taken on giants like British Airways and won, and monsters like Coca-Cola and lost. Now Branson gives an inside look at his strikingly different, swashbuckling style of leadership. Learn how fun, family, passion, and the dying art of listening are key components to what his extended family of employees around the world has always dubbed (with a wink) "the Virgin Way." This unique perspective comes from a man who dropped out of school at sixteen, suffers from dyslexia, and has never worked for anyone but himself. He may be famous for thinking outside the box--an expression he despises--but Branson asserts that "you'll never have to think outside the box if you refuse to let anyone build one around you."

Security, Architectures and Protocols

The Missing Manual

Get Your Travel On!

Contemporary Business

15th Workshop on e-Business, WeB 2016, Dublin, Ireland, December 10, 2016, Revised Selected Papers

How Great Companies Optimize Both Technology Consumption and Production

iPad: The Missing Manual

This book constitutes the proceedings of the 4th International Conference on Internet of Vehicles, IOV 2017, held in Kanazawa, Japan, in November 2017. The 19 papers presented in this volume were carefully reviewed and selected from 40 submissions. They deal with advances in the state of the art and practice of the IoV architectures, protocols, services and applications, as well as identifying emerging research topics and define the future directions of Internet of Vehicles.

In 1997, Bill Gates famously said "Content is king." Since then, the digital marketing world has been scrambling to fulfill this promise, as we finally shift our focus to what consumers really want from our brands: a conversation.The Digital Crown walks you through the essentials of crafting great content: the fundamentals of branding, messaging, business goal alignment, and creating portable, mobile content that is future-ready. Systems create freedom, and within this book you'll learn the seven critical rules to align your internal and external content processes, including putting your audience first, involving stakeholders early and often, and creating multidisciplinary content teams. Complete with case studies and experience drawn directly from global content projects, you are invited to observe the inner workings of successful content engagements. You'll learn how to juggle the demands of IT, design, and content teams, while acquiring all the practical tools you need to devise a roadmap for connecting and engaging with your customers. This is your next step on the journey to creating and managing winning content to engage your audience and keep them coming back for more.

Discover easy-to-follow, simple breakdowns of the major ideas behind engaging with your customer Learn both the theoretical and practical applications of content and communication on-line Maximize on the case studies and real-world examples, enabling you to find the best fit for your own business

Sözlükte a?a??da verilen temel konulardaki ba?l?ca terim, k?saltma ve ifadelere yer verilmi?tir: private charter aviation terminology/ özel charter havac?l?k terminolojisi pilot controller glossary/pilot kontrolör terimleri passenger glossary/yolcu terimleri main terms used in civil aviation statistics /sivil havac?l?k istatistikleri temel terimler military aviation terms/askeri havac?l?k terimleri historic aviation terms/tarihi havac?l?k terimleri code words and phrases used in radio transmissions/telsiz ileti?iminde kullan?lan ifade kod sözcükleri certain aviation industry related terms/havac?l?k endüstrisine ili?kin terimler aviation, aerospace, and aeronautics/uzay ve havac?l?kla ilgili terimler aviation terms and abbreviations / havac?l?k terimleri ve k?saltmalar? airport acronyms used in FAA documents/FAA belgelerinde kullan?lan havaliman? k?saltmalar? glossary of flying terms/uçu? terimleri glossary for pilots and air pilot ve hava ile ilgili terimler glossary for pilots and air traffic services personel/pilotlar ve hava trafik hizmetleri personel terimleri flightpath glossary of aviation terms/uçu? güzergah?/rotas? havac?l?k terimleri descriptive aviation glossary/tan?mlay?c? havac?l?k terimleri aviation insurance glossary/havac?l?k sigorta terminolojisi aviation communications glossary/havac?l?k haberle?me terimleri air traffic management terms/hava trafik yönetim terimleri aerospace terminology/uzay terminolojisi glossary of flying terms/genel uçu? terminolojisi Sözlü?ün haz?rl?k a?amas?nda 200'e yak?n kayna?a ba?vurulmu? havac?l?k alan?n?n tüm yan, yak?n ve alt birimlerinde yer alan terim, ifade, k?saltma ve deyimler titizlikle incelenmi? ve detayl? bir ?eklide ele al?nm??t?r. Yakla??k 10.000'e yak?n ifade, terim, deyim ve k?saltma yer almakta olup, birço?u aç?klamalarla verilmi?tir.

iPad Secrets (Covers iPad, iPad 2, and 3rd Generation iPad)

Growth Hacker Marketing

Protecting Small Businesses and Promoting Innovation by Limiting Patent Troll Abuse

Wi-Fi/WLAN Monthly Newsletter June 2010

Winning at Content on the Web

Internet of Vehicles. Technologies and Services for Smart Cities

FCC Record

Surveys key advances in commercial satellite communications and what might be the implications and/or opportunities for end-users and service providers in utilizing the latest fast-evolving innovations in this field This book explores the evolving technical options and opportunities of satellite networks. Designed to be a self-contained reference, the book includes background technical material in an introductory chapter that will serve as a primer to satellite communications. The text discusses advances in modulation techniques, such as DBV-S2 extensions (DVS-S2X); spotbeam-based geosynchronous and medium earth orbit High Throughput Satellite (HTS) technologies and Internet applications; enhanced mobility services with aeronautical and maritime applications; Machine to Machine (M2M) satellite applications; emerging ultra HD technologies; and electric propulsion. The author surveys the latest innovations and service strategies and the resulting implications, which involves: Discussing advances in modulation techniques and HTS spotbeam technologies Surveying emerging high speed aeronautical mobility services and maritime and other terrestrial mobility services Assessing M2M (machine-to-machine) applications, emerging Ultra HD video technologies and new space technology Satellite communication is an integral part of the larger fields of commercial, television/media, government, and military communications, because of its multicast/broadcast capabilities, mobility, reliability, and global reach. High Throughput Satellites) are expected to revolutionize the field during this decade, providing very high speed, yet cost-effective, Internet access and connectivity anywhere in the world, in rural areas, in the air, and at sea. M2M connectivity, enabled by satellite communications, connects trucks on transcontinental trips, aircraft in real-time-telemetry aggregation, and mercantile ships. A comprehensive analysis of the new advances in satellite communications, Innovations in Satellite Communications Technology is a reference for telecommunications and satellite providers and end-users, technology investors, logistic professionals, and more.

The iPad 2 is faster, lighter, and more versatile than its predecessor, but there's still no printed guide to using its amazing features. That's where this full-color Missing Manual comes in. Learn how to stream HD video, make video calls, manage your email, surf the Web, listen to music, play games, and maybe even do a little iWork. This is the book that should have been in the box. Build your media library. Fill your iPad with music, movies, TV shows, eBooks, photos, and more. Share with others. Stream music, HD movies, TV shows, and more, to and from your iPad. Create your own media. Use the iPad's new Photo Booth, iMovie, and GarageBand apps to express yourself. Get online. Connect through WiFi or Wi-Fi+3G, and surf with the iPad's faster browser. Place video calls. See who's talking with the iPad's FaceTime app and its two cameras. Consolidate your email. Read and send messages from any of your accounts. Learn undocumented tips and tricks. Get the lowdown on cool iPad secrets and workarounds.

A step-by-step guide to successful mobile marketing strategies Go from zero to sixty with this practical book that helps you craft and deploy mobile marketing strategies for everything from brand building to lead generation and sales. As part of the popular do-it-yourself, Hour A Day series, this new book is full of advice, practical tips, and step-by-step tactics you can put to use right away. Start leveraging location-based marketing via Foursquare and Yelp, see how to set up and manage mobile commerce, and try such technologies as QR codes, ambient communication (RFID and Bluetooth), mobile broadcasting, and more. Take action now and mobile-loving customers will soon find you, thanks to these successful ideas and strategies from expert mobile marketers, Rachel Pasqua and Noah Elkin. Shows you step by step how to develop, implement, and measure a successful mobile marketing strategy Pares down a complex process into approachable, bite-sized tasks you can tackle in an hour a day Covers vital mobile marketing weapons like messaging, mobile websites, apps, and mobile advertising to help you achieve your goals Gets you up to speed on location-based marketing via Foursquare and Yelp, using mobile commerce, and leveraging technologies such as as QR codes, ambient communication (RFID and Bluetooth), and mobile broadcasting Mobile Marketing: An Hour A Day is a must-have resource for marketers and advertisers who want a compelling mobile presence.

Contracts in the Real World, Second Edition

From Passenger Relations to Challenging Situations

Lessons Learned and Next Steps

Michigan Law Review

The New Yorker

The Virgin Way

Wireless All In One For Dummies

The iPad is an amazing media device, once you really know how to use it. In this entertaining book, New York Times tech columnist and iPad expert Jude Biersdorfer shows you how to get the most out of this sleek tablet to surf the Web, send and receive email, watch movies and TV shows, read eBooks, listen to music, play games, and even do a little iWork. It's the book that should have been in the box. The important stuff you need to know Learn undocumented tips and tricks. Get the lowdown on cool iPad secrets Build and play your media library. Fill up your iPad with music, movies, TV shows, eBooks, photos, music videos, audiobooks, and podcasts Get online. Connect through Wi-Fi and Wi-Fi+3G—on both GSM and CDMA networks Discover state-of-the-art e-reading. Buy and read books and magazines in full color Consolidate your email accounts. Read email from your personal and work accounts Shop iTunes and the App Store. Navigate Apple's media emporiums, and learn how to get free music, video, books, and apps

Want to know where you can buy $100 iTunes gift cards for $85? Did you know you can pay your taxes by using a cash-back credit card? Why are you still paying $235 a year to rent your cable box? You're leaving money on the table every day, with every transaction you make: changing your oil, withdrawing ATM cash, booking flights, buying insurance, shopping for clothes, squirting toothpaste. But in Pogue's Basics: Money, the third book of this New York Times bestselling series, David Pogue proves that information is money. Each of his 150 simple tips and tricks includes a ballpark estimate of the money you could make or save. Okay, you won't use every tip in the book—but if you did, you'd come ahead by $61,195 a year.

"No other talent process has been the subject of such great debate and emotion as performance management (PM). For decades, different strategies have been tried to improve PM processes, yielding an endless cycle of reform to capture the next "Flavor of the Day" PM trend. The past five years, however, have brought novel thinking that is different than past trends. Companies are reducing their formal processes, driving performance-based cultures, and embedding effective PM behavior into daily work rather than relying on annual reviews to drive these. Through case studies provided from leading organizations, this book illustrates the range of PM processes that companies are using today. These show a shift away from adopting someone else's best practice and instead, companies are designing bespoke PM processes that fit their specific strategy, climate, and needs. Leading PM thought leaders offer their views about the state of PM today, what we've learned and where we need to focus future efforts, including provocative new research that shows what matters most in driving high performance. This book is as a call to action for talent management professionals to go beyond traditional best practice and provide thought leadership in designing PM processes and systems that will enhance both individual and organizational performance"--

A Primer on the Future of PR, Marketing, and Advertising

Confessions of a Social Media Addict

Business: Its Legal, Ethical, and Global Environment

Hearing Before the Committee on the Judiciary, United States Senate, One Hundred Thirteenth Congress, First Session, Tuesday, December 17, 2013

4th International Conference, IOV 2017, Kanazawa, Japan, November 22-25, 2017, Proceedings

2015 Premium Stories

Technology, Multiservices, and Deployment

The author presents a humorous look at her obsession with the Internet and her cellular phone, arguing that her dependence is a sign of how social media has made it difficult for her and her peers to have meaningful connections to others.

Contemporary Business, Third Canadian Edition, is a comprehensive introductory course. Rooted in the basics of business, this course provides students a foundation upon which to build a greater understanding of current business practices and issues that affect their lives. A wide variety of global issues, ideas, industries, technologies, and career insights are presented in a straightforward, application-based format. Written in a conversational style and edited for plain language, Contemporary Business ensure readability for all students, including students for whom English is their second language. The goal of this course is to improve a student's ability to evaluate and provide solutions to today's global business challenges and ultimately to thrive in today's fast-paced business environment.

Annotation New edition of a study of the law of electronic commerce, which requires the simultaneous management of business, technology and legal issues. Winn (law, Southern Methodist U.) and Wright (a business lawyer in Dallas) present 21 chapters that discuss introductory material such as business and technologies of e-commerce, getting online, jurisdiction and choice of law issues, and electronic commerce and law practice; contracting; electronic payments and lending; intellectual property rights and rights in data; regulation of e-business markets; and business administration. Presented in a three-ring binder. Annotation c. Book News, Inc., Portland, OR (booknews.com)

If It's Not Fun, It's Not Worth Doing

iPad 2: The Missing Manual

Monopolized

PC Mag

The future of Inflight Entertainment in Europe, according to passenger expectations: Why Airlines should embrace Consumer Technology

The Digital Crown

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

A Flight Attendant's Essential Guide is written for airline executives, university lecturers who specialize in the airline industry, and for undergraduate students preparing for a career as a flight attendant. Those working in passenger, aircraft, airport as well as general communications at an airport or aircraft can benefit from this book though a thorough understanding the responsibilities of flight attendants. This guidebook primarily focuses on the passenger aspect of in-flight service, including operations and communication skills, and how flight attendants interact with passengers at each phase of a flight.

This book constitutes revised selected papers from the 15th Workshop on e-Business, WeB 2016, held in conjunction with the International Conference on Information Systems, ICIS, in Dublin, Ireland, in December 2016. WeB 2016 provided a forum for scholars to exchange ideas and share results from their research.

Original articles addressing a broad coverage of technical, managerial, economic, and strategic issues related to consumers, businesses, industries, and governments were presented at the workshop, employing various IS research methods such as case study, survey, analytical modeling, experiments, computational models, and design science. The 15 full and 8 short papers presented in this volume were carefully reviewed and selected from 46 submissions. They deal with the "Internetworked World" focusing on digitalization, consumerization, global platforms, and transformative innovations in industry.

Link up, connect, or create a network-with no wires attached! With such an amazing abundance of electronic devices available in our daily lives, wouldn't it be nice to eliminate getting wrangled by all those wires? With this guide by your side, a team of technical authors walks you through creating a network in your home or office-without the expense and hassle of stringing cable or paying a network administrator. Eight self-contained minibooks answer your questions about wireless devices and wireless networks and address everything from hardware security to wireless hobbies and GPS. Clear, step-by-step instructions show you how to link your TV, computers, PDAs, laptops, TiVo, and sound systems to your wireless network. Discover how to configure networks and create a completely wireless environment Incorporate various hardware into your wireless network, such as notebook computers, handheld devices, sound systems, and printers Tackle common security issues and best troubleshooting practices Learn all the basics of wireless computing and how to make it work for you With this book, it's easier than ever to to create an office or home network on a Windows platform. Don't be a bird on a wire-become a part of a wireless world!

5G Multimedia Communication

The New Technology Elite

Mobile Marketing

Life in the Age of Corporate Power

Pogue's Basics: Money

Advancements and Innovations in Wireless Communications and Network Technologies

Aviationary - Aviation Dictionary of Terms & Abbreviations - Havac?l?k Terimleri ve K?saltmalar Sözlü?ü

[] A New York Times Bestseller [] Former Special Forces officer and New York Times bestselling author Brad Taylor delivers a heart-pounding thriller where Pike Logan's search for a Mossad agent and ally puts him on a collision course with a ruthless military coup in Africa—and tests his loyalties to the Taskforce. It was supposed to be a simple mission. Nothing more than assessing whether a merchant in the fabled Israeli Diamond Exchange was involved in a scheme that could potentially embarrass the state of Israel. But nothing is ever simple in the world of intelligence, as Aaron Bergman—a former leader of an elite direct action team under the Mossad—should have known. Executing the operation as a contractor, a cutout that gave the State of Israel plausible deniability, he disappears without a trace. Pike Logan and his team know none of this, but he's tracking an American arms dealer in Tel Aviv who may—or may not—be attempting to sell sensitive nuclear weapons components to the highest bidder. When Pike's team breaks up an attempt at killing Shoshana, Aaron's partner, they stumble upon much more than they expected—a concerted conspiracy to topple a democratic African country. Beginning to untangle a web that extends through both the American and Israeli intelligence community, Pike is forced to choose between his Israeli friends and his Taskforce mission, even as the coup begins. But Aaron's disappearance is the one mistake the plotters made. Because Shoshana is the greatest killing machine the Mossad has ever produced, and she will stop at nothing to help Aaron, even if it means killing Pike Logan.

From the airlines we fly to the food we eat, how a tiny group of corporations have come to dominate every aspect of our lives—by one of our most intrepid and accomplished journalists "If you're looking for a book . . . that will get your heart pumping and your blood boiling and that will remind you why we're in these fights—add this one to your list." —Senator Elizabeth Warren on David Dayen's Chain of Title Over the last forty years our choices have narrowed, our opportunities have shrunk, and our lives have become governed by a handful of very large and very powerful corporations. Today, practically everything we buy, everywhere we shop, and every service we secure comes from a heavily concentrated market. This is a world where four major banks control most of our money, four airlines shuttle most of us around the country, and four major cell phone providers connect most of our communications. If you are sick you can go to one of three main pharmacies to fill your prescription, and if you end up in a hospital almost every accessory to heal you comes from one of a handful of large medical suppliers. Dayen, the editor of the American Prospect and author of the acclaimed Chain of Title, provides a riveting account of what it means to live in this new age of monopoly and how we might resist this corporate hegemony. Through vignettes and vivid case studies Dayen shows how these monopolies have transformed us, inverted us, and truly changed our lives, at the same time providing readers with the raw material to make monopoly a consequential issue in American life and revive a long-dormant antitrust movement.

How-to guidance for optimizing incumbent technologies to deliver a better product and gain competitive advantage Their zip codes are far from Silicon Valley. Their SIC codes show retail, automobile or banking. But industry after industry is waking up to the opportunity of "smart" products and services for their increasingly tech-savvy customers. Traditionally technology buyers, they are learning to embed technology in their products and become technology vendors. In turn, if you analyze Apple, Google, Amazon, Facebook, Twitter and eBay, you marvel at their data centers, retail stores, application ecosystems, global supply chains, design shops. They are considered "consumer" tech but have better technology at larger scale than most enterprises. The old delineation of technology buyer and vendor is obsolete. There is a new definition for the technology elite - and you find them across industries and geographies. The 17 case studies and 4 guest columns spread through The New Technology Elite bring out the elite attributes in detail. Every organization will increasingly be benchmarked against these elite - and soon will be competing against them. Contrasts the productivity that Apple, Google and others have demonstrated in the last decade to that of the average enterprise technology group Reveals how to leverage what companies have learned from Google, Apple, Amazon.com, and Facebook to your company's advantage Designed for business practitioners, CEOs, CFOs, CIOs, technology vendors, venture capitalists, IT consultants, marketing executives, and policy makers Other titles by Vinnie Mirchandani: The New Polymath: Profiles in Compound-Technology Innovations If you're looking to encourage technology innovation, look no further. The New Technology Elite provides the building blocks your company needs to become innovative through incumbent technologies.

iPhone Secrets

The future of inflight entertainment in Europe, according to passenger expectations

An Hour a Day

Wireless Mesh Networks

Operator Down

Wi-Fi/WLAN Monthly Newsletter November 2010

Internetworked World

Master's Thesis from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 19/20, Grenoble Ecole de Management, course: MBA - Technology Marketing, language: English, abstract: Consumerisation - passengers toting their tablets, laptops, smartphones and e-readers on planes - has forced airlines to re-think. Should they continue to invest heavily in Inflight Entertainment (IFE) hardware, or concentrate on offering WIFI and power in the cabin? This paper defines IFE from a consumer perspective. Several consumer satisfaction methodologies were evaluated and the Kano approach chosen. The latter categorises alternatives of a product or service, in this case IFE, in must-be, attractive and indifferent elements. A for Europe representative online survey revealed movies and power to be must, TV and WIFI to be attractive and the rest, e-books, music, games and duty free onboard, to be indifferent elements of IFE. The majority of people indicated they would pay for movies and WIFI but not for power supply, TV or other content. Differently said, content-wise passengers only insisted in the supply of movies, for the rest they expected the airline to provide Internet and power so they could get the content themselves. Further, the author analysed sub-groups, people within the sample with mutual characteristics like gender, travel frequency or ownership of smart devices. So is music on a plane a must for women and owners of iPhones are more willing to pay for apps than others. Overall, country of residence, travel purpose (leisure or business) and flight duration (long vs. short haul) were the greatest dividers regarding IFE requirements. To answer the core question of how a future IFE should look, the author in argues that consumerisation means an enormous potential for airlines.

Contracts, the foundation of economic activity, are both vital and misunderstood. Contracts in the Real World, 2nd edition corrects common misunderstandings through a series of engaging stories involving such notable individuals as Martin Luther King, Maya Angelou, Lady Gaga, and Donald Trump. Capturing the essentials of this subject, the book explores recurring issues in contracting and shows how age-old precedents and wisdom still apply today and how contract law's inherent dynamism cautions against exuberant reforms. The accessible yet rigorous approach will appeal to the general reader and specialists alike, and to both teachers and students of contracts.

Time or money should never be considered a barrier to pursuing travel dreams. With a little effort and planning, there are countless ways to see the world. In her comprehensive travel book, seasoned traveler Taryn White shares five easy steps and a multitude of practical tips that will help American travelers develop a personal vacation plan, choose the right, budget-friendly destination, and enjoy peace of mind while visiting exciting sites around the world. White relies on her vast travel experiences to lead future vacationers on a step-by-step process that provides valuable tips on how to: select an ideal seasonal destination; develop a trip wish list; conduct research to find the best deal; pack the right items; compare travel insurance options; and prepare adequately for each trip. Get Your Travel On! is a complete guide that shares advice, tools, and tips that will make travel easier for anyone ready to take a break from day-to-day stress and satisfy their wanderlust.

IF

Inside Flyer

The Law of Electronic Commerce

Five Keys to Pursuing Your Travel Dreams

Innovations in Satellite Communications and Satellite Technology

Essential Tips and Shortcuts (That No One Bothers to Tell You) About Beating the System

Wi-Fi/WLAN Monthly Newsletter June 2010Information Gatekeepers Inc.Innovations in Satellite Communications and Satellite TechnologyThe Industry Implications of DVB-S2X, High Throughput Satellites, Ultra HD, M2M, and IPJohn Wiley & Sons

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.

The constant advancements of wireless technologies have influenced modern business practices as well as social interaction. As a result, the continuing study of communications and networking is important to better understand existing modes of information transfer, as well as developing and managing new methods. Advancements and Innovations in Wireless Communications and Network Technologies is a collection of research and case studies which tackle the issues, advancements and techniques on wireless communications and network technologies. This book offers expansive knowledge and different perspectives useful for researchers and students alike.