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Search Engine Society-Alexander Halavais 2013-04-25 Search engines have become a key part of our everyday lives. Yet while much has been written about how to use search engines and how they can be improved, there has been comparatively little exploration of what the social and cultural effects might be. Like all technologies, search engines exist within a larger political, cultural, and economic environment. This volume aims to redress this balance and to address crucial questions such as: * How have search engines changed the way we organize our thoughts about the world, and how we work? * What are the 'search engine wars', what do they portend for the future of search, and who wins or loses? * To what extent does political control of search engines, or the political influence of search engines, affect how they are used, misused, and regulated? * Does the search engine help shape our identities and interactions with others, and what implications does this have for privacy? Informed members of the information society must understand the social contexts in which search engines have been developed, what that development says about us as a society, and the role of the search engine in the global information environment. This book provides the perfect starting point.

Search User Interfaces-Marti A. Hearst 2009-09-21 The truly world-wide reach of the Web has brought with it a new realisation of the enormous importance of usability and user interface design. In the last ten years, much has become understood about what works in search interfaces from a usability perspective, and what does not. Researchers and practitioners have developed a wide range of innovative interface ideas, but only the most broadly acceptable make their way into major web search engines. This book summarizes these developments, presenting the state of the art of search interface design, both in academic research and in deployment in commercial systems. Many books describe the algorithms behind search engines and information retrieval systems, but the unique focus of this book is specifically on the user interface. It will be welcomed by industry professionals who design systems that use search interfaces as well as graduate students and academic researchers who investigate information systems.

Search Engine Marketing, Inc.-Mike Moran 2008-09-19 The #1 Step-by-Step Guide to Search Marketing Success...Now Completely Updated with New Techniques, Tools, and Best Practices! In this book, two world-class experts present today's best practices, step-by-step techniques, and hard-won tips for using search engine marketing to achieve your sales and marketing goals, whatever they are. Mike Moran and Bill Hunt thoroughly cover both the business and technical aspects of contemporary search engine marketing, walking beginners through all the basics while providing reliable, up-to-the-minute insights for experienced professionals. Thoroughly updated to fully reflect today's latest search engine marketing opportunities, this book guides you through profiting from social media marketing, site search, advanced keyword tools, hybrid paid search auctions, and much more. You'll walk step-by-step through every facet of creating an effective program: projecting business value, selling stakeholders and executives, building teams, choosing strategy, implementing metrics, and above all, execution. Whether you're a marketing, Web, or IT professional, product manager, or content specialist, Search Engine Marketing, Inc., Second Edition will help you define your SEO/SEM goals, craft a best-practices program for achieving them, and implement it flawlessly.

Introduction to Information Retrieval-Christopher D. Manning 2008-07-07 Class-tested and coherent, this textbook teaches classical and web information retrieval, including web search and the related areas of text classification and text clustering from basic concepts. It gives an up-to-date treatment of all aspects of the design and implementation of systems for gathering, indexing, and searching documents; methods for evaluating systems; and an introduction to the use of machine learning methods on text collections. All the important ideas are explained using examples and figures, making it perfect for introductory courses in information retrieval for advanced undergraduates and graduate students in computer science. Based on feedback from extensive classroom experience, the book has been carefully structured in order to make teaching more natural and effective. Slides and additional exercises (with solutions for lecturers) are also available through the book's supporting website to help course instructors prepare their lectures.

City Economics-Brendan OFLAHERTY 2009-06-30 This introductory but innovative textbook on the economics of cities is aimed at students of urban and regional policy as well as of undergraduate economics. It deals with standard topics, including automobiles, mass transit, pollution, housing, and education but it also discusses non-standard topics such as segregation, water supply, sewers, garbage, fire prevention, housing codes, homelessness, crime, illicit drugs, and economic development.

Search Engines-Bruce Croft 2011-11-21 This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Search Engines: Information Retrieval in Practice is ideal for introductory information retrieval courses at the undergraduate and graduate level in computer science, information science and computer engineering departments. It is also a valuable tool for search engine and information retrieval professionals. Written by a leader in the field of information retrieval, Search Engines: Information Retrieval in Practice , is designed to give undergraduate students the understanding and tools they need to evaluate, compare and modify search engines. Coverage of the underlying IR and mathematical models reinforce key concepts. The book's numerous programming exercises make extensive use of Galago, a Java-based open source search engine.

Money Making Vacation Rentals-Beth Carson 2013-01-20 From purchase to guest reviews, this guide is the only one you will need for a stellar vacation rental that people will clamor to stay in. How to Research to find a real estate bargain Decorate stylishly on the cheap Write marketing copy for best results Stage your dream home for evocative photos Manage your home for maximum income Choose the best Social Media tools Respond to a negative review and much, much more are all explored. Come away with VR expert Beth Carson, with input from Cranmore Cottages owner Sandra Cloer, for a fun and informative read. Start living the good life. Order Money Making Vacation Rentals today.

Advertising Creative-Tom Altstiel 2015-12-10 Advertising Creative is the first "postdigital" creative strategy and copywriting textbook in which digital technology is woven throughout every chapter. The book gets right to the point of advertising by stressing key principles and practical information students and working professionals can use to communicate effectively in this postdigital age. Drawing on personal experience as award-winning experts in creative advertising, Tom Altstiel and Jean Grow offer real-world insights on cutting-edge topics, including global, social media, business-to-business, in-house, and small agency advertising. In this Fourth Edition, Altstiel and Grow take a deeper dive into the exploration of digital technology and its implications for the industry, as they expose the pervasive changes experienced across the global advertising landscape. Their most important revelation of all is the identification of the three qualities that will define the future leaders of this industry: Be a risk taker. Understand technology. Live for ideas.

SEO Content Writing-Abhishek Tiwari 2019-10-24 SEO Content Writing is a complete content writing guide that will help you in creating a 10x better content for your blog. it covers each and everything that a successful post has.Ranging from Deciding your niche to Writing and Optimizing your content.It has got everything you need !

A Practical Guide to Searching LGBTQIA Historical Records-Norena Shopland 2020-11-12 This book provides a number of effective tools to aid in the recovery of LGBTQIA historic material by providing extensive glossary and non-glossary written descriptions, and how to use those terms and phrases in searching effectively online and offline. Researching hidden and forbidden people from the past can be extremely difficult. Terminology used to write about LGBT+ people shifts over time, legal terminology enforces certain set terms which some writers use but others reject to avoid informing or disgusting a reading public. Often written descriptions contain no set terminology at all. How then can LGBT+ people be found in historic records? This book provides practical tools for a researcher wanting to uncover material from online or hard copy sources, including: keyword/s covering various sexual orientations and gender diversity, along with how and when to use them; tips for effective searching in online newspaper archives; how to use genealogy, auction and social media sites to uncover information; searching in online and physical libraries; advice on researching in physical archives and the types of collections which can yield results; and researching in museums collecting and displaying LGBT+ content. Making use of a straightforward and jargon free style, this is a short and accessible guide to doing historical research on Gay, Lesbian, Trans, Queer and non-normative research subjects. This is a useful resource for students and scholars alike in Archive Studies History, Gender and Sexuality Studies.

Economics-Campbell R. McConnell 1999

Big Word Book-Jane Harvey 1996-08 Chester finds lots of labels and decides to practise his new writing skills. He and Max go around the house labeling objects.

Uncharted-Erez Aiden 2014 Identifying data as one of the world's greatest untapped resources, two Harvard scientists who with Google created the Ngram Viewer reveal how the powerful web-based search tool has identified compelling cultural trends that impacting current understandings in science, the humanities, politics and business. 30,000 first printing.

Information Technology for Management-Efraim Turban 2018-01-31 Information technology is ever-changing, and that means that those who are working, or planning to work, in the field of IT management must always be learning. In the new edition of the acclaimed Information Technology for Management, the latest developments in the real world of IT management are covered in detail thanks to the input of IT managers and practitioners from top companies and organizations from around the world. Focusing on both the underlying technological developments in the field and the important business drivers performance, growth and sustainability—the text will help students explore and understand the vital importance of IT's role vis-a-vis the three components of business performance improvement: people, processes, and technology. The book also features a blended learning approach that employs content that is presented visually, textually, and interactively to enable students with different learning styles to easily understand and retain information. Coverage of next technologies is up to date, including cutting-edged technologies, and case studies help to reinforce material in a way that few texts can.

From Religion to Spirituality-Vedula VLN Murthy 2016-07-07 Do you depend on external sources for most things? Do you feel fear or confusion? Then, this book is a must read. If god exists in everyone and everywhere then why search outside and why fight each other? Free yourself from superstitions. Fill your heart with divine thoughts and ideals. Put in sincere efforts and watch the results blossom. No anti-social thoughts, no exploitation, no blind belief of something external to work for you or transform you. People get involved in ritualistic actions because of the lack trust in themselves. We are all sparks of a greater divine energy. Religion holds you in a finite form; Spirituality unfolds you unto infinity. Enter the world of infinity that this book holds. Make use of that infinite energy. India's timeless wisdom on spirituality, values and culture must reach the youth. Why delay? Rush into the book.

GMAT Prep Course-Jeff Kolby 2016-07-20 Comprehensive, Rigorous Prep for the New GMAT. Every year students pay as much as $1,000 to test prep companies to prepare for the GMAT. Now you can get the same preparation in a book. GMAT Prep Course provides the equivalent of a 2-month, 50-hour course. Although the GMAT is a difficult test, it is a very learnable test. GMAT Prep Course presents a thorough analysis of the GMAT and introduces numerous analytic techniques that will help you immensely, not only on the GMAT but in business school as well. Features: * Math: Twenty-two chapters provide comprehensive review of GMAT math. * Integrated Reasoning: Thorough analysis of the new integrated reasoning section. * Logical Reasoning: Discover the underlying simplicity of these problems and learn the tactics the GMAT writers use to obfuscate the answers. * Reading Comprehension: Develop the ability to spot places from which questions are likely to be drawn as you read a passage. (pivotal words, counter-premises, etc.) * Sentence Correction: Comprehensive review of GMAT grammar. * Writing Assessment: Learn how to get top scores on your Analysis of Issue and Analysis of Argument essays. * Mentor Exercises: These exercises provide hints, insight, and partial solutions to ease your transition from seeing GMAT problems solved to solving them on your own.

The Godfather-Mario Puzo 2005 A portrait of a Mafia family focuses on the life and times of patriarch Don Vito Corleone, a Sicilian-American godfather, and his sons.

Marketing Planning-Stephan Sorger 2012 "Marketing Planning: Where Strategy Meets Action" offers marketing students and professionals a practical, step by step guide to creating marketing plans that deliver measurable results. It presents a comprehensive framework for strategic marketing planning and outlines a structured approach for developing effective marketing plans. The approach uses numerous figures, checklists, and decision charts to leverage proven marketing techniques and market data for high quality marketing plans. The book is packed with current examples, culminating in a complete sample marketing plan that demonstrates the book's unique approach. The book is ideal for planning-related courses in upper-level undergraduate and lower-level graduate school programs, as well as for business executives seeking a competitive edge in the speed and quality of their marketing planning.

Search Engine Society-Alexander Halavais 2017-11-27 Search engines have become a key part of our everyday lives. Yet there is growing concern with how algorithms, which run just beneath the surface of our interactions online, are affecting society. This timely new edition of Search Engine Society enlightens readers on the forms of bias that algorithms introduce into our knowledge and social spaces, drawing on recent changes to technology, industries, policies, and research. It provides an introduction to the social place of the search engine and addresses crucial questions such as: How have search engines changed the way we organize our thoughts about the world, and how we work? To what extent do politics shape search, and does search shape politics? This book is a must-read for those who wish to understand the future of the social internet and how search shapes it.

The Golden Albatross: How To Determine If Your Pension Is Worth It-Grumpus Maximus 2020-04 "I don't love this job anymore, but should I stay for the pension?" This gut-wrenching question is common for many people working in pensionable careers. But how much is your pension worth? And, is staying worth it? Since 2017, Grumpus Maximus has researched and written about this critical decision point, which he calls The Golden Albatross. Having served 20 years in the U.S. Military, he too struggled with the same questions, and now he helps others learn from his mistakes. If your job offers a pension, then this book is a must-read. Easily learn how to calculate your pension's objective value and weigh it against the subjective benefits of leaving for more fulfilling work. When done, you will agree, it was worth it.

Lazaros' Notebook-Lazaros' Blank Books 2016-02-27 Lazaros' Notebook offers 124 pages for pure note keeping. You can use this book in unlimited ways as long as you enjoy writing with pen (or pencil) and paper. In the book you can specify owner details. Enjoy another creation from Lazaros' Blank Books printed in cream paper.

Textbook of Natural Medicine-Joseph E. Pizzorno 2006

40 Homes-Shelby McCormick 2013-06-27 Jenny was left by her parents at a stanger's door. She goes from home to home hoping to find the home that will keep her and love her . But every home gets ripped from her fingers . The only stable thing in her unstable life is the social worker at the State Child Protection Office, Mary . Maybe with Mary, Jenny will find her way through the maze of life.

Norse Warfare-Martina Sprague 2017-10-26 The Vikings burst onto the scene in a flash, startling the world with the reach and extent of their raids and the overwhelming destruction they wrought. Their unconventional war strategies, which left the enemy helpless and defenseless, built their reputation as brutal, bloodthirsty barbarians with no regard for God or human life. The reckless raiding of churches and monasteries was due in large part to their ignorance of the unspoken rules of warfare, giving holy sites immunity, but it earned the Christian world's contempt.The Vikings excelled militarily because they ignored traditional Western fighting methods. They did not bother to arrange a time and place for battle, as was often customary in Europe. Deception, attacking by stealth when the enemy was not fully prepared, or striking in a seemingly undisciplined manner was by no means considered cowardly or dishonorable from the Viking perspective. The Vikings, unconcerned by, indeed oblivious to, religious prohibitions, believed that war was worth any risk because it compensated so well in terms of adventure and spoils. Even the high numbers of casualties suffered did not dissuade the Vikings from their lives as warriors.

Whatever Happened to the Life of Leisure?-Robert Jameson 2012-12-06 Longer working hours, later retirement, lousy pensions - hardly the life of leisure we were promised for the 21st century! We also have dirty hospitals, troops without proper equipment and schools that provide an appalling standard of education. So what went wrong and what can we do about it?This book provides an introduction in straightforward English to the Real Economics of real resources and real people's lives.

The Accounting Procedures Guidebook-Steven M Bragg 2018-07-11 The typical business needs a system of policies and procedures in order to reduce errors, minimize fraud, and maintain tight control over its operations. The Accounting Procedures Guidebook contains the detailed procedures and forms needed for every accounting system, from accounts payable to treasury, as well as for such operational areas as order entry, shipping, purchasing, and receiving. Procedures are separately stated for manual and computerized accounting systems. The book also addresses how to create and enforce procedures, as well as when to update them. In short, this book provides the baseline policy and procedure information needed to enhance the operations of any business.

Free Will and Determinism Coursebook-Peter Baron 2013-07-01 A subject that has defied clear-thinking for years is finally unravelled by analysing different views of freedom, causation, and the will. Drawing on Psychology and Philosophy, Peter Baron contrasts ancient and modern thinkers from Hume and Locke to Sartre and Honderich to produce a definitive guide, pitched just right.

And They Lived Ever After-Silverback 2016-04-04 Ever wondered exactly what happens when you closed the book? Is "The End" really the end? Not in the Kingdom of Aaliy' where "The End" is merely the beginning of a whirlwind adventure. Jack, Red, Cinderella and Rumpelstiltskin will never be looked at the same way again!

Social Media Marketing 2017-Jason Mcdonald, Ph.d. 2016-10-17 UPDATED: 2017 Edition of the SOCIAL MEDIA MARKETING WORKBOOK! NEW for 2017 - Videos - follow Jason step-by-step in companion video trainings. These make it easier than ever to master the mystery of social media marketing Extensive Worksheets - downloadable PDFs walk you thru step-by-step how to research, set up, and optimize your social media profiles PLUS how to create a strategic posting strategy. Social Media Marketing Explained - an easy-to-use, step-by-step guide for small business owners and marketers. Covers the Main Networks - Facebook marketing, Twitter marketing... YouTube, LinkedIn, and Pinterest plus bonus chapter on Yelp / Google Local and review marketing. A best-selling social media marketing book from a best-selling author on Internet marketing: Jason McDonald Social media is big - really big. Facebook has over 1 billion users, and LinkedIn has over 350 million. Today's customers go online to review sites like Yelp and Google+ to check out businesses before they engage. Whether it's on Twitter, on Instagram, on YouTube, or even Pinterest, your

customers are "on" social media and they are talking about businesses, products, and services just like yours. Small businesses and large businesses alike can leverage social media for amazing free marketing opportunities. If you know how... you can market on social media effectively. But do you know how? Or are you confused, befuddled, lost, or just spinning your wheels while your competitors blast ahead on Facebook or Twitter, LinkedIn or Pinterest, YouTube or Yelp? Enter the Social Media Marketing Workbook 2017, your step-by-step book / workbook / guide on how to market your business on social media. With up-to-date information for 2017 on how to market on all of the major social media platforms, the Social Media Marketing Workbook includes SOCIAL MEDIA MARKETING - an easy explanation of what social media marketing really is, and how to "think" about social media marketing. PLATFORM MARKETING STEP-BY-STEP - an explanation of: Facebook Marketing - Facebook for Business LinkedIn Marketing - LinkedIn for Business Twitter Marketing - Twitter for Business YouTube Marketing - YouTube for Business Pinterest Marketing - Pinterest for Business Yelp / Local - Marketing via Yelp, Google+ and other local review sites Epilogue - the "new" kids on the block of Snapchat and Instagram POSTING STRATEGY - creating great content is the first step, and knowing how to post it is the second. The SOCIAL MEDIA MARKETING WORKBOOK explains how to find other people's content to share and how to create your own content as well as how to OPTIMIZE and PROMOTE your social media efforts. FREE SOCIAL MEDIA MARKETING TOOLS - as part of Jason's SOCIAL MEDIA TOOLBOOK, you get complete access to hundreds of FREE social media tools as well - a $29.99 value! INCREDIBLE WORKSHEETS AND VIDEOS - let Jason guide you step-by-step to success at social media. Social Media Marketing Worksheets This isn't a fancy book on social media marketing 2017. This isn't a pie-in-the-sky book. This is a practical hands-on book, with links not only to free tools but to step-by-step worksheets. By the end of the book, you'll have a social media marketing plan ready for your business AND specific plans for each medium that makes sense for you (e.g., Facebook, Yelp, Twitter, etc.). Got questions? Just Google Jason McDonald and send him an email - he's happy to help. Compare with: Social Media for Dummies, Social Media Marketing in a Day, Social Media Marketing for Dummies, The Art of Social Media (Guy Kawasaki), and Chaos Monkeys (Antonio Garcia Marquez).

Basics of Web Design-Terry Felke-Morris 2019-01-22 For introductory courses in Web Design Provide a strong foundation for web design and web development Basics of Web Design: HTML5, is a foundational introduction to beginning web design and web development. The text provides a balance of "hard" skills such as HTML 5, CSS, and "soft" skills such as web design and publishing to the Web, giving students a well-rounded foundation as they pursue careers as web professionals. Students will leave an introductory design course with the tools they need to build their skills in the fields of web design, web graphics, and web development. The 5th Edition features a major change from previous edition. Although classic page layout methods using CSS float are still introduced, there is a new emphasis on Responsive Page Layout utilizing the new CSS Flexible Box Layout (Flexbox) and CSS Grid Layout techniques. Therefore, the new 5th Edition features new content, updated topics, hands-on practice exercises, and case studies.

Strategic Planning That Actually Works-Sarai Johnson 2015-01-20 Strategic Planning is woefully out of fashion, with many bloggers and thought-leaders claiming it is, in fact, dead. They couldn't be more wrong! Strategic Planning is an integral part of any nonprofit's ability to conduct effective social change. It allows the organization's staff, management, volunteers and board to identify and focus on the top priorities that the stakeholders agree will matter most to accomplishing their mission. Without a strategy, and the execution that follows - nonprofits are awash in mission creep, money chasing, and burned out and demoralized staff. Ain't nobody wants that. This book will walk you through the process of Strategic Planning invented by Sarai Johnson of Lean Nonprofit. Her practice is based on recent innovations in the business sector, building on the concepts of Lean Canvas and the Business Model Canvas. Adapting this strategic, action-based tool for nonprofits provides you, the nonprofit practitioner, with step-by-step instructions for leading a group of people through the planning process. Oh, did we mention it is a ONE DAY PROCESS? Yeah, it's cool. We know.

Physics and Stories-Armando Rodriguez 2017-06-21 Can NASA measure the distance to the moon down to the centimeter? No matter how advanced their instruments, they can't, check out - "The Crazy Old Man". Myth busting and Hollywood physics can turn the most unappealing subject into fun. Two chapters are devoted to that. There's also a lot of everyday thermodynamics in - "Some Questions and Fallacies about the 'HOT' and the 'Cool'". What, non linear differential equations or maybe transcendental ones? No problem, see "The Spreadsheet", Such a Wonderful Tool! The book is packed with stuff like this.

Marshal the Words of an Instrument-Michael O'Connor 2017-09-14 This is one wild travel odyssey: container ships taking on a cruise ship vibe, ports locally and internationally, visits to a forbidden place, a life long friendship, and then the woman they both wanted, dominating perhaps lessening with the tides to come.

Principles of Economics-N. Gregory Mankiw 2018 "Provide an approachable, superbly written introduction to economics that allows all types of students to quickly grasp economic concepts and build a strong foundation with Mankiw's popular Principles of economics, 8E. The most widely-used text in economics classrooms worldwide, this book covers only the most important principles to avoid overwhelming students with excessive detail. Extensive updates feature relevant examples to engage students. MindTap and Aplia digital course solutions are available to improve student engagement and retention with powerful student-focused resources. Within MindTap, students can use the highly acclaimed Graph Builder and Adaptive Test Prep features. All content has been carefully crafted around understanding student needs at key moments in your course. A team of award-winning teaching economists have added more relevance, engagement, and interactivity to teaching resources in this book's ancillary package, already the most commanding in the industry."--

The Oxford Handbook of Publishing-Angus Phillips 2019-04-23 Publishing is one of the oldest and most influential businesses in the world. It remains an essential creative and knowledge industry, worth over $140 billion a year, which continues to shape our education and culture. Two trends make this a particularly exciting time. The first is the revolution in communications technology that has transformed what it means to publish; far from resting on their laurels and retreating into tradition, publishers are doing as they always have - staying on the cutting edge. The second is the growing body of academic work that studies publishing in its many forms. Both mean that there has never been a more important time to examine this essential practice and the current state of knowledge. The Oxford Handbook of Publishing marks the coming of age of the scholarship in publishing studies with a comprehensive exploration of current research, featuring contributions from both industry professionals and internationally renowned scholars on subjects such as copyright, corporate social responsibility, globalizing markets, and changing technology. This authoritative volume looks at the relationship of the book publishing industry with other media, and how intellectual property underpins what publishers do. It outlines the complex and risky economics of the industry and examines how marketing, publicity, and sales have become ever more central aspects of business practice, while also exploring different sectors in depth and giving full treatment to the transformational and much discussed impact of digital publishing. This Handbook is essential reading for anyone interested in publishing, literature, and the business of media, entertainment, culture, communication, and information.

WealthTech-Patrick Schueffel 2019-10-01 The book "WealthTech: Wealth and Asset Management in the Fintech Age" is the primary resource for the wealth and asset management technology revolution. It examines the rise of financial technology and its growing impact on the wealth and asset management industry. Written by thought leaders in the global WealthTech space, this volume offers an analysis of the current tectonic shifts happening in wealth and asset management and aggregates diverse industry expertise into a single informative book. It provides practitioners such as wealth managers, bankers and investors with the answers they need to capitalize on this lucrative market. As a primer on WealthTech it offers academics clear insight into the repercussions of profoundly changing business models. It furthermore highlights the concept of the ongoing democratization of wealth management towards a more efficient and client-centric advisory process, free of entry hurdles. This book aggregates facts, expertise, insights and acumen from industry experts to provide answers on various questions including: Who are the key players in WealthTech? What is fueling its exponential growth? What are the key technologies behind WealthTech? How do regulators respond? What are the risks? What is the reaction of incumbent players? This book not only seeks to answer these questions but also touches on a series of related topics: • Get up to speed on the latest industry developments • Understand the driving forces behind the rise of WealthTech • Realize the depth and breadth of WealthTech • Discover how investors react to the growth in WealthTech • Learn how regulators influence the evolution of WealthTech business models • Examine the market dynamics of the WealthTech revolution • Grasp the industry's potential and its effects on connected sectors • Build acumen on investment and entrepreneurial opportunities A unique product for the market place Digital transformation is creating game-changing opportunities and disruptions across industries and businesses. One industry where these game-changing opportunities will have profound impacts is wealth and asset management. For generations, wealth and asset management was a privileged service provided to co-operations and wealthy individuals. The informational advantages that wealth managers held vis-a -vis their clients provided a key competitive differentiator. In the current digital transformation climate, this differentiator is vanishing and the setting is changing. A top priority on the agenda for any wealth and asset manager must therefore be how to respond and prepare for the ramifications of this fast changing business environment. This book (one of the first to be published in this area) will provide the reader with a head start in adapting to this new digital environment.

Latest Trends of Information Technology-Dr.Kashif Qureshi 2019-07-20 "Just some years before, there have been no throngs of Machine Learning, scientists developing intelligent merchandise and services at major corporations and startups. Once the youngest folks (the authors) entered the sector, machine learning didn't command headlines in daily newspapers. Our oldsters had no plan what machine learning was, including why we would like it to a career in medication or law. Machine learning was an advanced tutorial discipline with a slender set of real-world applications. And people applications, e.g. speech recognition and pc vision, needed most domain data that they were usually thought to be separate areas entirely that machine learning was one tiny part. Neural networks, the antecedents of the deep learning models that we tend to specialize in during this book, were thought to be out-of-date tools. In simply the previous five years, deep learning has taken the world by surprise, using fast progress in fields as diverse as laptop vision, herbal language processing, computerized speech recognition, reinforcement learning, and statistical modelling. With these advances in hand, we can now construct cars that power themselves (with increasing autonomy), clever reply structures that anticipate mundane replies, assisting humans to dig out from mountains of email, and software program retailers that dominate the world's first-class people at board video games like Go, a feat once deemed to be a long time away. Already, these equipment are exerting a widening impact, changing the way films are made, diseases are...diagnosed, and enjoying a developing role in simple sciences – from astrophysics to biology. This e-book represents our attempt to make deep learning approachable, instructing you each the concepts, the context, and the code."

Masculinities-Mark Hussey 2003 For courses in Gender Studies; this text can also be used in Introductory Composition classes and Writing Across the Disciplines courses. This text is a collection of articles and short stories from a wide range of sources and disciplines, including sociology, medicine, history, philosophy, education, cultural studies, and biology, as well as fiction. Its goal is to encourage students to focus attention on the meanings of masculinity in the contemporary United States. Organized in broad categories, it offers a flexible format adaptable to various kinds and levels of classes and seminars.

Reference Books Bulletin- 1994

Reference Books Bulletin, 1994-1995-Sandy Whiteley 1996 Arranged by broad subject and indexed by narrow subject, by format and by title, this annual publication offers an overview of the reference materials published during 1994.

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