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A Guide to Enterprise Networking Technology Business Expert Press

Since its opening up and economic reforms in 1979, China has undergone tremendous economic growth and social development, with a ten percent real gross domestic product growth per year on average through 2013. In spite of such an accomplishment, the current economic growth model in China, which is mainly triggered by the export-led policy and the huge government investment, has been challenged by potential external and internal risks, which do not support sustainable economic growth in the long run. In this book, the author comprehensively reviews the corporate governance practices in China, identifying the major problems within such practices. It is contended that these problems have been seen as the major challenges facing the Chinese economy, and further, that the current weakness of corporate governance practices in China can be ascribed, to a great extent, to the incompleteness and weakness of law enforcement.

Advertising and Integrated Brand Promotion Business Expert Press

Attending a live concert or theatrical performance can be a thrilling experience. At their best, the performing arts represent the height of human creativity and expression. But the presentation on stage, whether it is Shakespeare, Beethoven, or The Lion King, depends on a business backstage. This book provides an overview of both the product on stage and the industry that makes it possible. While the industry's product is unique—with unique supply and demand characteristics—it is still an industry, with supply inputs, organization structures, competitors, business models, value chains, and customers. We will examine each of the major segments (Broadway, regional theater, orchestra, opera, and ballet) along these business dimensions. This book will give lovers of the performing arts an understanding of the business realities that make live performances possible.

Managers, board members, and performers will be better equipped to take on the strategic challenges their companies face. People contemplating any of these roles will have a better idea of what to expect. Business analysts and students of strategy will discover how economic frameworks apply in this unique setting where culture and commerce converge.

A Primer on Corporate Governance: Business Expert Press

Manju Devaraj, an Expert in enterprise networks, routing and switching technology, takes you on a wonderful exploration into the world of computers in this easy-to-follow guidebook written for both beginning and advanced engineers. He provides a framework so you can easily understand network connections and network devices, switching technology intelligence and types, and the foundations of Network Architecture. There's also a fascinating section on how to build highly available enterprise networks, how to secure such networks, and the benefits that they provide. Insights on Network Protocol Authentication and multiprotocol label switching provide readers with even more value.

Achieving Success in Nonprofit Organizations Springer Science & Business Media

Contemporary public relations practice has developed over the last several decades from the weak third sister in marketing, advertising, and public relations mix to a full player. To help you keep up to speed with the exciting changes and developments of publications, this book has been updated to provide you with the necessary understanding of the problems and promises of public relations research, measurement, and evaluation. As a public relations professional, this book will guide you through the effective use of methods, measures, and evaluation in providing grounded evidence of the success (or failure) of public relations campaigns. This third edition takes a best practices approach—one that focuses on choosing the appropriate method and rigorously applying that method to collect the data that best answers the objectives of the research. It also presents an approach to public relations that emphasizes the profession's impact on the client's return on investment in the public relations function, the measurement of social media and the use of standardized measures.

A Beginner's Guide to Mobile Marketing Business Expert Press

This book is for marketers (from newbies to CMO level) who want to learn why and how to use mobile marketing to engage and convert consumers. A Beginner's Guide to Mobile Marketing will teach you about the exploding opportunities that mobile marketing offers and why it is so important to embrace it in your integrated marketing strategy. Cell phones are no longer just for calling people. Based on the latest trends in consumer behavior on mobiles, the authors introduce ways that marketers can use smartphone popularity to reach people with tactics like mobile apps, mobile web, social media, mobile advertising and more. Exercises are included to ensure that the reader understands the material as well as how to apply it in the real world.

Ad Hoc Networks Telecommunications and Game Theory Business Expert Press

There is a need for current, research-based content focused on helping leaders of nonprofit and faith-based organizations to be successful. When compared to the market for new books and publications which discuss success strategies that apply to for-profit organizations, this market is underserved. This book focuses on topics and skills that leaders of non-profit and faith-based organizations, in recent research conducted by the authors, have indicated are needed to achieve success as defined by their organization. Each chapter is written by an expert on the subject dealt with in the chapter and focuses on the core concepts, skills, and techniques that, if mastered, can produce significant positive results. Sixteen topics critical to managers of non-profit or faith-based organizations are covered in the book and grouped into four sections: living the mission, making good

decisions, getting things done, and developing the team. This book will be especially valuable to leaders of non-profit and faith-based organizations who have little spare time and want to focus their professional development on areas defined by their peers as critical for success.

A Professional and Practitioner's Guide to Public Relations Research, Measurement, and Evaluation, Third Edition Birkhäuser

An Introduction to Survey Research is for those who want an overview of the survey process. It is intended to describe fundamental survey components to help both students and managers understand and use surveys effectively and avoid the pitfalls stemming from bad survey construction and inappropriate methods. The authors discuss how best to identify the information needed and the best approach to get that information. They also highlight the processes commonly involved in conducting a survey including the value of both obtaining a representative sample and dealing with the types of errors that can distort results. Each chapter focuses on one of the key components of constructing and carrying out a survey, including the elements to consider when developing a survey, the modes of survey delivery, writing good questions, conducting the survey, and presenting the results.

An Introduction to Survey Research Springer

This volume contains lessons that cover the basics, providing countless tips and techniques to help you become more productive with the program.

You can follow the book from start to finish or choose only those lessons that interest you

Logarithmic Image Processing: Theory and Applications Academic Press

Financial statements serve as a report card for a business through which managers and entrepreneurs can know their exact financial positions. These financial statements are prepared only through financial accounting. The main purpose of financial accounting is to help entrepreneurs exercise control over their business activities by controlling total costs incurred so that they are able to earn higher profits. So, in order to understand where exactly the business stands financially, knowledge of financial accounting is imperative. What is financial accounting? Why do I need to understand it? How will it help me in my business? Why is it important to me? Or Is it important to me? These are some of the questions that surface in the minds of young and aspiring entrepreneurs when they start their business or are on the verge of starting one. This book aims to answer them in the most practical and comprehensible manner possible so that accounting is no longer a nightmare for them.

A Profile of the Performing Arts Industry Rocky Nook, Inc.

ADVERTISING AND INTEGRATED BRAND PROMOTION, 4th Edition is highly visual and provides an integrated learning experience for the student. The new edition continues the tradition of delivering a solid understanding of advertising strategy, through a clearly written text as well as through the most contemporary ads. The table of contents follows the same process as an advertising agency. Like other aspects of business, good advertising is the result of hard work and careful planning. The new edition of Advertising and Integrated Brand Promotion illustrates how to best accomplish this.

Android Studio Cookbook Packt Publishing Ltd

Logarithmic Image Processing: Theory and Applications, the latest volume in the series that merges two long-running serials, Advances in Electronics and Electron Physics and Advances in Optical and Electron Microscopy and features cutting-edge articles on recent developments in all areas of microscopy, digital image processing, and many related subjects in electron physics. - Merges two long-running serials, Advances in Electronics and Electron Physics and Advances in Optical and Electron Microscopy into a single volume - Contains the latest information on logarithmic image processing and its theory and applications - Features cutting-edge articles on recent developments in all areas of microscopy, digital image processing, and many related subjects in electron physics

An Introduction to Queueing Theory Business Expert Press

Random SALOHA and CSMA protocols that are used to access MAC in ad hoc networks are very small compared to the multiple and spontaneous use of the transmission channel. So they have low immunity to the problems of packet collisions. Indeed, the transmission time is the critical factor in the operation of such networks. The simulations demonstrate the positive impact of erasure codes on the throughput of the transmission in ad hoc networks. However, the network still suffers from the intermittency and volatility of its efficiency throughout its operation, and it switches quickly to the saturation zone. In this context, game theory has demonstrated his ability to lead the network to a more efficient equilibrium. This, we were led to propose our model code set that formalizes the behavior of nodes during transmission within SALOHA networks and CSMA respectively.

Advanced Software Testing - Vol. 2, 2nd Edition John Wiley & Sons

This book teaches test managers what they need to know to achieve advanced skills in test estimation, test planning, test monitoring, and test control. Readers will learn how to define the overall testing goals and strategies for the systems being tested. This hands-on, exercise-rich book provides experience with planning, scheduling, and tracking these tasks. You'll be able to describe and organize the necessary activities as well as learn to select, acquire, and assign adequate resources for testing tasks. You'll learn how to form, organize, and lead testing teams, and master the organizing of communication among the members of the testing teams, and between the testing teams and all the other stakeholders. Additionally, you'll learn how to justify decisions and provide adequate reporting information where applicable. With over thirty years of software and systems engineering experience, author Rex Black is President of RBCS, is a leader in software, hardware, and systems testing, and is the most prolific author practicing in the field of software testing today. He has published a dozen books on testing that have sold tens of thousands of copies worldwide. He is past president of the International Software Testing Qualifications Board (ISTQB) and a director of the American Software Testing Qualifications

Board (ASTQB). This book will help you prepare for the ISTQB Advanced Test Manager exam. Included are sample exam questions, at the appropriate level of difficulty, for most of the learning objectives covered by the ISTQB Advanced Level Syllabus. The ISTQB certification program is the leading software tester certification program in the world. With about 300,000 certificate holders and a global presence in over 50 countries, you can be confident in the value and international stature that the Advanced Test Manager certificate can offer you. This second edition has been thoroughly updated to reflect the new ISTQB Advanced Test Manager 2012 Syllabus, and the latest ISTQB Glossary. This edition reflects Rex Black's unique insights into these changes, as he was one of the main participants in the ISTQB Advanced Level Working Group.

An Introduction to Biomechanics Business Expert Press

This introductory textbook is designed for a one-semester course on queueing theory that does not require a course on stochastic processes as a prerequisite. By integrating the necessary background on stochastic processes with the analysis of models, the work provides a sound foundational introduction to the modeling and analysis of queueing systems for a broad interdisciplinary audience of students in mathematics, statistics, and applied disciplines such as computer science, operations research, and engineering. This edition includes additional topics in methodology and applications. Key features: • An introductory chapter including a historical account of the growth of queueing theory in more than 100 years. • A modeling-based approach with emphasis on identification of models • Rigorous treatment of the foundations of basic models commonly used in applications with appropriate references for advanced topics. • A chapter on matrix-analytic method as an alternative to the traditional methods of analysis of queueing systems. • A comprehensive treatment of statistical inference for queueing systems. • Modeling exercises and review exercises when appropriate. The second edition of An Introduction of Queueing Theory may be used as a textbook by first-year graduate students in fields such as computer science, operations research, industrial and systems engineering, as well as related fields such as manufacturing and communications engineering. Upper-level undergraduate students in mathematics, statistics, and engineering may also use the book in an introductory course on queueing theory. With its rigorous coverage of basic material and extensive bibliography of the queueing literature, the work may also be useful to applied scientists and practitioners as a self-study reference for applications and further research. "...This book has brought a freshness and novelty as it deals mainly with modeling and analysis in applications as well as with statistical inference for queueing problems. With his 40 years of valuable experience in teaching and high level research in this subject area, Professor Bhat has been able to achieve what he aimed: to make [the work] somewhat different in content and approach from other books." - Assam Statistical Review of the first edition

A Profile of the Hospitality Industry South Western Educational Publishing

Designed to meet the needs of undergraduate students, "Introduction to Biomechanics" takes the fresh approach of combining the viewpoints of both a well-respected teacher and a successful student. With an eye toward practicality without loss of depth of instruction, this book seeks to explain the fundamental concepts of biomechanics. With the accompanying web site providing models, sample problems, review questions and more, Introduction to Biomechanics provides students with the full range of instructional material for this complex and dynamic field.

Advances in Knowledge Management

This book celebrates the past, present and future of knowledge management. It brings a timely review of two decades of the accumulated history of knowledge management. By tracking its origin and conceptual development, this review contributes to the improved understanding of the field and helps to assess the unresolved questions and open issues. For practitioners, the book provides a clear evidence of value of knowledge management. Lessons learnt from implementations in business, government and civil sectors help to appreciate the field and gain useful reference points. The book also provides guidance for future research by drawing together authoritative views from people currently facing and engaging with the challenge of knowledge management, who signal a bright future for the field.

Accounting for People Who Think They Hate Accounting

The hospitality industry is one of the world's largest and oldest industries. A Profile of the Hospitality Industry provides an inside look to the strategies of this industry. This book reviews the developments, challenges, and opportunities for the hotel, restaurant, foodservice and gaming industries. The hospitality industry is unique in many aspects which makes this book a must read for hospitality students, business students and those interested in management strategy.

Adobe Illustrator CC

Design, test, and debug your apps using Android Studio About This Book See what Material design is about and how to apply it your apps Explore the possibilities to develop apps that works on any type of device A step-by-step practical guide that will help you build improved applications, change their look, and debug them Who This Book Is For This book is for developers that are already familiar with programming concepts and have already started creating apps for the Android platform, for example, by using the Eclipse IDE. It is for developers who intend to use Android Studio as their primary IDE or want to use Android Studio more efficiently. What You Will Learn Develop Android Studio applications using Genymotion Apply the concepts of Material design to your applications Use memory monitoring tools to tweak performance Build applications for Android Wearable Capture images, video, or audio within your Android app Use content providers to display data Build apps with a cloud-based backend Create media-related apps that will run on phones, phablets, tablets, and TVs In Detail This book starts with an introduction of Android Studio and why you should use this IDE rather than Eclipse. Moving ahead, it teaches you to build a simple app that requires no backend setup but uses Google Cloud or Parse instead. After that, you will learn how to create an Android app that can send and receive text and images using Google Cloud or Parse as a backend. It explains the concepts of Material design and how to apply them to an Android app. Also, it shows you how to build an app that runs on an Android wear device. Later, it explains how to build an app that takes advantage of the latest Android SDK while still supporting older Android versions. It also demonstrates how the performance of an app can be improved and how memory management tools that come with the Android Studio IDE can help you achieve this. By the end of the book, you will be able to develop high quality apps with a minimum amount of effort using the Android Studio IDE. Style and approach This is a practical guide full of challenges and many real-world examples that demonstrate interesting development concepts. Besides smartphones and tablets, it also covers Android wearable devices and Android TV. Although strongly recommended, it is not necessary to own any Android device yourself.