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Communication Infrastructures for Cloud Computing

IGI Global Cloud computing has provided multiple advantages as well as challenges to software and infrastructure services. In order to be fully beneficial, these challenges facing cloud specific communication protocols must be addressed. Communication Infrastructures for Cloud Computing presents the issues and research directions for a broad range of cloud computing aspects of software, computing, and storage systems. This book will highlight a broad range of topics in communication infrastructures for cloud computing that will benefit researchers, academics, and practitioners in the active fields of engineering, computer science, and software.

Oracle Data Guard 11gR2 Administration Beginner's Guide

Packt Publishing Ltd Using real-world examples and hands-on tasks, Oracle Data Guard 11gR2 Administration Beginner's Guide will give you a solid foundation in Oracle Data Guard. It has been designed to teach you everything you need to know to successfully create and operate Data Guard environments with maximum flexibility, compatibility, and effectiveness.If you are an Oracle database administrator who wants to configure and administer Data Guard configurations, then "Oracle Data Guard 11gR2 Administration Beginner's Guide" is for you. With a basic understanding of Oracle database administration, you'll be able to easily follow the book.

Customer Relationship Management

A Strategic Approach

Global India Publications A managers, whether brand-new to their postions or well established in the corporate hirearchy, can use a little brushing-up now and then. As customer loyalty increasingly becomes a thing of the past, customer relationship management (CRM) has become one today's hottest topics. Customer relationships management: A strategic approach supplies easy-to-apply sloutions to common CRM problems, including how to maximize impact from CRM technology, which data warehousing techniques are most effective and how to create and manage both short-and long -term relationships.This book acquaints student focuses on the strategic side of customer relationship management.The text provides students with and understanding of customer relationship management and its applications in the business fields of marketing and sales.

Understanding PeopleSoft 8

John Wiley & Sons Make Your First Step into ERP a Success with PeopleSoft 8 Implementing and supporting any ERP system means an enormous investment of money, time, and personnel, and PeopleSoft is no exception. Understanding PeopleSoft 8 is the resource you need to make sure your investment pays off. Inside, ERP and PeopleSoft experts teach you how to prepare your organization for the changes ERP brings, to lead it through the PeopleSoft implementation process, and keep it on track with world-class support and an eye to the future. Coverage includes: The history and nature of ERP systems Advantages and special capabilities of PeopleSoft applications Building a business case for purchasing PeopleSoft Setting goals for the implementation Measuring and ensuring your return on investment Resources required for a successful implementation The ERP implementation—structure and process Technical architecture of the PeopleSoft applications Components, features, and functions of the PeopleSoft application Key implementation success factors Supporting users after the product is implemented The future of ERP systems and PeopleSoft

Learning the Vi Editor

"O'Reilly Media, Inc." For many users, working in the Unix environment means usingvi, a full-screen text editor available on most Unix systems. Even those who knowvioften make use of only a small number of its features. Learning the vi Editoris a complete guide to text editing withvi. Topics new to the sixth edition include multiscreen editing and coverage of fourviclones:vim,elvis,nvi, andvileand their enhancements tovi, such as multi-window editing, GUI interfaces, extended regular expressions, and enhancements for programmers. A new appendix describesvi's place in the Unix and Internet cultures. Quickly learn the basics of editing, cursor movement, and global search and replacement. Then take advantage of the more subtle power ofvi. Extend your editing skills by learning to useex, a powerful line editor, from withinvi. For easy reference, the sixth edition also includes a command summary at the end of each appropriate chapter. Topics covered include: Basic editing Moving around in a hurry Beyond the basics Greater power withex Global search and replacement Customizingviandex Command shortcuts Introduction to theviclones' extensions Thenvi,elvis,vim, andvileeditors Quick reference toviandexcommands viand the Internet

Building on SugarCRM

"O'Reilly Media, Inc." In the crowded field of customer relationship management (CRM) systems, SugarCRM stands out—not only for its modular design, but also for the ease with which you can develop, customize, and extend your CRM applications. This concise book provides a thorough overview of the development tools and APIs available in SugarCRM 6.2, showing both developers and nondevelopers alike how to use them to build a sample application step-by-step. You'll learn how to bend and twist SugarCRM's extensible MVC framework to create custom applications, including solutions for automating your business that go beyond traditional CRMs. Learn how SugarCRM modules interact with one another through data relationships Build your CRM application with SugarCRM's GUI developer tools—without touching code Use built-in design templates with Module Builder to design new CRM modules Customize modules with the Studio tool to add new fields or additional relationships between modules Automate common and tedious tasks within your application, using custom PHP code with SugarCRM's powerful API Integrate external applications into your CRM solution through SugarCRM's web services API

Behind the Cloud

The Untold Story of How Salesforce.com Went from Idea to Billion-Dollar Company-and Revolutionized an Industry

Wiley-Blackwell How did salesforce.com grow from a start up in a rented apartment into the world's fastest growing software company in less than a decade? For the first time, Marc Benioff, the visionary founder, chairman and CEO of salesforce.com, tells how he and his team created and used new business, technology, and philanthropic models tailored to this time of extraordinary change. Showing how salesforce.com not only survived the dotcom implosion of 2001, but went on to define itself as the leader of the cloud computing revolution and spark a $46-billion dollar industry, Benioff's story will help business leaders and entrepreneurs stand out, innovate better, and grow faster in any economic climate. In Behind the Cloud, Benioff shares the strategies that have inspired employees, turned customers into evangelists, leveraged an ecosystem of partners, and allowed innovation to flourish.

The Purchasing Chessboard

64 Methods to Reduce Costs and Increase Value with Suppliers

Springer Science & Business Media The approach used on a given spend item should largely depend on the balance between supply power and demand power. That is the logic behind the bestselling Purchasing Chessboard®, used by hundreds of corporations worldwide to reduce costs and increase value with suppliers. The 64 squares in the Purchasing Chessboard provide a rich reservoir of methods that can be applied either individually or combined. And because many of these methods are not customarily used by procurement, the Purchasing Chessboard is also the perfect tool for helping buyers to think and act outside the box and find new solutions. A well-proven concept that works across all industries and all categories in any given situation, it is little wonder that business leaders and procurement professionals alike are excited by, and enjoy strategizing around, the Purchasing Chessboard. This second edition of The Purchasing Chessboard addresses the new realities of a highly volatile economic environment and describes the many—sometimes surprising—ways in which the Purchasing Chessboard is being used in today's business world. Yet despite all of the great achievements of procurement executives and their teams, they do not always receive the recognition they deserve. In response, the authors have developed and outlined within the book an unequivocal approach to measure procurement's impact on a company's performance—Return on Supply Management Assets (ROSMA®).

Digital Sense

The Common Sense Approach to Effectively Blending Social Business Strategy, Marketing Technology, and Customer Experience

John Wiley & Sons Compete in the digital world with pragmatic strategies for success Digital Sense provides a complete playbook for organizations seeking a more engaged customer experience strategy. By reorganizing sales and marketing to compete in today's digital-first, omni-channel environment, you gain newfound talent and knowledge from the resources already at hand. This book provides two pragmatic frameworks for implementing and customizing a new marketing operating system at any size organization, with step-by-step roadmaps for optimizing your customer experience to gain a competitive advantage. The Experience Marketing Framework and the Social Business Strategy Framework break down proven methods for exceeding the expectations customers form throughout the entirety of the buying journey. Customizable for any industry, sector, or scale, these frameworks can help your organization leap to the front of the line. The evolution of marketing and sales demands a revolution in business strategy, but realizing the irrelevance of traditional methods doesn't necessarily mean knowing what comes next. This book shows you how to compete in today's market, with real-world frameworks for implementation. Optimize competitive advantage and customer experience Map strategy back to business objectives Engage customers with a pragmatic, proven marketing system Reorganize sales and marketing to fill talent and knowledge gaps Today's customer is savvy, with more options than ever before. It's critical to meet them where they are, and engagement is the cornerstone of any cohesive, effective strategy. The technological revolution has opened many doors for marketing and sales, but the key is knowing what lies behind each one—what works for your competitor may not be right for you. Digital Sense cuts through the crosstalk and confusion to give you a solid strategy for success.

Customer Relationship Management

Concepts and Technologies

Routledge This title presents an holistic view of CRM, arguing that its essence concerns basic business strategy - developing and maintaining long-term, mutually beneficial relationships with strategically significant customers - rather than the operational tools which achieve these aims.

JD Edwards EnterpriseOne, The Complete Reference

McGraw Hill Professional Your definitive guide to JD Edwards EnterpriseOne Implement and maintain a fully integrated, SOA-based ERP framework across your entire corporation. JD Edwards EnterpriseOne: The Complete Reference explains how to install and administer JD Edwards EnterpriseOne, store BI information in data marts and warehouses, manage servers and portals, and develop customized applications and kernel processes. You'll also learn how to create and distribute packages, use the security workbench, optimize performance, and apply the latest JD Edwards EnterpriseOne updates and tools releases. Set up and configure the JD Edwards EnterpriseOne applications suite Work with Oracle, SQL Server, DB2, MSDE, and SSE data sources Define JD Edwards EnterpriseOne path codes, task views, and environments Deploy the object configuration manager and solution explorer Build client and server packages, media objects, and data warehouses Secure JD Edwards EnterpriseOne using LDAP, single sign-on, and third-party tools Administer portals and Web sites using JD Edwards EnterpriseOne's HTML server and server manager Troubleshoot and tune your system using the performance workbench Covers Release 8.12

Social Customer Experience

Engage and Retain Customers through Social Media

John Wiley & Sons Social Customer Experience: Engage and Retain Customers through Social Media builds on the prior works of author Dave Evans. As an update to Evans's earlier book Social Media Marketing, the new Social Customer Experience connects the early cases presented in 2010 with significant, contemporary examples, key concepts, and best practices associated with the adoption of social technology by global brands. This latest edition offers a blueprint for transforming your organization's disparate social initiatives into a unified social experience strategy. Most people know that social technologies are transforming business, but few understand how those changes are happening across the organization. Whether in marketing, communications, customer care, digital media or product development these changes shape the way in which business manage the experience their customers have with the brand. Filled with practical examples of what to do, and illustrated with cases taken from real companies, Social Customer Experience fills in the gaps for companies who want to do more with social than just listen and experiment. Part I lays the groundwork by explaining the three waves of change that combine to form social customer experience: social technologies and their impact on Web 1.0 digital infrastructures; social customers and their impact on marketing and support operations; and the new discipline of customer experience management that is reframing the old sales-and-service-centric ways of thinking about how companies relate to customers. Part I concludes by defining the social customer experience ecosystem, both on and off your own web domain. Part II, "Your Social Presence," puts you on the ground, with tactics and examples for how to apply social technologies and achieve your business objectives, how to measure and analyze social data and show business value, and how to implement a best-practice approach to avoid common traps and pursue proven opportunities. Part III digs deeper into the five building blocks of social customer experience: organization, platform, content, people and tools. What's a social experience organization look like? What systems need to be in place? How do you get the most out of the social "objects" – content and other assets – that are the byproduct of great social customer experiences? How do connections between customers – the social graph – come into play? And what applications will you use – literally, what will you empower your customers to do? Part III answers these questions in the practical, method-driven style of authors Dave Evans and Joe Cothrel. Social Customer Experience features detailed exercises that show you how to translate learning into action, hands-on tutorials using today's social media tools and platforms, and compelling, modern case studies from organizations of all sizes—from the Fortune 500 to nonprofits and mom-n-pop main-street shops. As a bonus, the book also features resources and references to connect readers with the current thought leaders and sources of timely information. If you're interested in business, and how business is being reshaped by social technology, Social Customer Experience will show you a path to a new relationship with your customers, customers not only buy your products and services but get more out of them and go on to become partners in your business–selling, supporting, and innovating on your behalf.

Microservices from Theory to Practice: Creating Applications in IBM Bluemix Using the Microservices Approach

IBM Redbooks Microservices is an architectural style in which large, complex software applications are composed of one or more smaller services. Each of these microservices focuses on completing one task that represents a small business capability. These microservices can be developed in any programming language. They communicate with each other using language-neutral protocols, such as Representational State Transfer (REST), or messaging applications, such as IBM® MQ Light. This IBM Redbooks® publication gives a broad understanding of this increasingly popular architectural style, and provides some real-life examples of how you can develop applications using the microservices approach with IBM BluemixTM. The source code for all of these sample scenarios can be found on GitHub (https://github.com/). The book also presents some case studies from IBM products. We explain the architectural decisions made, our experiences, and lessons learned when redesigning these products using the microservices approach. Information technology (IT) professionals interested in learning about microservices and how to develop or redesign an application in Bluemix using microservices can benefit from this book.

SAP Billing and Revenue Innovation Management

Functionality and Configuration

SAP PRESS Whether you're upgrading an existing billing system or moving to a subscription- or consumption-based model, SAP BRIM is ready--and here's is your guide! From subscription order management and charging to invoicing and contract accounting, get step-by-step instructions for each piece of the billing puzzle. For setup, execution, or analytics, follow a continuous case study through each billing process. With this book, join the future of billing! a. End-to-End Billing Learn the what and the why of SAP BRIM, and then master the how! Charging, invoicing, contract accounts receivable and payable, and subscription order management--see how to streamline billing with the SAP BRIM solutions. b. Configuration and Functionality Set up and use SAP BRIM tools: Subscription Order Management, SAP Convergent Charging, SAP Convergent Invoicing, FI-CA, and more. Implement them individually or as part of an integrated landscape. c. SAP BRIM in Action Meet Martex Corp., a fictional telecommunications case study and your guide through the SAP BRIM suite. Follow its path to subscription-based billing and learn from billing industry best practices! 1) SAP Billing and Revenue Innovation Management 2) Subscription order management 3) SAP Convergent Charging 4) SAP Convergent Invoicing 5) Contracts accounting (FI-CA) 6) SAP Convergent Mediation 7) Reporting and analytics 8) Implementation 9) Project management

Online Identity Theft

OECD Publishing This book defines identity theft, studies how it is perpetrated, outlines what is being done to combat it, and recommends specific ways to address it in a global manner.

Computerized Project Control

CRC Press Highlights advantages, disadvantages, and future trends of computerization to project control activity. Stresses identification of when computerization is needed and explores how to convert. Covers fundamentals of project control theory, software technology, and labor and cost analysis. Includes glo

RT Essentials

"O'Reilly Media, Inc." Provides information on using the ticketing system Request Tracker.

Beautiful Visualization

Looking at Data through the Eyes of Experts

"O'Reilly Media, Inc." Visualization is the graphic presentation of data -- portrayals meant to reveal complex information at a glance. Think of the familiar map of the New York City subway system, or a diagram of the human brain. Successful visualizations are beautiful not only for their aesthetic design, but also for elegant layers of detail that efficiently generate insight and new understanding. This book examines the methods of two dozen visualization experts who approach their projects from a variety of perspectives -- as artists, designers, commentators, scientists, analysts, statisticians, and more. Together they demonstrate how visualization can help us make sense of the world. Explore the importance of storytelling with a simple visualization exercise Learn how color conveys information that our brains recognize before we're fully aware of it Discover how the books we buy and the people we associate with reveal clues to our deeper selves Recognize a method to the madness of air travel with a visualization of civilian air traffic Find out how researchers investigate unknown phenomena, from initial sketches to published papers Contributors include: Nick Bilton,Michael E. Driscoll,Jonathan Feinberg,Danyel Fisher,Jessica Hagy,Gregor Hochmuth,Todd Holloway,Noah Iliinsky,Eddie Jabbour,Valdean Klump,Aaron Koblin,Robert Kosara,Valdis Krebs,JoAnn Kuchera-Morin et al.,Andrew Odewahn,Adam Perer,Anders Persson,Maximilian Schich,Matthias Shapiro,Julie Steele,Moritz Stefaner,Jer Thorp,Fernanda Viegas,Martin Wattenberg,and Michael Young.

The Dark Side of CRM

Customers, Relationships and Management

Routledge Customers are treated badly. Not all customers. Not always. But many are and often. Some customers are bad. They treat firms badly. Firms have to react. Employees and customers endure the consequences. Such bad behaviours, by firms and customers, have consequences for perceptions of trust and fairness, for endorsements and referrals, for repeat purchasing and loyalty, and ultimately for a firm's profitability and RoI. The management of customer relationships is core to the success and even survival of the firm. As The Dark Side of CRM explores, this is an area fraught with difficulties, duplicitous practice and undesirable behaviours. These need acknowledging, mitigating and controlling. This book is the first of its kind to define these dark sides, exploring also how firms and policy-makers might address such behaviours and manage them successfully. With contributions from many of the leading exponents globally of CRM and understanding customers, The Dark Side of CRM is essential reading for students, researchers and practitioners interested in managing customers, relationship marketing and CRM, as well as social media and marketing strategy.

IBM Power 520 Technical Overview

IBM Redbooks This IBM Redpaper publication is a comprehensive guide covering the IBM Power 520 server, machine type model 8203-E4A. The goal of this paper is to introduce this innovative server that includes IBM System i and IBM System p and new hardware technologies. The major hardware offerings include: - The POWER6 processor, available at frequencies of 4.2 GHz and 4.7 GHz. - Specialized POWER6 DDR2 memory that provides greater bandwidth, capacity, and reliability. - The 1 Gb or 10 Gb Integrated Virtual Ethernet adapter that brings native hardware virtualization to this server. - EnergyScale technology that provides features such as power trending, power-saving, capping of power, and thermal measurement. - PowerVM virtualization technology. - Mainframe continuous availability brought to the entry server environment. This Redpaper expands the current set of IBM Power System documentation by providing a desktop reference that offers a detailed technical description of the Power 520 system. This Redpaper does not replace the latest marketing materials and tools. It is intended as an additional source of information that, together with existing sources, can be used to enhance your knowledge of IBM server solutions.

Encyclopedia of Portal Technologies and Applications

IGI Global [Informatique].

Pinocchio, the Tale of a Puppet

Pinocchio, The Tale of a Puppet follows the adventures of a talking wooden puppet whose nose grew longer whenever he told a lie and who wanted more than anything else to become a real boy.As carpenter Master Antonio begins to carve a block of pinewood into a leg for his table the log shouts out, "Don't strike me too hard!" Frightened by the talking log, Master Cherry does not know what to do until his neighbor Geppetto drops by looking for a piece of wood to build a marionette. Antonio gives the block to Geppetto. And thus begins the life of Pinocchio, the puppet that turns into a boy.Pinocchio, The Tale of a Puppet is a novel for children by Carlo Collodi is about the mischievous adventures of Pinocchio, an animated marionette, and his poor father and woodcarver Geppetto. It is considered a classic of children's literature and has spawned many derivative works of art. But this is not the story we've seen in film but the original version full of harrowing adventures faced by Pinnocchio. It includes 40 illustrations.

Advantage Database Server

A Developer's Guide

AuthorHouse With the launch of ADS 7.0, the authors can now satisfy the needs of this growing community with an official guide on ADS.

The Predictive Casino

Making the Integrated Resort Smart

Createspace Independent Publishing Platform The Predictive Casino is a casino that utilizes the latest technological developments to connect with its customers to deliver an exceptional personalized experience that will keep them coming back. Today, technology such as AI, Machine Learning, Augmented Reality, facial recognition, IoT, Real-time stream processing, social media, and wearables are altering the Customer Experience (CX) landscape and casino operators need to jump aboard this fast moving technology or run the risk of being left out in the cold. The Predictive Casino reveals how these and other technologies can help shape the customer journey as well as provide insights into every facet of the business. The book details how the five types of analytics-descriptive, diagnostic, predictive, prescriptive, and edge analytics-affect not only the customer journey, but also just about every department in a casino operation. Facial recognition technology can spot a customer stepping onto a casino bus at the Macau/China border and that can set off alerts which will notify he necessary departments, where that is a host on the floor, a restaurant manager, a dealer, or even the hotel's GM should the player be a high-end VIP. A whole other sequence of events can get triggered as the player's favorite table is prepared, his favorite meal is cooked, and his or her Theo gets added to a real-time table games revenue management model that takes into account his personal play. Labor needs are also considered and alerts can be sent to the required or unneeded staff. An IoT connected casino can make its operations smart. Connected devices can help with inventory optimization, supply chain management, labor management, and waste management. With machine learning algorithms, data centers can be kept green and their energy use smart. For a casino operator, social media is no longer a vanity platform, but rather a place to both connect with current customers as well as court new ones. It is also a powerful branding channel that can be utilized to both understand a casino's position in the market, as well as a place to benchmark its position against its competitors. Today, technology moves at break-neck speed and it can offer the power of deep customer understanding and insight, but it also comes with a confusing variety of technology and technological terms--Big Data, Cognitive Computing, CX, Data Lakes, Hadoop, Kafka, Personalization, Spark, etc., etc. The Predictive Casino will help make sense of it all, so that a casino executive can cut through the confusing clutters of technological jargons and understand why a Spark-based real-time stream processing data stream might be preferable over a TIBCO Streambase one, or an even IBM InfoSphere one. Or maybe not. This book will help casino executives break through the technological clutter so that they can deliver an unrivaled customer experience to each and every patron coming through their doors.

Metadata and Semantic Research

14th International Conference, MTSR 2020, Madrid, Spain, December 2–4, 2020,

Revised Selected Papers

Springer Nature This book constitutes the thoroughly refereed proceedings of the 14th International Conference on Metadata and Semantic Research, MTSR 2020, held in Madrid, Spain, in December 2020. Due to the COVID-19 pandemic the conference was held online. The 24 full and 13 short papers presented were carefully reviewed and selected from 82 submissions. The papers are organized in the following tracks: metadata, linked data, semantics and ontologies; metadata and semantics for digital libraries, information retrieval, big, linked, social and open data; metadata and semantics for agriculture, food, and environment, AgroSEM 2020; metadata and semantics for open repositories, research information systems and data infrastructures; digital humanities and digital curation, DHC 2020; metadata and semantics for cultural collections and applications; european and national projects; knowledge IT artifacts (KITA) in professional communities and aggregations, KITA 2020.

Predictive Analytics

The Power to Predict Who Will Click, Buy, Lie, or Die

John Wiley & Sons "Mesmerizing & fascinating..." —The Seattle Post-Intelligencer "The Freakonomics of big data." —Stein Kretsinger, founding executive of Advertising.com Award-winning | Used by over 30 universities | Translated into 9 languages An introduction for everyone. In this rich, fascinating — surprisingly accessible — introduction, leading expert Eric Siegel reveals how predictive analytics (aka machine learning) works, and how it affects everyone every day. Rather than a "how to" for hands-on techies, the book serves lay readers and experts alike by covering new case studies and the latest state-of-the-art techniques. Prediction is booming. It reinvents industries and runs the world. Companies, governments, law enforcement, hospitals, and universities are seizing upon the power. These institutions predict whether you're going to click, buy, lie, or die. Why? For good reason: predicting human behavior combats risk, boosts sales, fortifies healthcare, streamlines manufacturing, conquers spam, optimizes social networks, toughens crime fighting, and wins elections. How? Prediction is powered by the world's most potent, flourishing unnatural resource: data. Accumulated in large part as the by-product of routine tasks, data is the unsalted, flavorless residue deposited en masse as organizations churn away. Surprise! This heap of refuse is a gold mine. Big data embodies an extraordinary wealth of experience from which to learn. Predictive analytics(aka machine learning) unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but putting odds on the future drives millions of decisions more effectively, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate. In this lucid, captivating introduction — now in its Revised and Updated edition — former Columbia University professor and Predictive Analytics World founder Eric Siegel reveals the power and perils of prediction: What type of mortgage risk Chase Bank predicted before the recession. Predicting which people will drop out of school, cancel a subscription, or get divorced before they even know it themselves. Why early retirement predicts a shorter life expectancy and vegetarians miss fewer flights. Five reasons why organizations predict death — including one health insurance company. How U.S. Bank and Obama for America calculated the way to most strongly persuade each individual. Why the NSA wants all your data: machine learning supercomputers to fight terrorism. How IBM's Watson computer used predictive modeling to answer questions and beat the human champs on TV's Jeopardy! How companies ascertain untold, private truths — how Target figures out you're pregnant and Hewlett-Packard deduces you're about to quit your job. How judges and parole boards rely on crime-predicting computers to decide how long convicts remain in prison. 182 examples from Airbnb, the BBC, Citibank, ConEd, Facebook, Ford, Google, the IRS, LinkedIn, Match.com, MTV, Netflix, PayPal, Pfizer, Spotify, Uber, UPS, Wikipedia, and more. How does predictive analytics work? This jam-packed book satisfies by demystifying the intriguing science under the hood. For future hands-on practitioners pursuing a career in the field, it sets a strong foundation, delivers the prerequisite knowledge, and whets your appetite for more. A truly omnipresent science, predictive analytics constantly affects our daily lives. Whether you are a consumer of it — or consumed by it — get a handle on the power of Predictive Analytics.

Oracle PL/SQL Programming

"O'Reilly Media, Inc." The authors have revised and updated this bestseller to include both the Oracle8i and new Oracle9i Internet-savvy database products.

Computer-aided Marketing and Selling

Information Asset Management

Robert Shaw

Effectuation

Elements of Entrepreneurial Expertise

Edward Elgar Publishing To effectuate is to engage in a specific type of entrepreneurial action. It has special importance for situations where the future is truly unknowable or human agency is of primary importance. In this new and updated edition of the bestselling Effectuation, Saras Sarasvathy explores the theory and techniques of non-predictive control for creating new firms, markets and economic opportunities.

Oracle E-Business Suite 12.2.4 Installation and Upgrade on IBM Power S824

IBM Redbooks This IBM® RedpaperTM publication provides the details for setting up an environment on AIX 7.1 on an IBM Power Systems S824 so you can install and upgrade Oracle E-Business Suite Release 12.2. It provides a step-by-step installation of Oracle E-Business Suite Release 12.2 for AIX 7.1. This document also provides a consolidated list of database and application tier patches to upgrade Oracle E-Business Suite from release 12.2.0 to 12.2.4, and explains how to apply patches. This document is written for those who are newly installing Oracle E-Business Suite Release 12.2 version 12.2.0 and upgrading to 12.2.4 on an IBM Power SystemsTM server with AIX® 7.1. It provides a sample two-tier installation of Oracle E-Business Suite Release 12.2 version 12.2.0 on two AIX logical partitions and steps for upgrading to version 12.2.4. The sample installation of Oracle EBusiness Suite Release 12.2 version 12.2.0 and upgrade to 12.2.4 also proves their interoperability with IBM Power Systems servers with POWER8TM processor technology. This document assumes that the reader has an in-depth knowledge of IBM AIX, Oracle Database 11g, and Oracle E-Business Suite.

Expert Oracle GoldenGate

Apress Expert Oracle GoldenGate is a hands-on guide to creating and managing complex data replication environments using the latest in database replication technology from Oracle. GoldenGate is the future in replication technology from Oracle, and aims to be best-of-breed. GoldenGate supports homogeneous replication between Oracle databases. It supports heterogeneous replication involving other brands such as Microsoft SQL Server and IBM DB2 Universal Server. GoldenGate is high-speed, bidirectional, highly-parallelized, and makes only a light impact on the performance of databases involved in replication. The authors share their experience in the form of tutorials on designing and implementing all types of Oracle GoldenGate environments. You'll learn methods for tuning Oracle GoldenGate performance. You'll discover GoldenGate's utility as a migration and extract, transform, load (ETL) tool. You'll learn to configure highly-available environments involving GoldenGate, Real Application Clusters, and Data Guard. From installation to design to implementation and troubleshooting, Expert Oracle GoldenGate helps you master all aspects of using and applying Oracle GoldenGate as the replication tool of choice in your environment. Explains all aspects of using GoldenGate for replication Covers homogeneous, heterogeneous, and bidirectional replication Shows the use of GoldenGate for data migration and extract, transform, load (ETL)

Oracle Big Data Handbook

McGraw Hill Professional "Cowritten by members of Oracle's big data team, [this book] provides complete coverage of Oracle's comprehensive, integrated set of products for acquiring, organizing, analyzing, and leveraging unstructured data. The book discusses the strategies and technologies essential for a successful big data implementation, including Apache Hadoop, Oracle Big Data Appliance, Oracle Big Data Connectors, Oracle NoSQL Database, Oracle Endeca, Oracle Advanced Analytics, and Oracle's open source R offerings"--Page 4 of cover.

Fundamentals of Business Process Management

Springer This textbook covers the entire Business Process Management (BPM) lifecycle, from process identification to process monitoring, covering along the way process modelling, analysis, redesign and automation. Concepts, methods and tools from business management, computer science and industrial engineering are blended into one comprehensive and inter-disciplinary approach. The presentation is illustrated using the BPMN industry standard defined by the Object Management Group and widely endorsed by practitioners and vendors worldwide. In addition to explaining the relevant conceptual background, the book provides dozens of examples, more than 230 exercises – many with solutions – and numerous suggestions for further reading. This second edition includes extended and completely revised chapters on process identification, process discovery, qualitative process analysis, process redesign, process automation and process monitoring. A new chapter on BPM as an enterprise capability has been added, which expands the scope of the book to encompass topics such as the strategic alignment and governance of BPM initiatives. The textbook is the result of many years of combined teaching experience of the authors, both at the undergraduate and graduate levels as well as in the context of professional training. Students and professionals from both business management and computer science will benefit from the step-by-step style of the textbook and its focus on fundamental concepts and proven methods. Lecturers will appreciate the class-tested format and the additional teaching material available on the accompanying website.

Groundswell, Expanded and Revised Edition

Winning in a World Transformed by Social Technologies

Harvard Business Press Corporate executives struggle to harness the power of social technologies. Twitter, Facebook, blogs, YouTube are where customers discuss products and companies, write their own news, and find their own deals but how do you integrate these activities into your broader marketing efforts? It's an unstoppable groundswell that affects every industry -- yet it's still utterly foreign to most companies running things now. When consumers you've never met are rating your company's products in public forums with which you have no experience or influence, your company is vulnerable. In Groundswell, Josh Bernoff and Charlene Li explain how to turn this threat into an opportunity. In this updated and expanded edition of Groundswell, featuring an all new introduction and chapters on Twitter and social media integration, you'll learn to: · Evaluate new social technologies as they emerge · Determine how different groups of consumers are participating in social technology arenas · Apply a four-step process for formulating your future strategy · Build social technologies into your business Groundswell is required reading for executives seeking to protect and strengthen their company's public image.

The Zones of Regulation

A Curriculum Designed to Foster Self-regulation and Emotional Control

"... a curriculum geared toward helping students gain skills in consciously regulating their actions, which in turn leads to increased control and problem solving abilities. Using a cognitive behavior approach, the curriculum's learning activities are designed to help students recognize when they are in different states called "zones," with each of four zones represented by a different color. In the activities, students also learn how to use strategies or tools to stay in a zone or move from one to another. Students explore calming techniques, cognitive strategies, and sensory supports so they will have a toolbox of methods to use to move between zones. To deepen students' understanding of how to self-regulate, the lessons set out to teach students these skills: how to read others' facial expressions and recognize a broader range of emotions, perspective about how others see and react to their behavior, insight into events that trigger their less regulated states, and when and how to use tools and problem solving skills. The curriculum's learning activities are presented in 18 lessons. To reinforce the concepts being taught, each lesson includes probing questions to discuss and instructions for one or more learning activities. Many lessons offer extension activities and ways to adapt the activity for individual student needs. The curriculum also includes worksheets, other handouts, and visuals to display and share. These can be photocopied from this book or printed from the accompanying CD."--Publisher's website.

Windows Server 2019 & PowerShell All-in-One For Dummies

John Wiley & Sons Your one-stop reference for Windows Server 2019 and PowerShell know-how Windows Server 2019 & PowerShell All-in-One For Dummies offers a single reference to help you build and expand your knowledge of all things Windows Server, including the all-important PowerShell framework. Written by an information security pro and professor who trains aspiring system administrators, this book covers the broad range of topics a system administrator needs to know to run Windows Server 2019, including how to install, configure, and secure a system. This book includes coverage of: Installing & Setting Up Windows Server Configuring Windows Server 2019 Administering Windows Server 2019 Configuring Networking Managing Security Working with Windows PowerShell Installing and Administering Hyper-V Installing, Configuring, and Using Containers If you're a budding or experienced system administrator looking to build or expand your knowledge of Windows Server, this book has you covered.

IBM FileNet Content Manager Implementation Best Practices and Recommendations

IBM Redbooks IBM® FileNet® Content Manager Version 5.2 provides full content lifecycle and extensive document management capabilities for digital content. IBM FileNet Content Manager is tightly integrated with the family of IBM FileNet products based on the IBM FileNet P8 technical platform. IBM FileNet Content Manager serves as the core content management, security management, and storage management engine for the products. This IBM Redbooks® publication covers the implementation best practices and recommendations for solutions that use IBM FileNet Content Manager. It introduces the functions and features of IBM FileNet Content Manager, common use cases of the product, and a design methodology that provides implementation guidance from requirements analysis through production use of the solution. We address administrative topics of an IBM FileNet Content Manager solution, including deployment, system administration and maintenance, and troubleshooting. Implementation topics include system architecture design with various options for scaling an IBM FileNet Content Manager system, capacity planning, and design of repository design logical structure, security practices, and application design. An important implementation topic is business continuity. We define business continuity, high availability, and disaster recovery concepts and describe options for those when implementing IBM FileNet Content Manager solutions. Many solutions are essentially a combination of information input (ingestion), storage, information processing, and presentation and delivery. We discuss some solution building blocks that designers can combine to build an IBM FileNet Content Manager solution. This book is intended to be used in conjunction with product manuals and online help to provide guidance to architects and designers about implementing IBM FileNet Content Manager solutions. Many of the features and practices described in the book also apply to previous versions of IBM FileNet Content Manager.

Principles of Information Systems

Cengage Learning Now thoroughly streamlined and revised, PRINCIPLES OF INFORMATION SYSTEMS, Ninth Edition, retains the overall vision and framework that made the previous editions so popular while eliminating outdated topics and updating information, examples, and case studies. In just 600 pages, accomplished authors Ralph Stair and George Reynolds cover IS principles and their real-world applications using timely, current business examples and hands-on activities. Regardless of their majors, students can use this book to understand and practice IS principles so they can function more effectively as workers, managers, decision makers, and organizational leaders. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Big Tech and the Digital Economy

The Moligopoly Scenario

Oxford University Press, USA This book asks a simple question: are the tech giants monopolies? In the current environment of suspicion towards the major technology companies as a result of concerns about their power and influence, it has become commonplace to talk of Google, Facebook, Amazon, Apple, Microsoft, or Netflix as the modern day version of the 19th century trusts. In turn, the tech giants are vilified for a whole range of monopoly harms towards consumers, workers and even the democratic process. In the US and the EU, antitrust, and regulatory reform is on the way. Using economics, business and management science as well legal reasoning, this book offers a new perspective on big tech. It builds a theory of "moligopoly". The theory advances that the tech giants, or at least some of them, coexist both as monopolies and oligopoly firms that compete against each other in an environment of substantial uncertainty and economic dynamism. With this, the book assesses ongoing antitrust and regulatory policy efforts. It demonstrates that it is counterproductive to pursue policies that introduce more rivalry in moligopoly markets subject to technological discontinuities. And that non-economic harms like privacy violations, fake news, or hate speech are difficult issues that belong to the realm of regulation, not antimonopoly remediation.

Customer Relationship Management

How to Turn a Good Business Into a Great One!

Thorogood Every customer is an individual with a choice. The role of Customer Relationship Management (CRM) is to ensure that each first-time buyer becomes an ongoing client, and every client a self-perpetuating advocate of your business. This book explains the elements of CRM and how to establish an integrated customer relationship-oriented approach in your organisation. How, in a word, to become a business where every customer's need is not just provided for but anticipated.