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URIEL BURKE

Concepts, Methodologies, Tools, and Applications

Transportation Research Board

Information technology (IT) is an essential core of the economy today. Corporations and governments worldwide rely on it to drive their core strategy and develop and execute business models. Amounting to over 3.7 trillion US dollars of worldwide spending, the growing significance of the IT industry in the global economy is now well established. Hence, it is crucial to understand the marketplace within which it exists, and this book presents a systematic analysis of the processes, techniques, and methods involved in IT sales and marketing. In *Selling IT*, the book: Integrates a large IT provider's selling process with the enterprise user's IT buying process to highlight the nuances of selling, marketing, and developing IT solutions that create value for customers. Discusses various key concepts such as value-based IT selling, business case for IT acquisition, vendor evaluation and management, account and customer relationship management, customer segmentation, and techniques for customer acquisition and retention. Analyses the challenges and opportunities involved in selling digital IT and examines the evolution of jobs and careers based on the changed IT landscape. Includes lesson plans, case studies, and chapter-wise practice questions to support teaching and learning. The book boasts a robust theoretical foundation supported by a clear exposition of concepts and management theories. It will be of benefit to professionals using organisation-mandated selling processes. Young executives with a technology background looking for a sales and marketing career in the IT industry can also effectively use this book. It will also be an essential read for scholars and researchers in B2B marketing, IT consulting, technology sales, and digital transformation.

MongoDB Fundamentals Mastering Microsoft Virtualization This report examines the challenges of advancing the use of electronic shipping papers as an alternative to the current paper-based hazardous materials communication system. Paper copy hazardous materials shipping papers have several drawbacks: they are labor intensive and subject to human error; they are perishable and may not be available to emergency responders in the event of an incident; and they are difficult to exchange between modes or different vehicles within a mode. The use of internationally compatible electronic data-sharing technologies could significantly improve the exchange of hazardous materials shipping information among shippers, carriers, regulatory agencies, and emergency responders. Timely access to accurate hazardous materials shipping information will likely reduce errors in information exchange, improve efficiency, enhance security, and improve the response efforts in the event of a hazardous materials incident.

Process Engineering and Best Practices for Systematic Trading and Investment BoD - Books on Demand

People with ideas are dreamers. People who get things done are doers. One doer is worth eight dreamers. There are three kinds of people who make up an innovator. There are inventors (people who have new and unique ideas), problem solvers (people who have ideas about how to correct a previous error) and entrepreneurs (people who transform ideas into realities). Put them altogether they spell "innovator." Most innovative books today focus on ways to create new and unique ideas; some of them also address problem-solving, but this is less than 10% of the methodologies that the innovator needs to master. The approaches used in this book transform an idea into reality, or to put it another way, deliver innovative products to make a profit for the organization and instill pride in its employees. This means that every step in the process needs to have innovation applied to it in order to meet the expectations and demands of today's sophisticated customer. This book is designed to help the reader and their organization complete the complex process of bringing a new product to market by presenting what is expected at each step in the cycle and providing step-by-step instructions on what to do at each specific step. In large to mid-sized organizations this book is designed to help each individual understand how they fit into the innovative cycle and explains why they should be more creative related to the work they do and more conscious of the contributions they can make. It emphasizes the importance of every individual contributing to the organization's innovative process. The book is designed to help the organization understand its Innovation Systems Cycle. In the early part of the cycle it focuses on weeding out projects that do not have the potential to produce value-added results to the stakeholders. By

using the guidelines outlined in this book, an organization can reduce its new project failure rate by as much as 50% which should result in almost doubling the organization's new product output thereby increasing profits by as much as 15%.

9th IFIP TC-6 TC-11 International Conference, CMS 2005, Salzburg, Austria, September 19-21, 2005, Proceedings Springer

The first comprehensive guide to all aspects of digital publishing, from rights to eBooks, to accessibility, to content management. *Quarterly Supplement to the ... Annual Department of Defense Bibliography of Logistics Studies and Related Documents* Pearson Education

Proceedings of the 2013 Tcl Conference (20th Anniversary), Held in New Orleans September 23-27, 2013

The ITSM Process Design Guide Springer

Lists citations with abstracts for aerospace related reports obtained from world wide sources and announces documents that have recently been entered into the NASA Scientific and Technical Information Database.

Andrew Rollings and Ernest Adams on Game Design Sams Publishing

This volume constitutes the refereed post-conference proceedings of the First IFIP TC 5 DCDRR International Conference on Information Technology in Disaster Risk Reduction, ITDRR 2016, held in Sofia, Bulgaria, in November 2016. The 20 revised full papers presented were carefully reviewed and selected from 52 submissions. The papers focus on various aspects and challenges of coping with disaster risk reduction. The main topics include areas such as big data, cloud computing, the Internet of Things, natural disasters, mobile computing, emergency management, disaster information processing, disaster risk assessment and management, and disaster management simulation.

Mastering Microsoft Virtualization Springer

Don't restrict your creative property to one media channel. Make the essential leap to transmedia! From film to television to games and beyond, *Storytelling Across Worlds* gives you the tools to weave a narrative universe across multiple platforms and meet the insatiable demand of today's audience for its favorite creative property. This, the first primer in the field for both producers and writers, teaches you how to: * Employ film, television, games, novels, comics, and the web to build rich and immersive transmedia narratives * Create writing and production bibles for transmedia property * Monetize your stories across separate media channels * Manage transmedia brands, marketing, and rights * Work effectively with writers and producers in different areas of production * Engage audiences with transmedia storytelling Up-to-date examples of current transmedia and cross-media properties accompany each chapter and highlight this hot but sure-to-be enduring topic in modern media.

Regulated Bioanalytical Laboratories John Wiley & Sons

Defining the various types of IT architecture in the industry, this one-of-a-kind resource highlights the rewards of becoming an architect and explores the details of the deliverables, project structure, and how to approach their creation. --

24th International Conference on Automated Deduction, Lake Placid, NY, USA, June 9-14, 2013, Proceedings Academic Press

MongoDB Fundamentals will get you started using MongoDB for data processing in a cloud computing environment. Starting with the fundamentals of NoSQL, you'll build up to learning advanced data manipulation techniques and application development with the help of hands-on case-studies.

Springer

What is this book about? The addition of Crystal Reports 9.0 to Visual Studio .NET 2003 offers developers a reporting tool that allows you to turn almost any data into interactive, dynamic content through portals, wireless devices, and Microsoft Office documents. This code-intensive guide takes you step by step through developing reports and incorporating them into applications. First, you gain a thorough understanding of how this version of Crystal Reports differs from previous versions and how it fits into the .NET platform. Then you begin creating reports and learn how to integrate them into both Windows and Web-based applications. You explore XML Web services, find out how to work with ADO.NET, and learn to use formulas and logic in your reports. Finally, you develop distributed reporting applications and discover how to deploy the applications you have created. Packed with real-world examples of working applications, this comprehensive second edition provides a complete understanding of commonly used features, examples of integration with a variety of databases and platforms, and much more. What does this book cover? Here are some details on what you'll discover in this book: Advanced report design Methods for

creating reports using the Expert How to integrate reports into Windows and Web-based applications Development and deployment of distributed reporting applications How to create XML Report Web Services and work with ADO.NET Tips for using parameters with Crystal Reports and customizing the report content at run-time Options for working with different data sources How to use the features contained in the properties, methods, and events associated with the Crystal Reports engine Who is this book for? This book is for programmers seeking a comprehensive guide to the functionality of Crystal Reports for Visual Studio .NET. You should have some experience with .NET and Visual Studio .NET. Some familiarity with Crystal Reports is helpful, although this update includes a large section on report design.

Creativity, Innovation, and Entrepreneurship John Wiley & Sons

Master the CCNP® ROUTE 642-902 exam with this official study guide Assess your knowledge with chapter-opening quizzes Review key concepts with Exam Preparation Tasks Practice with realistic exam questions on the CD-ROM CCNP ROUTE 642-902 Official Certification Guide is a best of breed Cisco® exam study guide that focuses specifically on the objectives for the CCNP® ROUTE exam. Senior instructor and best-selling author Wendell Odom shares preparation hints and test-taking tips, helping you identify areas of weakness and improve both your conceptual knowledge and hands-on skills. Material is presented in a concise manner, focusing on increasing your understanding and retention of exam topics. CCNP ROUTE 642-902 Official Certification Guide presents you with an organized test preparation routine through the use of proven series elements and techniques. "Do I Know This Already?" quizzes open each chapter and allow you to decide how much time you need to spend on each section. Exam topic lists make referencing easy. Chapter-ending Exam Preparation Tasks sections help drill you on key concepts you must know thoroughly. The companion CD-ROM contains a powerful testing engine that allows you to focus on individual topic areas or take complete, timed exams. The assessment engine also tracks your performance and provides feedback on a module-by-module basis, laying out a complete study plan for review. Well-regarded for its level of detail, assessment features, and challenging review questions and exercises, this official study guide helps you master the concepts and techniques that will enable you to succeed on the exam the first time. CCNP ROUTE 642-902 Official Certification Guide is part of a recommended learning path from Cisco that includes simulation and hands-on training from authorized Cisco Learning Partners and self-study products from Cisco Press. To find out more about instructor-led training, e-learning, and hands-on instruction offered by authorized Cisco Learning Partners worldwide, please visit www.cisco.com/go/authorizedtraining Wendell Odom, CCIE® No. 1624, is a 28-year veteran of the networking industry. He currently works as an independent author of Cisco certification resources and occasional instructor of Cisco authorized training for Skyline ATS. He has worked as a network engineer, consultant, systems engineer, instructor, and course developer. He is the author of several best-selling Cisco certification titles. He maintains lists of current titles, links to Wendell's blogs, and other certification resources at www.TheCertZone.com. This official study guide helps you master all the topics on the CCNP ROUTE exam, including: Network design, implementation, and verification plans EIGRP OSPF IGP Redistribution Policy-based routing and IP service-level agreement (IP SLA) BGP IPv6 IPv4 and IPv6 coexistence Routing over branch Internet connections This volume is part of the Official Certification Guide Series from Cisco Press. Books in this series provide officially developed exam preparation materials that offer assessment, review, and practice to help Cisco Career Certification candidates identify weaknesses, concentrate their study efforts, and enhance their confidence as exam day nears.

Cosmetic Microbiology Xlibris Corporation

th FM 2009, the 16 International Symposium on Formal Methods, marked the 10th anniversary of the First World Congress on Formal Methods that was held in 1999 in Toulouse, France. We wished to celebrate this by advertising and organizing FM 2009 as the Second World Congress in the FM series, aiming to once again bring together the formal methods communities from all over the world. The statistics displayed in the table on the next page include the number of countries represented by the Programme Committee members, as well as of the authors of submitted and accepted papers. Novel this year was a special track on tools and industrial applications. Submissions of papers on these topics were especially encouraged, but not given any special treatment.

(It was just as hard to get a special track paper accepted as any other paper.) What we did promote, however, was a discussion of how originality, contribution, and soundness should be judged for these papers. The following questions were used by our Programme Committee.

Annual Department of Defense Bibliography of Logistics Studies and Related Documents No Starch Press

This book constitutes the refereed proceedings of the 10th International Conference on Intelligent Computer Mathematics, CICM 2017, held in Edinburgh, Scotland, in July 2017. The 22 full papers and 3 abstracts of invited papers presented were carefully reviewed and selected from a total of 40 submissions. The papers are organized in three tracks: the Calculus track examining the integration of symbolic computation and mechanized reasoning; the Digital Mathematics Libraries track dealing with math-aware technologies, standards, algorithms, and processes; the Mathematical Knowledge Management track being concerned with all aspects of managing mathematical knowledge, in informal, semi-formal, and formal settings. An additional track Systems and Projects contains descriptions of systems and relevant projects, both of which are key to a research topic where theory and practice interact on explicitly represented knowledge. *Second World Congress, Eindhoven, The Netherlands, November 2-6, 2009, Proceedings* Taylor & Francis

"This publication covers the latest innovative research findings involved with the incorporation of technologies into everyday aspects of life"--Provided by publisher.

20'th Annual Tcl/Tk Conference J. Ross Publishing

This book is your most complete source for in-depth information about Microsoft Operations Manager 2005! Microsoft Operations Manager 2005 Unleashed provides a comprehensive guide to Microsoft Operations Manager (MOM) 2005. MOM is a tool that helps implement operations management, but it is not a piece of software that you can simply install and instantly have working. This book provides reference material that will guide you through the steps to design, deploy, and configure MOM within your environment. You learn how to tune your MOM environment and tackle common challenges, such as managing your Microsoft operating systems, directory services, messaging platforms, and databases. Inside you will find comprehensive information on how to develop your own reports and management packs for your MOM environment as well as practical real-world examples, based on hands-on MOM experience.

- Plan your MOM deployment
- Architect MOM for performance, redundancy, and security
- Install or upgrade to MOM 2005
- Back up important MOM components
- Implement, troubleshoot, deploy, and manage management packs
- Work with rules and tune them
- Manage different aspects of your environment, including the Windows operating system, directory services, Exchange email, and SQL Server
- Extend MOM using connectors and third-party management packs
- Develop management packs, reports, and scripts
- Prepare for the next version of Operations Manager CD-ROM includes
- Microsoft's MOM 2005 Resource Kit and MOM 2005 Sizer
- MOM Agent Monitor
- Management packs and scripts written or customized for this book
- Live Links—more than 100 (clickable) hypertext links and references to materials and sites related to Operations Manager Contents About the Authors xxi Acknowledgments xxiii

Introduction 1 Part I Operations Management Overview and Concepts Chapter 1 Operations Management Basics 7 Chapter 2 What's New 41 Chapter 3 How Does It Work? 57 Part II Planning and Installation Chapter 4 Planning Your MOM Deployment 99 Chapter 5 Planning Complex Configurations 151 Chapter 6 Installing MOM 2005 173 Chapter 7 Upgrading to MOM 2005 211 Part III Deploying MOM Chapter 8 Post-Installation Tasks 237 Chapter 9 Installing and Configuring Agents 267 Chapter 10 Complex and High Performance Configurations 297 Chapter 11 Securing MOM 329 Part IV Administering MOM Chapter 12 Backup and Recovery 365 Chapter 13 Administering Management Packs 395 Chapter 14 Monitoring with MOM 423 Part V Managing with MOM Chapter 15 Managing the Operating System 487 Chapter 16 Managing Directory Services 527 Chapter 17 Managing Microsoft Messaging 565 Chapter 18 Database Management 595 Part VI Moving Beyond MOM 2005 Chapter 19 Interoperability 625 Chapter 20 Developing Management Packs 661 Chapter 21 Using and Developing Reports 719 Chapter 22 Using and Developing Scripts 777 Chapter 23 Touring Operations Manager 2007 825 Part VII Appendixes Appendix A MOM Internals 865 Appendix B Registry Settings 887 Appendix C Performance Counters 895 Appendix D Database Views 901 Appendix E Reference URLs 907 Appendix F On the CD 917 Index 919

Acid Precipitation Independently Published

The ITSM Process Design Guide: Developing, Reengineering and Improving IT Service Management closes the knowledge gap by providing detailed guidance on assessing, designing, measuring, and integrating ITSM processes. The advice and techniques in this book apply unilaterally to every IT service provider and ITSM framework, standard, and maturity model.

Technical and Regulatory Aspects from Global Perspectives John Wiley & Sons

This book constitutes the proceedings of the 24th International Conference on Automated Deduction, CADE-24, held in Lake Placid, NY, USA, in June 2013. The 31 revised full papers presented together with 2 invited papers were carefully reviewed and selected from 71 initial submissions. CADE is the major forum for the presentation of research in all aspects of automated deduction, ranging from theoretical and methodological issues to the presentation of new theorem provers, solvers and systems.

Intelligent Computer Mathematics John Wiley & Sons

"[The authors] are pioneers. . . . Few in our industry have their breadth of knowledge and experience." —From the Foreword by Dave Thomas, Bedarra Labs Domain-Specific Modeling (DSM) is the latest approach to software development, promising to greatly increase the speed and ease of software creation. Early adopters of DSM have been enjoying productivity increases of 500–1000% in production for over a decade. This book introduces DSM and offers examples from various fields to illustrate to experienced developers how DSM can improve software development in their teams. Two authorities in the field explain what DSM is, why it works, and how to successfully create and use a DSM solution to improve productivity and quality. Divided into four parts, the book covers: background and motivation; fundamentals; in-depth examples; and creating DSM solutions. There is an emphasis throughout the book on practical guidelines for implementing DSM, including how to identify the necessary language constructs, how to generate full code from models, and

how to provide tool support for a new DSM language. The example cases described in the book are available the book's Website, www.dsmbook.com, along with, an evaluation copy of the MetaEdit+ tool (for Windows, Mac OS X, and Linux), which allows readers to examine and try out the modeling languages and code generators. Domain-Specific Modeling is an essential reference for lead developers, software engineers, architects, methodologists, and technical managers who want to learn how to create a DSM solution and successfully put it into practice.

Transmedia for Creatives and Producers Springer

The financial markets industry is at the same crossroads as the automotive industry in the late 1970s. Margins are collapsing and customization is rapidly increasing. The automotive industry turned to quality and its no coincidence that in the money management industry many of the spectacular failures have been due largely to problems in quality control. The financial industry is on the verge of a quality revolution. New and old firms alike are creating new investment vehicles and new strategies that are radically changing the nature of the industry. To compete, mutual funds, hedge fund industries, banks and proprietary trading firms are being forced to quickly research, test and implement trade selection and execution systems. And, just as in the early stages of factory automation, quality suffers and leads to defects. Many financial firms fall short of quality, lacking processes and methodologies for proper development and evaluation of trading and investment systems. Authors Kumiega and Van Vliet present a new step-by-step methodology for such development. Their methodology (called K|V) has been presented in numerous journal articles and at academic and industry conferences and is rapidly being accepted as the preferred business process for the institutional trading and hedge fund industries for development, presentation, and evaluation of trading and investment systems. The K|V model for trading system development combines new product development, project management and software development methodologies into one robust system. After four stages, the methodology requires repeating the entire waterfall for continuous improvement. The discussion quality and its applications to the front office is presented using lessons learned by the authors after using the methodology in the real world. As a result, it is flexible and modifiable to fit various projects in finance in different types of firms. Their methodology works equally well for short-term trading systems, longer-term portfolio management or mutual fund style investment strategies as well as more sophisticated ones employing derivative instruments in hedge funds. Additionally, readers will be able to quickly modify the standard K|V methodology to meet their unique needs and to quickly build other quantitatively drive applications for finance. At the beginning and the end of Quality Money Management the authors pose a key question: Are you willing to change and embrace quality for the 21st century or are willing to accept extinction? The real gem in this book is that the concepts give the reader a road map to avoid extinction. Presents a robust process engineering framework for developing and evaluating trading and investment systems Best practices along the step-by-step process will mitigate project risk, model risk, and ensure data quality Includes a quality model for backtesting and managing market risk of working systems