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KEY=T - ALEXIS BRIANNA

PC Mag

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 Definitive Guide to Entertainment Marketing

Bringing the Moguls, the Media, and the Magic to the World

FT Press Entertainment Marketing NOW: Every Platform, Technology, and Opportunity Covers film, cable, broadcast, music, sports, publishing, social media, gaming, and more Reflects powerful trends ranging from smartphones to globalization Demonstrates breakthrough strategies integrating advertising, promotion, PR, and online content distribution By industry insiders with decades of experience as leaders and consultants Entertainment spending is soaring worldwide, driven by new technologies, new platforms, new business models, and unrelenting demand amongst seven billion consumers. That means entertainment marketing opportunities are soaring, too. But this business is more complex and competitive than ever—and it's changing at breakneck speed. Now, two leading practitioners show how to transform content into profits today and tomorrow...any content, on any platform, in any market, worldwide. You'll master innovative new ways to grab consumers' attention and wallets fast...make your experiences wannasee, haftasee, mustsee...drive more value through social platforms, mobile technologies, and integrated marketing strategies...overcome challenges ranging from bad buzz to piracy...fully leverage licensing, merchandising, and sponsorships...and successfully market all forms of entertainment.

Review of Maritime Transport 2020

This series contains the decisions of the Court in both the English and French texts.

Computer Buyer's Guide and Handbook

Lovejoy's College Guide

PC Magazine

The Independent Guide to IBM-standard Personal Computing

Membership Directory & Buyers' Guide

Global Innovation Index 2020

Who Will Finance Innovation?

WIPO The Global Innovation Index 2020 provides detailed metrics about the innovation performance of 131 countries and economies around the world. Its 80 indicators explore a broad vision of innovation, including political environment, education, infrastructure and business sophistication. The 2020 edition sheds light on the state of innovation financing by investigating the evolution of financing mechanisms for entrepreneurs and other innovators, and by pointing to progress and remaining challenges – including in the context of the economic slowdown induced by the coronavirus disease (COVID-19) crisis.

The Alcalde

As the magazine of the Texas Exes, The Alcalde has united alumni and friends of The University of Texas at Austin for nearly 100 years. The Alcalde serves as an intellectual crossroads where UT's luminaries - artists, engineers, executives, musicians, attorneys, journalists, lawmakers, and professors among them - meet bimonthly to exchange ideas. Its pages also offer a place for Texas Exes to swap stories and share memories of Austin and their alma mater. The magazine's unique name is Spanish for "mayor" or "chief magistrate"; the nickname of the governor who signed UT into existence was "The Old Alcalde."

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Compulsory Licensing

Practical Experiences and Ways Forward

Springer Under the auspices of the Max Planck Institute for Intellectual Property and Competition Law (now the Max Planck Institute for Innovation and Competition). And Institutum Iurisprudentiae, Academia Sinica, a group of twenty scholars from around the world gathered to study the experiences made with regards to compulsory licensing. The results are demonstrated in this book. Different articles analyze how the international conventions on intellectual property may be interpreted and explore the related doctrinal groundwork surrounding compulsory patent licensing and beyond. It is shown how the compulsory licensing regime could be transformed into a truly workable mechanism facilitating the speedy use and dissemination of innovation and other subject matters of protection.

Standard & Poor's Earnings and Ratings Bond Guide

InfoWorld

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

The Official Guide of the Railways and Steam Navigation Lines of the United States, Puerto Rico, Canada, Mexico and Cuba

The ... American Marketing Association International Member & Marketing Services Guide

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Regional Industrial Buying Guide

Greater Allegheny

Maritime Logistics

A Guide to Contemporary Shipping and Port Management

Kogan Page Publishers Globalisation and the rapid increase in world trade in the past decade have contributed to greater demand for international transport and logistics and, consequently, the expansion of the maritime industry. The dramatic changes in the mode of world trade and cargo transportation make it more important than ever to have a clear understanding of the way in which freight is transported by sea and the role of ports in this exchange. At the cutting edge in its assessment of the industry, Maritime Logistics covers the whole scope of maritime logistics and examines latest logistical developments within the port and shipping industry. With a range of new international contributors, this new edition has been thoroughly revised and updated. There are new chapters on port centric logistics, hinterland logistics and global supply chains, maritime transport and logistics as a trade facilitator, and future trends and developments. Written by a team of international experts with over fifty years' experience in the field, Maritime Logistics provides a truly global perspective. The book covers everything that students of logistics, as well as those working within the industry, need to know about maritime logistics, including shipping lines, containers, tankers, dry bulk, port-centric logistics, and much more.

How to Make a Plant Love You

Cultivate Green Space in Your Home and Heart

Penguin Summer Rayne Oakes, an urban houseplant expert and environmental scientist, is the icon of wellness-minded millennials who want to bring nature indoors, according to a New York Times profile. Summer has managed to grow 1,000 houseplants in her Brooklyn apartment (and they're thriving!) Her secret? She approaches her relationships with plants as intentionally as if they were people. Everyone deserves to feel the inner peace that comes from taking care of greenery. Beyond the obvious benefits--beauty and cleaner air--there's a strong psychological benefit to nurturing plants as a path to mindfulness. They can reduce our stress level, lower our blood pressure, and improve our overall outlook. And they offer a rare opportunity to find joy by caring for another living being. When Summer Rayne Oakes moved to Brooklyn from the Pennsylvania countryside, she knew that bringing nature indoors was her only chance to stay sane. She found them by the side of the road, in long-forgotten window boxes, at farmers' markets, and in local garden shops. She found ways to shelve, hang, tuck, anchor, secure, and suspend them. She even installed a 150-foot expandable hose

that connects to pipes under her kitchen sink, so she only has to spend about a half-hour a day tending to her plants--an activity that she describes as a "moving meditation." This is Summer's guidebook for cultivating an entirely new relationship with your plant children. Inside, you'll learn to:

- Pause for the flowers and greenery all around you, even the ones sprouting bravely between cracked pavement
- Trust that your apartment jungle offers you far more than pretty décor
- See the world from a plant's perspective, trading modern consumerism for sustainability
- Serve your chlorophyllic friends by learning to identify the right species for your home and to recreate their natural habitat (Bonus: your indoor garden won't die!)

When we become plant parents, we also become better caretakers of ourselves, the people around us, and our planet. So, let's step inside the world of plants and discover how we can begin cultivating our own personal green space--in our homes, in our minds, and in our hearts.

Information Rules

A Strategic Guide to the Network Economy

Harvard Business Press As one of the first books to distill the economics of information and networks into practical business strategies, this is a guide to the winning moves that can help business leaders--from writers, lawyers and finance professional to executives in the entertainment, publishing and hardware and software industries-- navigate successfully through the information economy.

Corporate Responsibility Coalitions

The Past, Present, and Future of Alliances for Sustainable Capitalism

Routledge The significance of business-led corporate responsibility coalitions is indisputable. The WBCSD has 200 member companies with combined annual revenues of US\$7 trillion; the UN Global Compact has almost 8,000 corporate members, over two-thirds of them from developing countries. It is estimated that there are more than 110 national and international generalist business-led CR coalitions. But there is now urgent need for informed and balanced analysis of their achievements, their progress and their potential. Why did these coalitions start and grow? What have been their impacts? Where are they heading now? Where should they be going? What is the future? In a period of austerity, the business and public sector must decide whether funding these coalitions is a priority. To meet current crises, there will have to be a great deal more business involvement; but efforts of individual corporations will not be sufficient. There is also a need for far more collective action among companies and more collaborative action between different sectors of society. Business-led CR coalitions with their decades of convening experience could play an important role in this process - if they are fit for purpose going forward. Authors David Grayson and Jane Nelson have been actively involved in such coalitions for decades. In *Corporate Responsibility Coalitions* they first explore the past, present and future of these coalitions: the emergence of new models of collective corporate action over the past four decades; the current state of play, and the increasing number, diversity and complexity in terms of how they not only network with each other but also engage in a much broader universe of institutions that are promoting responsible business practices. In addition, the book provides in-depth profiles of the most strategic, effective and long-standing coalitions, including: Business for Social Responsibility; Business in the Community; CSR Europe; Instituto Ethos; International Business Leaders Forum; the UN Global Compact; and the WBCSD. This book will be required reading for key supporters and potential partners of such coalitions in companies, governments, international development agencies, foundations, non-governmental organizations, academic institutions and think-tanks. It also aims to inspire a future generation of leaders to be more aware of the role of business as a partner in driving more inclusive, green and responsible growth, and to help them develop new types of leadership skills so that they can be effective in finding multi-stakeholder solutions to complex and systemic challenges.

InfoWorld

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

Far Eastern Economic Review

Predicasts F & S Index United States

A comprehensive index to company and industry information in business journals.

Black Enterprise

BLACK ENTERPRISE is the ultimate source for wealth creation for African American professionals, entrepreneurs and corporate executives. Every month, BLACK ENTERPRISE delivers timely, useful information on careers, small business and personal finance.

Graphic Sports

Issue 670 June 12 - 15 1998

Graphic Communications Group

Commerce Business Daily

Samsung Galaxy S10 For Dummies

John Wiley & Sons The bestselling guide to your new Samsung This book documents all the features and capabilities of Samsung Galaxy S10 device, approaching them from the point of view of a user who is intimidated by the technology and baffled by the documentation and online support that comes with the phones. All aspects of the suite of devices are covered, from setup and configuration, to extensive use of the phone features and capabilities: texting, e-mailing, accessing the Internet, maps, navigation, camera and video, social networking, taking pictures, watching movies, downloading apps, synching with a PC, and expanding the phone's potential with new software releases. The accessible and fun writing style provides clear direction and doesn't hinder the book's important content and coverage. Readers will keep this book close by, referring to it often as they explore the features of their new Samsung Galaxy S10 smartphone. Navigate your phone Use mobile data technology Send and receive messages Have fun with apps If you're baffled by the documentation and online support that comes with your phone, your solution is here!

Detroit Suburban West-Northwest Area Telephone Directories

Digital Entrepreneurship

Impact on Business and Society

Springer Nature This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. "Digitalization mirrors the Industrial Revolution's impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work." Gina O'Connor, Professor of Innovation Management at Babson College, USA "This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique "must-read" book because it goes beyond theory and provides practical examples." Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures." Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany

Advanced Environmental Monitoring

Springer Science & Business Media This book deals with recent developments and applications of environmental monitoring technologies, with emphasis on rapidly progressing optical and biological methods. Written by worldwide experts, this book will be of interest to environmental scientists in academia, research institutes, industry and the government.

I Know Why the Caged Bird Sings

Random House Here is a book as joyous and painful, as mysterious and memorable, as childhood itself. I Know Why the Caged Bird Sings captures the longing of lonely children, the brute insult of bigotry, and the wonder of words that can make the world right. Maya Angelou's debut memoir is a modern American classic beloved worldwide. Sent by their mother to live with their devout, self-sufficient grandmother in a small Southern town, Maya and her brother, Bailey, endure the ache of abandonment and the prejudice of the local "powhitetrash." At eight years old and back at her mother's side in St. Louis, Maya is attacked by a man many times her age—and has to live with the consequences for a lifetime. Years later, in San Francisco, Maya learns that love for herself, the kindness of others, her own strong spirit, and the ideas of great authors ("I met and fell in love with William Shakespeare") will allow her to be free instead of imprisoned. Poetic and powerful, I Know Why the Caged Bird Sings will touch hearts and change minds for as long as people read. "I Know Why the Caged Bird Sings liberates the reader into life simply because Maya Angelou confronts her own life with such a moving wonder, such a luminous dignity."—James Baldwin From the Paperback edition.

Actionable Gamification

Beyond Points, Badges, and Leaderboards

Packt Publishing Ltd Learn all about implementing a good gamification design into your products, workplace, and lifestyle Key Features Explore what makes a game fun and engaging Gain insight into the Octalysis Framework and its applications Discover the potential of the Core Drives of gamification through real-world scenarios Book Description Effective gamification is a combination of game design, game dynamics, user experience, and ROI-driving business implementations. This book explores the interplay between these disciplines and captures the core principles that contribute to a good gamification design. The book starts with an overview of the Octalysis Framework and the 8 Core Drives that can be used to build strategies around the various systems that make games engaging. As the book progresses, each chapter delves deep into a Core Drive, explaining its design and how it should be used. Finally, to apply all the concepts and techniques that you learn throughout, the book contains a brief showcase of using the Octalysis Framework to design a project experience from scratch. After reading this book, you'll have the knowledge and skills to enable the widespread adoption of good gamification and human-focused design in all types of industries. What you will learn Discover ways to use gamification techniques in real-world situations Design fun, engaging, and rewarding experiences with Octalysis Understand what gamification means and how to categorize it Leverage the power of different Core Drives in your applications Explore how Left Brain and Right Brain Core Drives differ in motivation and design methodologies Examine the fascinating intricacies of White Hat and Black Hat Core Drives Who this book is for Anyone who wants to implement gamification principles and techniques into their products, workplace, and lifestyle will find this book useful.

Cultural Keywords in Discourse

John Benjamins Publishing Company Cultural keywords are words around which whole discourses are organised. They are culturally revealing, difficult to translate and semantically diverse. They capture how speakers have paid attention to the worlds they live in and embody socially recognised ways of thinking and feeling. The book contributes to a global turn in cultural keyword studies by exploring keywords from discourse communities in Australia, Brazil, Hong Kong, Japan, Melanesia, Mexico and Scandinavia. Providing new case studies, the volume showcases the diversity of ways in which cultural logics form and shape discourse. The Natural Semantic Metalanguage (NSM) approach is used as a unifying framework for the studies. This approach offers an attractive methodology for doing explorative discourse analysis on emic and culturally-sensitive grounds. Cultural Keywords in Discourse will be of interest to researchers and students of semantics, pragmatics, cultural discourse studies, linguistic ethnography and intercultural communication.

Distance Education for Teacher Training

Routledge First published in 2002. Routledge is an imprint of Taylor & Francis, an informa company.

Einstein's Dreams

Hachette UK A modern classic, Einstein's Dreams is a fictional collage of stories dreamed by Albert Einstein in 1905, when he worked in a patent office in Switzerland. As the defiant but sensitive young genius is creating his theory of relativity, a new conception of time, he imagines many possible worlds. In one, time is circular, so that people are fated to repeat triumphs and failures over and over. In another, there is a place where time stands still, visited by lovers and parents clinging to their children. In another, time is a nightingale, sometimes trapped by a bell jar. Now translated into thirty languages, Einstein's Dreams has inspired playwrights, dancers, musicians, and painters all over the world. In poetic vignettes, it explores the connections between science and art, the process of creativity, and ultimately the fragility of human existence.

Last Star Burning

Simon and Schuster To escape execution for a crime she didn't commit, 17-year-old Sev is forced to run away from the only home she's ever known in this exciting start to a brand-new fantasy series from a debut author. 6 x 9.

Samsung Galaxy S9 For Dummies

John Wiley & Sons The bestselling guide to getting the most out of your Android Samsung Galaxy S9 Samsung Galaxy S9 For Dummies documents all the features and capabilities of this popular smartphone, approaching them from the point of view of a user who is perhaps a bit baffled by the documentation and online support that comes with the phone. All aspects of the device are covered, from setup and configuration, to extensive use of the new features and capabilities. Whether you're looking for approachable guidance on the basics like texting, e-mailing, and accessing the internet, or more advanced topics like downloading apps, syncing with a PC, and expanding the phone's potential with new software releases, this trusted resource covers it all. Take pictures, watch movies, and record videos Use maps and navigation Stay connected on social networking sites Make sense of software updates You'll want to keep this book close by, referring to it often as you explore the features and functions of your new Samsung Galaxy S9 smartphone.

The Digital Transformation of Logistics

Demystifying Impacts of the Fourth Industrial Revolution

John Wiley & Sons The digital transformation is in full swing and fundamentally changes how we live, work, and communicate with each other. From retail to finance, many industries see an inflow of new technologies, disruption through innovative platform business models, and employees struggling to cope with the significant shifts occurring. This Fourth Industrial Revolution is predicted to also transform Logistics and Supply Chain Management, with delivery systems becoming automated, smart networks created everywhere, and data being collected and analyzed universally. The Digital Transformation of Logistics: Demystifying Impacts of the Fourth Industrial Revolution provides a holistic overview of this vital subject clouded by buzz, hype, and misinformation. The book is divided into three themed-sections: Technologies such as self-driving cars or virtual reality are not only electrifying science fiction lovers anymore, but are also increasingly presented as cure-all remedies to supply chain challenges. In The Digital Transformation of Logistics: Demystifying Impacts of the Fourth Industrial Revolution, the authors peel back the layers of excitement that have grown around new technologies such as the Internet of Things (IoT), 3D printing, Robotic Process Automation (RPA), Blockchain or Cloud computing, and show use cases that give a glimpse about the fascinating future we can expect. Platforms that allow businesses to centrally acquire and manage their logistics services disrupt an industry that has been relationship-based for centuries. The authors discuss smart contracts, which are one of the most exciting applications of Blockchain, Software as a Service (SaaS) offerings for freight procurement, where numerous data sources can be integrated and decision-making processes automated, and marine terminal operating systems as an integral node for shipments. In The Digital Transformation of Logistics: Demystifying Impacts of the Fourth Industrial Revolution, insights are shared into the cold chain industry where companies respond to increasing quality demands, and how European governments are innovatively responding to challenges of cross-border eCommerce. People are a vital element of the digital transformation and must be on board to drive change. The Digital Transformation of Logistics: Demystifying Impacts of the Fourth Industrial Revolution explains how executives can create sustainable impact and how competencies can be managed in the digital age - especially for sales executives who require urgent upskilling to remain relevant. Best practices are shared for organizational culture change, drawing on studies among senior leaders from the US, Singapore, Thailand, and Australia, and for managing strategic alliances with logistics service providers to offset risks and create cross-functional, cross-company transparency. The Digital Transformation of Logistics: Demystifying Impacts of the Fourth Industrial Revolution provides realistic insights, a ready-to-use knowledge base, and a working vocabulary about current activities and emerging trends of the Logistics industry. Intended readers are supply chain professionals working for manufacturing, trading, and freight forwarding companies as well as students and all interested parties.