

Nike Plus Fuelband User Guide

This book describes technology used for effective sensing of our physical world and intelligent processing techniques for sensed information, which are essential to the success of Internet of Things (IoT). The authors provide a multidisciplinary view of sensor technology from materials, process, circuits, to big data domains and they showcase smart sensor systems in real applications including smart home, transportation, medical, environmental, agricultural, etc. Unlike earlier books on sensors, this book provides a “global” view on smart sensors covering abstraction levels from device, circuit, systems, and algorithms.

With big data analytics comes big insights into profitability Big data is big business. But having the data and the computational power to process it isn't nearly enough to produce meaningful results. Big Data, Data Mining, and Machine Learning: Value Creation for Business Leaders and Practitioners is a complete resource for technology and marketing executives looking to cut through the hype and produce real results that hit the bottom line. Providing an engaging, thorough overview of the current state of big data analytics, this engaging trend toward high performance computing architectures, the book is a detailed driven look into how big data analytics can be leveraged to foster positive change and drive efficiency. With continued exponential growth in data and ever more competitive markets, businesses must adapt quickly to gain every competitive advantage available. Big data analytics can serve as the linchpin for initiatives that drive business, but only if the current state of big data analytics is fully understood and analyzed by engaged stakeholders. This book provides a view into the topic that executives, managers, and practitioners require, and includes: A complete overview of big data and its notable characteristics Details on high performance computing architectures for analytics, massively parallel processing (MPP), and in-memory databases Comprehensive coverage of data mining, text analytics, and machine learning algorithms A discussion of explanatory and predictive modeling, and how they can be applied to decision-making processes Big Data, Data Mining, and Machine Learning provides technology and marketing executives with the complete resource that has been notably absent from the available libraries of published books on the topic. Take control of your organization's big data analytics to produce real results with a resource that is comprehensive in scope and light on hyperbole.

Regularly considered to be the cap-stone course on any business or management degree, strategy has developed into a wide-ranging and sometimes overwhelming field of study. However, in recent years the theory of strategy has come under increasing scrutiny for its perceived failures and detachment from real world practice. With an engaging and conversational tone, this new concise textbook offers an accessible and timely review of the theory and practice of strategic management, explored from a more critical perspective. In a refreshing change from much of the literature, Richard Godfrey takes a wider view of strategy, incorporating insights from the worlds of sociology, psychology and history to highlight the complexity and plurality at the heart of the discipline. The book also incorporates a number of extensive case studies on contemporary business strategy from the likes of Apple, Nike, Zara and IKEA. Written for both an undergraduate and postgraduate audience, the book challenges a number of underlying assumption and beliefs about strategy and seeks to add clarity and context to the field.

Comprised of fifteen chapters written by experienced consumer health librarians, The Medical Library Association Guide to Providing Consumer and Patient Health Information is designed for library and information science graduate students as well as librarians new to health and medical librarianship, regardless of library setting. It is comprehensive in scope, covering all aspects of consumer and patient health and medical information from their humble, grassroots beginnings to the ever-evolving applications of new technology and social media. In between, the mundane aspects of health and medical librarianship, such as needs assessment, costs, budgeting and funding, and staffing are discussed. Adding richness to this discussion are the coverage of more sensitive topics such as patient-friendly technology, ethical issues in providing consumer and patient health information, meeting the needs of diverse populations, and responding to individuals from various cultural backgrounds. No comprehensive picture of consumer and patient health librarianship would be complete without addressing the critical importance of marketing and strategic partnerships; such discussions round out this invaluable guide. Patients today must be knowledgeable enough to participate in their health and well-being. Shorter hospital stays, changing reimbursement patterns and the gradual shift towards focusing on proactively maintaining health and managing disease require patients to be informed and actively engaged. Education, information and understanding are important components of actively-engaged patients. Correspondingly, in today's e-world, there is a glut of information resources available through the Internet - from YouTube videos to Googling to blogs and Twitter feeds. What is lacking in these information-rich times is the relevance of meaning and context for those who ask, “Does this health and medical information apply to me and my unique clinical picture?” or “How do I use this information?” As knowledge navigators, information technology wizards and content experts, librarians offer focused responses to individuals' specific and highly personal health and medical information queries. In a new healthcare world order of optimizing health and minimizing hospitalizations, such a service is invaluable. Sadly, there still exists in our highly networked and technological age an information gap for those who struggle in obtaining meaningful health or medical information. These individuals may be foreign-born, non-English speaking, poor, rural, aged or semi-literate. Whatever their status, librarians must have the wherewith-all to find germane resources and also help create responsive mechanisms to bridge that health information gap for vulnerable citizens. The Medical Library Association Guide to Providing Consumer and Patient Health Information will guide you on the road to providing that response.

The Brand Strategist's Guide to Desire

Wireless Health

The Medical Library Association Guide to Providing Consumer and Patient Health Information

How Critical Thinking Builds Successful Campaigns

mHealth Innovation

A Social Strategy

Kill your agency - English Version

The four-volume set LNCS 9296-9299 constitutes the refereed proceedings of the 15th IFIP TC13 International Conference on Human-Computer Interaction, INTERACT 2015, held in Bamberg, Germany, in September 2015. The 43 papers included in the third volume are organized in topical sections on HCI for global software development; HCI in healthcare; HCI studies; human-robot interaction; interactive tabletops; mobile and ubiquitous interaction; multi-screen visualization and large screens; participatory design; pointing and gesture interaction; and social interaction.

The Blueprint for Strategic Advertising ’ s step-by-step approach takes a comprehensive and exclusive look into the strategic use of visual, verbal, social media, integrated, and global of advertising communication. Its deconstructive process analyzes one aspect at a time, creating an invaluable research tool that students, professors, small business owners and entrepreneurs will refer to, time and again. This useful guide will concentrate on how strategy is integrated into visual and verbal ideation. Berman ’ s compact, content-rich guide offers chapters detailing social media, user-centered interactive advertising, and presentation design, as well as the creation of a “blueprint” to strategizing globally. Features include a handy reference guide to powerful strategizing, an exploration of strategic or myriad media and messaging vehicles, and an examination of the strategic implementation of the visual and verbal union. This guide will be useful to students in advertising, marketing, and business courses as well as advertising professionals and entrepreneurs, outside the classroom.

This book examines the Internet of Things (IoT) and Data Analytics from a technical, application, and business point of view. Internet of Things and Data Analytics Handbook describes essential technical knowledge, building blocks, processes, design principles, implementation, and marketing for IoT projects. It provides readers with knowledge in planning, designing, and implementing IoT projects. The book is written by experts on the subject matter, including international experts from nine countries in the consumer and enterprise fields of IoT. The text starts with an overview and anatomy of IoT, ecosystem of IoT, communication protocols, networking, and available hardware, both present and future applications and transformations, and business models. The text also addresses big data analytics, machine learning, cloud computing, and consideration of sustainability that are essential to be both socially responsible and successful. Design and implementation processes are illustrated with best practices and case studies in action. In addition, the book Examines cloud computing, data analytics, and sustainability and how they relate to IoT covers the scope of consumer, government, and enterprise applications Includes best practices, business model, and real-world case studies Hwaiyi Geng, P.E., is a consultant with Amica Research (www.AmicaResearch.org), Palo Alto, California), promoting green planning, design, and construction projects. He has had over 40 years of manufacturing and management experience, working with Westinghouse, Applied Materials, Hewlett Packard, and Intel on multi-million high-tech projects. He has written and presented numerous technical papers at international conferences. Mr. Geng, a patent holder, is also the editor/author of Data Center Handbook (Wiley, 2015).

Ideas are not an accidental product! Everyone can be inventive and develop ideas that are creative and thus effective. Lukas-Pierre Bessis' new and successful method for developing ideas also considers aspects of neuro marketing. It is easy to use, sound and practice-approved by renowned companies. About the book: With recommendations from Amir Kasaei (Chief Creative Officer, DDB Worldwide) and Julian Boulding (President thesetworkeo) Creative Effectiveness: How it works and what it brings The six factors of effectiveness for a creative idea Numerous examples from practice, for viewing and downloading Design, Implementation, and Use

How to give consumers what they actually want

Value Creation for Business Leaders and Practitioners

UI Patterns for Smartphone Apps

Concepts, Methodologies, Tools, and Applications

Leveraging Engagement, Behavior Change, and Technology for a Healthy Life

The Complete Guide to Nordic Walking

Organizations are facing an engagement crisis. Regardless if they are customers, employees, patients, students, citizens, stakeholders, organizations struggle to meaningfully engage their key constituent groups who have a precious and limited resource: their time. Not surprisingly, these stakeholders have developed deflector shields to protect themselves. Only a privileged few organizations are allowed to penetrate the shield, and even less will meaningfully engage. To penetrate the shield, and engage the audience, organizations need an edge. Gamification has emerged as a way to gain that edge and organizations are beginning to see it as a key tool in their digital engagement strategy. While gamification has tremendous potential to break through, most companies will get it wrong. Gartner predicts that by 2014, 80% of current gamified applications will fail to meet business objectives primarily due to poor design. As a trend, gamification is at the peak of the hype cycle; it has been oversold and it is broadly misunderstood. We are heading for the inevitable fall. Too many organizations have been led to believe that gamification is a magic elixir for indoctrinating the masses and manipulating them to do their bidding. These organizations are mistaking people for puppets, and these transparently cynical efforts are doomed to fail. This book goes beyond the hype and focuses on the 20% that are getting it right. We have spoken to hundreds of leaders in organizations around the world about their gamification strategies and we have seen some spectacular successes. The book examines some of these successes and identifies the common characteristics of these initiatives to define the solution space for success. It is a guide written for leaders of gamification initiatives to help them avoid the pitfalls and employ the best practices, to ensure they join the 20% that gets it right. Gamify shows gamification in action: as a powerful approach to engaging and motivating people to achieving their goals, while at the same time achieving organizational objectives. It can be used to motivate people to change behaviors, develop skills, and drive innovation. The sweet spot for gamification objectives is the space where the business objectives and player objectives are aligned. Like two sides of the same coin, player and business goals may outwardly appear different, but they are often the same thing, expressed different ways. The key to gamification success is to engage people on an emotional level and motivating them to achieve their goals.

Businesses continue to design and implement a variety of information systems that facilitate the creation, aggregation, and provision of product-related information in order to increase the role that quality information is playing in consumers' decision-making processes. Consumer Information Systems and Relationship Management: Design, Implementation, and Use highlights empirical research, theoretical frameworks, and relevant models on the understanding and implementation of consumer information systems. By covering consumer perceptions of practicality and ease of use, this book is essential for practitioners in business environments and strategic management, meeting consumer needs through the use of digital and Web-based technologies as well as recent empirical research findings and design and implementation of innovative information systems. This book is part of the Advances in Marketing, Customer Relationship Management, and E-Services series collection.

Information technology and the information sciences have been part of our lives for some time now. They have revolutionized the healthcare system, changing the whole health landscape, as well as health culture. New devices, sources of data and roles for all those involved in healthcare are being developed as a result. This book presents the proceedings of the 25th European Medical Informatics Conference, held in Istanbul, Turkey in August/September 2014. The conference aims to present the most recent developments in biomedical informatics. The book is divided into 15 sections, which include: device support systems and clinical practice guidelines; improved healthcare through informatics; data analysis; mobile health; technology and system evaluation; and text mining. The final two sections present posters from the conference. The book will be of interest to all those in the healthcare sector, researchers and practitioners alike, who develop, evaluate or work with information technology.

Now in a fully revised and updated 5th edition, Sports Marketing: A Strategic Perspective is the most authoritative, comprehensive and engaging introduction to sports marketing currently available. It is the only introductory textbook to adopt a strategic approach, explaining clearly how every element of the marketing process should be designed and managed, from goal-setting and planning to implementation and control. Covering all the key topics in the sports marketing curriculum, including consumer behavior, market research, promotions, products, pricing, sponsorship, business ethics, technology and e-marketing, the book introduces core theory and concepts, explains best practice, and surveys the rapidly-changing, international sports business environment. Every chapter contains extensive real-world case studies and biographies of key industry figures and challenging review exercises which encourage the reader to reflect critically on their own knowledge and professional practice. The book's companion website offers additional resources for instructors and students, including an instructors' guide, test bank, presentation slides and useful weblinks. Sports Marketing: A Strategic Perspective is an essential foundation for any sports marketing or sports business course, and an invaluable reference for any sports marketing practitioner looking to improve their professional practice.

How Gamification Motivates People to Do Extraordinary Things

Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications

EHealth - For Continuity of Care

Smart People Don't Diet

Wearable Technologies: Concepts, Methodologies, Tools, and Applications

How We Profit from Social Media

Digital innovations, such as mobile technologies, have had a significant impact on the way people relate to one another, as well as the way they obtain and distribute information. As mobile devices continue to evolve, it has become easier to socialize; however, these mobile advancements have also made certain aspects of interaction more complex. The Handbook of Research on Human Social Interaction in the Age of Mobile Devices features an interdisciplinary perspective on mobile innovations and the use of this technology in daily life. Investigating the successes, issues, and challenges of the utilization of mobile technology, this handbook of research is a comprehensive reference source for professionals, educators, policymakers, and students interested in the impact these devices have on digital interaction, media, and communication. Advances in mobile computing have provided numerous innovations that make people's daily lives easier and more convenient. However, as technology becomes more ubiquitous, corresponding risks increase as well. Managing Security Issues and the Hidden Dangers of Wearable Technologies examines the positive and negative ramifications of emerging wearable devices and their potential threats to individuals, as well as organizations. Highlighting socio-ethical issues, policy implementation, and appropriate usage, this book is a pivotal reference source for professionals, policy makers, academics, managers, and students interested in the security and privacy implications of wearable digital devices.

The Guide To Running: A Complete Training Book For 5k & 10k Runners is written for the beginning and intermediate athlete. The book uses text, images, tables, diagrams, video, and reference material to explain and teach a variety of concepts such as selecting essential equipment, types of training, 23 weeks of scheduled workouts, proper diet & nutrition, correct running form, developing racing strategy, practicing mental preparation, injury causes & prevention, as well as reviews of running gadgets, applications, and community sites. Whether a new or experienced runner, this volume will help you progressively improve as a runner based on your current level of fitness. Start by understanding how to choose the proper shoes and other equipment, then review how different types of training improve performance. Learn how to calculate different paces, study lactate threshold, and estimate VO2max before moving on to the details of detailed training diets, and the specific nutritional needs (with recipes) of middle distance runners. Understand how proper posture, foot strike, breathing and mental techniques can lead to better performance and avoid injury - and, should injury strike, how to decipher symptoms to find remedies and prevent future occurrences. Finally, find some gadgets to make training more fun - or online communities where you can share tips, try new routes, and possibly join local running groups in your area.

This is a guide to help brand strategists consider what people really want in order to enhance their lives, and think about the role of their brand in responding to these desires. It offers a new framework for understanding desire, based on some of the things that are really important to us: our family, friends and community; the desire to explore, learn and grow; how we experience the world through our senses; our appetite to live life to the full; and what we set out to achieve. Brand strategists are the link between a commercial proposition and the lives it means to touch. They can talk to the people the company wants to reach, and - more importantly - listen to them. A brand which both enhances people's lives, and nurtures the resources on which they depend, will prove more resilient, win trust and achieve better results.

Big Data, Data Mining, and Machine Learning

A Critical Introduction

15th IFIP TC 13 International Conference, Bamberg, Germany, September 14-18, 2015, Proceedings, Part III

Proceedings of the Sixth International Conference KSE 2014

A Strategic Perspective, 5th edition

Digital Disciplines

Connected by Design

Nordic walking – a specific technique for walking with poles that is far more effective in burning calories and whole-body toning than walking alone – is growing rapidly in the UK and worldwide. Here at last is a clear, simple guide to help you understand everything you need to know about Nordic walking whether you are a beginner, a more experienced Nordic walking enthusiast or a health and fitness professional. The Complete Guide to Nordic Walking expels all the myths and simply provides advice and information on how to Nordic walk, who with, where and most importantly why. Organised into clear sections to help you to find exactly what you are looking for quickly, the guide is packed with tips, case studies, research, exercise plans and equipment advice, it is the complete manual for Nordic walkers of all levels. The book is endorsed by Nordic Walking UK and has contributions from worldwide experts including Martin Christie (who brought Nordic walking to the UK) Tom Rutlin, Jose Manual Fernandez Molina and Fabio Moretti.

Leverage digital technologies to achieve competitive advantage through market-leading processes, products and services, customer relationships, and innovation How does Information Technology enable competitive advantage? Digital Disciplines details four strategies that exploit today's digital technologies to create unparalleled customer value. Using non-technical language, this book describes the blueprints that any company, large or small, can use to gain or retain market leadership, based on insights derived from examining modern digital giants such as Amazon, Netflix, GE, Nike, and Procter & Gamble, and lesser-known innovators such as Alivio, Fruition Sciences, Gpower, and Quirky. Companies can develop a competitive edge through four digital disciplines—information excellence, solution leadership, collective intimacy, and accelerated innovation—that exploit cloud computing, big data and analytics, mobile and wireline networks, social media, and the Internet of Things. These four disciplines extend and update the value disciplines of operational excellence, product leadership, and customer intimacy originally defined by Michael Treacy and Fred Wiersema in their bestselling business classic The Discipline of Market Leaders. Operational excellence must now be complemented by information excellence—leveraging automation, information, analytics, and sophisticated algorithms to make processes faster, better, and more cost-effective, seamlessly fuse digital and physical worlds, and generate new revenue through techniques such as exhaust data monetization Product leadership must be extended to solution leadership—smart digital products and services ranging from wind turbines and wearables to connected healthcare, linked to each other, cloud services, social networks, and partner ecosystems, focused on customer outcomes and creating experiences and transformations Customer intimacy is evolving to collective intimacy—as face-to-face relationships not only go online, but are collectively analyzed to provide

individually targeted recommendations and personalized services ranging from books and movies to patient-specific therapies Traditional innovation is no longer enough—accelerated innovation goes beyond open innovation to exploit crowdsourcing, idea markets, innovation networks, challenges, and contest economics to dramatically improve processes, products, and relationships This book provides a strategy framework, empirical data, case studies, deep insights, and pragmatic steps for any enterprise to follow and attain market leadership in today's digital era. It addresses improved execution through techniques such as gamification, and pitfalls to beware, including cybersecurity, privacy, and unintended consequences. Digital Disciplines can be exploited by existing firms or start-ups to disrupt established ways of doing business and create innovative, digitally enabled value propositions to win in competitive markets in today's digital era.

The world of brands as we know it in the domain of consumer culture, and it has become a challenge to cater to the taste and needs of audiences. The process of creating iconic brands varies from product to product and market to market. Effective branding strategies are imperative for success in a competitive marketplace. Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications is a vital reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture. Highlighting a range of topics such as consumer behavior, advertising, and emotional branding, this multi-volume book is ideally designed for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry. Inside today's data-driven personalized medicine, and the time, effort, and information required from patients to make it a reality Medicine has been personal long before the concept of "personalized medicine" became popular. Health professionals have always taken into consideration the individual characteristics of their patients when diagnosing, and treating them. Patients have cared for themselves and for each other, contributed to medical research, and advocated for new treatments. Given this history, why has the notion of personalized medicine gained so much traction at the beginning of the new millennium? Personalized Medicine investigates the recent movement for patients' involvement in how they are treated, diagnosed, and medicated; a movement that accompanies the increasingly popular idea that people should be proactive, well-informed participants in their own healthcare. While it is often the case that participatory practices in medicine are celebrated as instances of patient empowerment or, alternatively, are dismissed as cases of patient exploitation, Barbara Prainsack challenges these views to illustrate how personalized medicine can give rise to a technology-focused individualism, yet also present new opportunities to strengthen solidarity. Facing the future, this book reveals how medicine informed by digital, quantified, and computable information is already changing the personalization movement, providing a contemporary twist on how medical symptoms or ailments are shared and discussed in society. Bringing together empirical work and critical scholarship from medicine, public health, data governance, bioethics, and digital sociology, Personalized Medicine analyzes the challenges of personalization driven by patient work and data. This compelling volume proposes an understanding that uses novel technological practices to foreground the needs and interests of patients, instead of being ruled by them.

Attaining Market Leadership via the Cloud, Big Data, Social, Mobile, and the Internet of Things

The Guide To Running: A Complete Training Book For 5k & 10k Runners

Press Start

Smart Sensors at the IoT Frontier

Knowledge and Systems Engineering

Best Practices From The Mobile Frontier

Using Person-Centered Health Analytics to Live Longer

Pride and Ferrell's *MARKETING 2016* provides a thorough overview of essential marketing principles within a visually engaging, reader-friendly presentation. This popular, proven text helps students develop the knowledge and decision-making skills they need to succeed in today's competitive business environment. *MARKETING 2016* delivers in-depth coverage of fundamental marketing concepts and strategies, along with practical applications and real-world examples, including up-to-date material on social networking, digital marketing, social and environmental responsibility, globalization, entrepreneurship, and marketing in times of transition. The current edition also features a new chapter on managing services and branding, a new section exploring the importance and uses of Big Data, and updated learning objectives. Perfect for students of all backgrounds and interest levels, *MARKETING 2016* is an essential resource for classroom and career success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The hands-on guide to successful selling with social media sites

Being on a diet is a miserable experience for most people, and it rarely leads to the desired goal of shedding fat. In fact, studies show that dieters often gain weight rather than lose it, because the intensity, restrictions, and short duration of most diets means they are ill - equipped to produce long - term effects. In Smart People Don't Diet, Dr Charlotte N. Markey presents a refreshingly different perspective, addressing the underlying causes of weight gain and offering proven strategies for lasting weight management. This book will show you how to eat well, lose weight, and keep it off - without dieting. The gimmicks don't work, but Dr Markey's reasonable, accessible advice will help you get - and stay - healthy.

Whether you're under pressure to save money, design a new mobile app, or there's no time to reinvent the wheel. This concise book provides a handy reference to 70 mobile app design patterns, illustrated by more than 400 screenshots from current iOS, Android, BlackBerry, WebOS, Windows Mobile, and Symbian apps. User experience professional Theresa Nell (Designing Web Interfaces) walks you through design patterns in 10 separate categories, including anti-patterns. Whether you're designing a simple iPhone application or one that's meant to work for every popular mobile OS on the market.

Using gamification to power-up your marketing

The Blueprint for Strategic Advertising

An Executive Primer, Third Edition

The Social Commerce Handbook: 20 Secrets for Turning Social Media Into Social Sales

Managing Security Issues and the Hidden Dangers of Wearable Technologies

Your iPad at Work (covers iOS 7 on iPad Air, iPad 3rd and 4th generation, iPad2, and iPad mini)

Marketing 2016

Advances in technology continue to alter the ways in which we conduct our lives, from the private sphere to how we interact with others in public. As these innovations become more integrated into modern society, their applications become increasingly relevant in various facets of life. Wearable Technologies: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on the development and implementation of wearables within various environments, emphasizing the valuable resources offered by these advances.

Highlighting a range of pertinent topics, such as assistive technologies, data storage, and health and fitness applications, this multi-volume book is ideally designed for researchers, academics, professionals, students, and practitioners interested in the emerging applications of wearable technologies.

The must-have guide to the Best iPhone and iPad Apps for every iOS user So many apps and so little time. How do you get to the best with a minimum of fuss? The Rough Guide to the Best iPhone and iPad Apps solves the problem. It pinpoints the 500 best free and paid for applications in all major categories. Whether its navigation or news, photography or productivity, games or utilities this book highlights the best running on iPhone, iPad (or both) from the marquee names to the hidden gems. Discover the 500 finest applications your iOS was born to run with The Rough Guide to the Best iPhone and iPad Apps. Now available in ePub format.

In a world of fierce global competition and rapid technological change, traditional strategies for gaining market share and achieving efficiencies no longer yield the returns they once did. How can companies drive consumer preference and secure sustainable growth in this digital, social, and mobile age? The answer is through functional integration. Some of the world's most highly valued companies—including Amazon, Apple and Google—have harnessed this new business model to build highly interactive ecosystems of interrelated products and digital services, gaining new levels of customer engagement. Functional integration offers forward-looking brands a unique competitive edge by using transformative digital technologies to deliver high-value customer experiences, generate repeat business, and unlock lucrative new business-to-business revenue streams. Connected By Design is the first book to show business leaders and marketers exactly how to use functional integration to achieve transformative growth within any type of company. Based on RGA's pioneering work with firms at the forefront of functional integration, Barry Wacksman and Chris Stutzman identify seven principles companies must follow in order to create and deliver new value for customers and capture new revenues. Connected By Design explains how functional integration drove the transformation of market-leading companies as diverse as Nike, General Motors, McCormick & Co., and Activision to establish authentic brand relationships with their customers, enter new categories, and develop new sources of income. With Connected By Design, any company can leverage technological disruption to redefine its mission and foster greater brand loyalty and engagement.

The iPhone 8 is a huge step forward for the iPhone. It has glass on the front and the back to enable wireless charging, it has a Retina Display with True Tone technology to match the ambience around you, it has the most powerful chip ever put into a smartphone, and it comes in three new colors: silver, space grey and gold. Brought to you by the expert team at Tap Guides, and written by best-selling technology author Thomas Anthony, iPhone 8 Advanced Guide is packed with top tips and in-depth tutorials. You'll uncover the history of the iPhone's development from 2007 to 2017, learn about iPhone 8 features such as Portrait Lighting mode, discover how to use iOS 11 and its built-in apps, plus much more. By the time you've finished reading iPhone 8 Advanced Guide you'll be pro in nearly everything iPhone and iOS related. Inside you'll discover: * The history of the iPhone * The new features of iPhone 8 * Touch ID and 3D Touch * Detailed app tutorials * The secrets of mastering mobile photography * How to edit photos * Essential Settings and configurations * Troubleshooting tips

Mobile Design Pattern Gallery

iPhone

GameFi

iPhone 8 Advanced Guide

E-Learning and Games

Seven Principles for Business Transformation Through Functional Integration

10th International Conference, Edutainment 2016, Hangzhou, China, April 14-16, 2016, Revised Selected Papers

EBOOK: Basic Marketing

This book provides a candid assessment and practical knowledge about the current technological advancements of the wireless healthcare system. This book presents the competencies of modeling e-health framework, medical wireless body sensor networks, communication technologies for mobile health, nanotechnology innovations in medicine, security issues for medical records, personalized services in healthcare applications, and Big Data for wireless health. This book covers multiple research perspectives in order to address the strong need for interdisciplinary research in the area of wireless health, such as the interactive research among biomedical sensor technology, intelligent textiles and advanced wireless network technology. The interactions involve experts from multidisciplinary fields including medical, information technology and computing fields. Designed as a study tool for graduate students, researchers, and medical professionals, this book is also valuable for business managers, entrepreneurs, and investors within the medical and healthcare industries. It is useful for anyone who cares about the future opportunities in healthcare systems.

Based on a Best Marketing 18e with ConnectPlus and LearnSmart provides an integrated teaching and learning solution for presenting the four Ps framework and managerial orientation with a strategy planning focus. The Perreault franchise was the pioneer of the “four Ps” in the introductory marketing course. The unifying focus of Basic Marketing has always been on how to make marketing decisions in deciding what customers to focus on and how best to meet their needs. Consistent with our belief in continuous quality improvement, this edition has been critically revised, updated, and rewritten to reflect new concepts, new examples, recent “best practices,” and to tightly integrate the best digital tools in the industry for ensuring that students are prepared to engage in classroom lectures and pursue future business and marketing careers.

This volume contains papers presented at the Sixth International Conference on Knowledge and Systems Engineering (KSE 2014), which was held in Hanoi, Vietnam, during 9-11 October, 2014. The conference was organized by the University of Engineering and Technology, Vietnam National University, Hanoi. Besides the main track of contributed papers, this proceedings feature the results of four special sessions focusing on specific topics of interest and three invited keynote speeches. The book gathers a total of 51 carefully reviewed papers describing recent advances and development on various topics including knowledge discovery and data mining, natural language processing, expert systems, intelligent decision making, computational biology, computational modeling, optimization algorithms, and industrial applications.

American healthcare is still failing – but tools and strategies now exist to resurrect it, and achieve far better outcomes. InUsing Person-Centered Health Analytics to Live Longer, Dr. Dwight McNeill introduces an entirely new framework for providers, patients, governments, and people to partner in the co-production of health. McNeill's new approach recognizes the centrality of prevention, focuses on behavior change as the reliable pathway to improved outcomes, and uses information technologies to empower people as the primary agents of change. Synthesizing powerful new trends and research, he reviews emerging approaches that are already working in other fields, and formulating a powerful “workbench” of essential analytics tools for health production. You'll discover how business intelligence can be refocused to improve health outcomes as well as financial performance; and how to re-engage people from care processes, both when they're sick and when they're well. You'll learn how to use technologies to empower people with information, applications, and connectedness – borrowing successful strategies from other industries to achieve powerful positive impacts in healthcare. McNeill's insights will be valuable to all professionals, leaders, policymakers, researchers, and strategists engaged in health promotion, healthcare delivery, prevention,

public health, health insurance, and life sciences – and everyone interested in managing their own healthcare.

Personalized Medicine

Consumer Information Systems and Relationship Management: Design, Implementation, and Use
Strategic Management

How Psychology, Common Sense, and the Latest Science Can Help You Lose Weight Permanently

Medical Informatics

Handbook of Research on Human Social Interaction in the Age of Mobile Devices

Proceedings of MIE2014

What people get out of social media—and how businesses can get more out of it Almost no one had heard of social media a decade ago, but today websites such as Facebook, Twitter, and LinkedIn have more than 1 billion users and account for almost 25 percent of Internet use. Practically overnight, social media seems indispensable to our lives—from friendship and dating to news and business. What makes social media so different from traditional media? Answering that question is the key to making social media work for any business, argues Miko?aj Piskorski, one of the world's leading experts on the business of social media. In *A Social Strategy*, he provides the most convincing answer yet, one backed by original research, data, and case studies from companies such as Nike and American Express. Drawing on his analysis of proprietary data from social media sites, Piskorski argues that the secret of successful ones is that they allow people to fulfill social needs that either can't be met offline or can be met only at much greater cost. This insight provides the key to how companies can leverage social platforms to create a sustainable competitive advantage. Companies need to help people interact with each other before they will promote products to their friends or help companies in other ways. Done right, a company's social media should benefit customers and the firm. Piskorski calls this "a social strategy," and he describes how companies such as Yelp and Zynga have done it. Groundbreaking and important, *A Social Strategy* provides not only a story- and data-driven explanation for the explosion of social media but also an invaluable, concrete road map for any company that wants to tap the marketing potential of this remarkable phenomenon.

This study argues that the defining feature of contemporary advertising is the interconnectedness between consumer participation and calculative media platforms. It critically investigates how audience participation unfolds in an algorithmic media infrastructure in which brands develop media devices to codify, process and modulate human capacities and actions. With the shift from a broadcast to an interactive media system, advertisers have reinvented themselves as the strategic interface between computational media systems and the lived experience and living bodies of consumers. Where once advertising relied predominantly on symbolic appeals to affect consumers, it now centres on the use of computational devices that codify, monitor, analyse and control their behaviours. Advertisers have worked to stimulate and harness consumer participation for several generations. Consumers undertook the productive work of making brands a part of their cultural identities and practices. With the emergence of a computational mode of advertising consumer participation extends beyond the expressive activity of creating and circulating meaning. It now involves making the lived experience and the living body available to the experimental capacities of media platforms and devices. In this mode of advertising brands become techno-cultural processes that integrate calculative and cultural functions. Brand Machines, Sensory Media and Calculative Culture conceptualises and theorises these significant changes in advertising. It takes consumer participation and its interconnectedness with calculative media platforms as the fundamental aspect of contemporary advertising and critically investigates how advertising, consumer participation and technology are interrelated in creating and facilitating lived experiences that create value for brands.

This third edition of HIMSS' award-winning, bestseller explores how clinicians, patients, and health IT stakeholders are collaborating to support high-value care through health IT. Medical Informatics: An Executive Primer continues to explore information technologies applied in hospital settings, at the physician's office and in patients' homes to

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Music Navigation News and Newstand Photo and Video Productivity Reference Social Networking Sports Travel Utilities Weather Index

This book constitutes the refereed proceedings of the 10th International Conference on E-Learning and Games, Edutainment 2016, held in Hangzhou, China, in April 2016. The 36 full papers presented were carefully reviewed and selected from 60 submissions. They are organized in the following topical sections: E-learning and game; graphics, imaging and applications; intelligent data analytics and visualization.

Supercharge your business effectiveness with any model of iPad!in the office, on the road, everywhere! Do you have an iPad? Put it to work! If you're a manager, entrepreneur, or professional! a consultant, salesperson, or freelancer! this book will make you more efficient, more effective, and more successful! Your iPad at Work includes the latest information about all iPad models running iOS 7 (or later), whether the tablet is equipped with Wi-Fi only or Wi-Fi + Cellular Internet connectivity. It's packed with easy, nontechnical business solutions you can use right now!each presented with quick, foolproof, full-color

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Relationship Manager (CRM) app Do your word processing, spreadsheet, and database management while on the go Access your email and surf the Web from almost anywhere Make winning sales and business presentations from your iPad Read PC and Mac files, from Microsoft Office to Adobe PDF Use your iPad more efficiently on the road and while traveling Manage your company's social networking presence from your tablet Participate in real-time video calls and virtual meetings using FaceTime, Skype, or another app Create and distribute iPad content, or have a custom app developed for your business

Do you know someone obsessed with a mobile game like Candy Crush? Have you ever felt a rush when you completed a task... and perhaps another when you crossed it off your to-do list? Or maybe you have that one running-obsessed friend who has to log everything on their fitness app? The fact is, these obsessions and 'highs' affect all of us, and they can be powerful drivers in terms of how we behave. In an increasingly commoditized world, marketers are always looking for new ways to influence or motivate us to be better engaged with their products, services, and brands. This is marketing gamification: the

practice of taking the motivational elements of games (like challenges, achievements and teams) and applying them intelligently in real-life situations to improve engagement and performance. With many success stories from the likes of LinkedIn, Delta Airlines, Starbucks, and Duolingo, marketing gamification is already a well-established practice, but many businesses are wary of jumping in without a guide - especially as there have been so many high-profile failures. Written specifically for marketing professionals, Press Start explores the benefits and uses of gamification, and ties together motivational psychology

and case studies with popular game mechanics and design principles. More importantly, the book will provide readers with a step-by-step guide for successfully designing their own marketing gamification solutions.