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KEY=DATI - BRIANNA ESSENCE

Big data marketing. Creare valore nella platform economy con dati, intelligenza artificiale e IoT The First Outstanding 50 Years of "Università Politecnica delle Marche" Research Achievements in Social Sciences and Humanities Springer Nature The book describes significant multidisciplinary research findings at the Università Politecnica delle Marche and the expected future advances. It addresses some of the most dramatic challenges posed by today's fast-growing, global society and the changes it has caused, while also discussing solutions to improve the wellbeing of human beings. The book covers the main research achievements made in the social sciences and humanities, and includes chapters that focus on understanding mechanisms that are relevant to all aspects of economic and social interactions among individuals. In line with Giorgio Fuà's contribution, the interdisciplinary research being pursued at the Faculty of Economics of Università Politecnica delle Marche is aimed at interpreting the process of economic development in all of its facets, both at the national and local level, with a particular focus on profit and non-profit organizations. Various disciplines are covered, from economics to sociology, history, statistics, mathematics, law, accounting, finance and management. Account-based marketing. Il valore delle relazioni con i clienti goWare & Guerini Next La customer centricity viene descritta nell'evoluzione delle prospettive e degli strumenti manageriali sviluppati per gestirla: customer relationship management, customer experience, customer journey, customer equity e account-based marketing.Trattandosi di approcci complementari che evidenziano la complessità delle relazioni con i clienti, vengono proposti in una logica integrata modelli, metodi e tecniche di analisi con lo scopo di misurare e potenziare il valore del portafoglio clienti: dalla definizione dell'unità cliente alla selezione di KPI, all'analisi delle relazioni tra indicatori. Tema centrale ricorrente in tutti i capitoli è la segmentazione del portafoglio clienti, che può essere realizzata applicando varie basi in funzione degli obiettivi dell'impresa. È infine posta in risalto la necessità che le imprese creino piattaforme tecnologiche di interfaccia per integrare nel modo più efficace ed efficiente possibile touchpoint fisici e digitali, combinati dai clienti nei processi di acquisto. La trasformazione digitale delle vendite Innovare strategie e processi commerciali con le tecnologie EGEA spa Il tema della digital transformation nelle vendite è estremamente importante nelle aziende, ma largamente trascurato dalla letteratura manageriale: mentre abbondano manuali e ricerche sulla trasformazione digitale a livello di strategia aziendale, è molto raro trovare contributi su come attuarla in concreto nelle reti di vendita. Il libro si propone di colmare questa lacuna offrendo al lettore sia un modello organico e strutturato per la gestione della digital transformation nel commerciale, sia un piano di trasformazione che aiuti manager responsabili dell'area sales a traghettare le proprie strutture commerciali verso la digitalizzazione. Utilizzando i risultati di decine di ricerche, l'autore analizza tutti gli elementi utili a definire un piano integrato di digital transformation nelle vendite, la cui assenza, incompletezza o disorganicità rappresenta il limite e il problema principale per la maggior parte delle aziende. Il volume è arricchito da esempi pratici, strumenti di analisi e di supporto alle decisioni, numerose interviste ai manager di importanti aziende che forniscono indicazioni preziose su come attuare con successo la trasformazione digitale nel commerciale. Marketing Aumentato Guida ai nuovi scenari del martech Apogeo Editore La tecnologia ha trasformato i consumatori rendendoli più consapevoli e sfuggenti ai brand, e ha costretto le aziende a trovare nuovi modi per catturare il loro interesse. Molti marketer però si limitano ancora a un uso tattico o superficiale delle innovazioni. In questo libro Vincenzo Cosenza guida alla scoperta degli scenari futuri del marketing, passando per il nuovo territorio del martech dove tecnologia e marketing sono profondamente connessi, e provando a guardare oltre. L'orizzonte è quello del "marketing aumentato" in cui dati e tecnologie vengono usati strategicamente per arrivare a una comprensione più piena della realtà e progettare esperienze di valore. Dunque non un marketing pigro, che si affida acriticamente a computer e algoritmi, ma un marketing che usa consapevolmente l'innovazione come amplificatore di abilità e possibilità. Un volume che non propone ricette preconfezionate ma che vuole fornire spunti di riflessione ai manager di piccole e grandi aziende, ai liberi professionisti e agli studenti, osservando quello che sta accadendo e che accadrà all'incrocio tra marketing e tecnologia. Data Management with SAS Special Collection Data may be the most valuable resource that your organization owns. None of the promise of AI is possible without the ability to access, integrate, and transform data. SAS is intent on fundamentally changing the way our customers perform data management because changes in consumer expectations, and technology that drive them, continue to evolve at an incredible rate. SAS offers many different data management solutions to handle and protect your data. The papers included in this special collection demonstrates the latest tools and techniques that can benefit your data analysis. Also available free as a PDF from sas.com/books. SAS and Open-Source Model Management Special Collection Turn analytical models into business value and smarter decisions with this special collection of papers about SAS Model Management. Without a structured and standardized process to integrate and coordinate all the different pieces of the model life cycle, a business can experience increased costs and missed opportunities. SAS Model Management solutions enable organizations to register, test, deploy, monitor, and retrain analytical models, leveraging any available technology - including open-source models in Python, R, and TensorFlow -into a competitive advantage. Making data portability more effective for the digital economy Economic implications and regulatory challenges Centre on Regulation in Europe asbl (CERRE) This study provides recommendations on how to make personal data portability more effective. This will truly empower consumers to use the services they want and share their data with whoever they wish and stimulate innovation in Europe. With the entry into force of the GDPR, European citizens gained new rights, notably with data portability. But two years later, there is still little sign of people exercising this right, and of companies offering an easy and convenient service for data portability. While the European Commission is finalising its evaluation of the GDPR and closes its consultation on the European data strategy, the authors, professors Jan Krämer, Pierre Senellart and Alexandre de Streel*, warn that the current legal framework requires clarifications to better empower European citizens in a data-driven society. In this study, they identify barriers to data portability, including the lack of possibilities to import data as well as the lack of common standards and tools to access data as easy as the click of a button. The ability to provide users with a centralised dashboard for monitoring and controlling the flow of their data is also critically missing. "Today, consumers do not widely use data portability for reasons that can and should be overcome. Making data portability more effective is better for competition, for innovation and to empower users," stress the authors. "There should be no second-guessing on whether to make data portability more effective, the time to act is now." The current EU framework encourages data portability, but there are legal gaps that the EU should fill. The authors insist on the need for detailed guidance on how data portability can be facilitated and on which data is subject to data portability without violating privacy rights. They advocate that data provided by users when using a service, such as search history (i.e. "observed data") should clearly be included under the scope of data portability. The authors consider it essential that the obligation to offer standardised Application Programming Interfaces (APIs) be much more widespread to enable consumers to continuously port their data. "We believe that standardised APIs that enable continuous data portability is a prerequisite for encouraging more organisations to import personal data, and for encouraging more consumers to initiate such transfers," explain the authors. Projects, such as the Data Transfer Project have highlighted that continuous data portability is technically feasible. The authors argue that Personal Management Information Systems (PIMSs) facilitate the complex consent management and offer users a centralised dashboard for monitoring and controlling the flow of their data will have a crucial role to play for the wider adoption of data portability. "It must be as easy as clicking a button for consumers to continuously share data they created with one provider to another provider. This may also require educating and informing users on their rights through information campaigns alongside clear policy measures," explain the authors. Nevertheless, they stress that PIMSs are not likely to find a sustainable business model, and thus, policy makers should support the emergence of open-source projects by setting common standards for data transfers, consent management, and identity management. Machine Learning with SAS Viya SAS Institute Master machine learning with SAS Viya! Machine learning can feel intimidating for new practitioners. Machine Learning with SAS Viya provides everything you need to know to get started with machine learning in SAS Viya, including decision trees, neural networks, and support vector machines. The analytics life cycle is covered from data preparation and discovery to deployment. Working with open-source code? Machine Learning with SAS Viya has you covered - step-by-step instructions are given on how to use SAS Model Manager tools with open source. SAS Model Studio features are highlighted to show how to carry out machine learning in SAS Viya. Demonstrations, practice tasks, and quizzes are included to help sharpen your skills. In this book, you will learn about: Supervised and unsupervised machine learning Data preparation and dealing with missing and unstructured data Model building and selection Improving and optimizing models Model deployment and monitoring performance Visual Analytics with SAS Viya Special Collection SAS Visual Analytics is a business intelligence and analytics platform that provides visual exploration and discovery, self-service analytics, and interactive reporting for organizations of all sizes. All organizations have a wide variety of users, and each user needs something different from data and analytics. SAS Visual Analytics allows everyone to easily discover and share powerful insights that inspire action. Several useful papers have been written to demonstrate how to use these techniques. We have carefully selected a handful of these from recent Global Forum contributions to introduce you to the topic and let you sample what each has to offer. Also available free as a PDF from sas.com/books. PROC SQL Beyond the Basics Using SAS, Third Edition SAS Institute PROC SQL: Beyond the Basics Using SAS®, Third Edition, is a step-by-step, example-driven guide that helps readers master the language of PROC SQL. Packed with analysis and examples illustrating an assortment of PROC SQL options, statements, and clauses, this book not only covers all the basics, but it also offers extensive guidance on complex topics such as set operators and correlated subqueries. Programmers at all levels will appreciate Kirk Lafler's easy-to-follow examples, clear explanations, and handy tips to extend their knowledge of PROC SQL. This third edition explores new and powerful features in SAS® 9.4, including topics such as: IFC and IFN functions nearest neighbor processing the HAVING clause indexes It also features two completely new chapters on fuzzy matching and data-driven programming. Delving into the workings of PROC SQL with greater analysis and discussion, PROC SQL: Beyond the Basics Using SAS®, Third Edition, explores this powerful database language using discussion and numerous real-world examples. Computer Vision with SAS Special Collection Computer vision is a field of artificial intelligence that trains computers to interpret and understand the visual world. In recent years, computer vision has begun to rival and even surpass human visual abilities in many areas. SAS offers many different solutions to train computers to "see" by identifying and classifying

objects, and several groundbreaking papers have been written to demonstrate these techniques. The papers included in this special collection demonstrate how the latest computer vision tools and techniques can be used to solve a variety of business problems. SAS Viya The R Perspective SAS Institute Learn how to access analytics from SAS Cloud Analytic Services (CAS) using R and the SAS Viya platform. SAS Viya : The R Perspective is a general-purpose introduction to using R with the SAS Viya platform. SAS Viya is a high-performance, fault-tolerant analytics architecture that can be deployed on both public and private cloud infrastructures. This book introduces an entirely new way of using SAS statistics from R, taking users step-by-step from installation and fundamentals to data exploration and modeling. SAS Viya is made up of multiple components. The central piece of this ecosystem is SAS Cloud Analytic Services (CAS). CAS is the cloud-based server that all clients communicate with to run analytical methods. While SAS Viya can be used by various SAS applications, it also enables you to access analytic methods from SAS, R, Python, Lua, and Java, as well as through a REST interface using HTTP or HTTPS. The R client is used to drive the CAS component directly using commands and actions that are familiar to R programmers. Key features of this book include: Connecting to CAS from R Loading, managing, and exploring CAS Data from R Executing CAS actions and processing the results Handling CAS action errors Modeling continuous and categorical data This book is intended for R users who want to access SAS analytics as well as SAS users who are interested in trying R. Familiarity with R would be helpful before using this book although knowledge of CAS is not required. However, you will need to have a CAS server set up and running to execute the examples in this book. Building the Customer-Centric Enterprise Data Warehousing Techniques for Supporting Customer Relationship Management Wiley Strategies for leveraging information technologies to improve customer relationships With E-business comes the opportunity for companies to really get to know their customers--who they are and their buying patterns. Business managers need an integrated strategy that supports customers from the moment they enter the front door--or Web site--right through to fulfillment, support, and promotion of new products and services. Along the way, IT managers need an integrated set of technologies--from Web sites to databases and data mining tools--to make all of this work. This book shows both IT and business managers how to match business strategies to the technologies needed to make them work. Claudia Imhoff helped pioneer this set of technologies, called the Corporate Information Factory (CIF). She and her coauthors take readers step-by-step through the process of using the CIF for creating a customer-focused enterprise in which the end results are increased market share and improved customer satisfaction and retention. They show how the CIF can be used to ensure accuracy, identify customer needs, tailor promotions, and more. Machine Learning with SAS Special Collection Machine learning is a branch of artificial intelligence (AI) that develops algorithms that allow computers to learn from examples without being explicitly programmed. Machine learning identifies patterns in the data and models the results. These descriptive models enable a better understanding of the underlying insights the data offers. Machine learning is a powerful tool with many applications, from real-time fraud detection, the Internet of Things (IoT), recommender systems, and smart cars. It will not be long before some form of machine learning is integrated into all machines, augmenting the user experience and automatically running many processes intelligently. SAS offers many different solutions to use machine learning to model and predict your data. The papers included in this special collection demonstrate how cutting-edge machine learning techniques can benefit your data analysis. Also available free as a PDF from sas.com/books. Cautionary Tales in Designed Experiments The beauty of DOE is about learning--from mistakes, from trying new things, and from working with others. Cautionary Tales in Designed Experiments aims to explain statistical design of experiments (DOE), Ronald Fisher's great innovation, to readers with minimal mathematical knowledge and skills. The book starts with historical examples and goes on to cover missteps, mismanaged experiments, learnings, the importance of randomization, and more. In later chapters, the book covers more statistical concepts, such as various designs for experiments, analysis of variance, Bayes' theorem in DOE, measurement, and when experiments fail. The book concludes by citing the ubiquity of statistical design of experiments. Platform The Art and Science of Personal Branding Lorena Jones Books The indispensable guide to developing a personal brand, building an audience, and nurturing followers, by digital marketing thought-leader Cynthia Johnson. In the modern world, influence is everything and personal branding equals influence. Platform is the why-to, how-to handbook by top expert Cynthia Johnson for everyone who wants to develop and manage a personal brand. In Platform, Johnson explains the process of going from unknown to influencer by achieving personal proof, social proof, recognition, and association. Johnson herself went from an on-staff social media manager to social media influencer, entrepreneur, and marketing thought-leader in just three years using her process of accelerated brand development, continuous brand management, and strategic growth. Fans of #GirlBoss and #AskGaryVee, who wonder how their favorite influencers found their voices and built their audiences, will find the answers here and discover that the process is technical, creative, tactical, and much easier than they might have expected. Empowered Unleash Your Employees, Energize Your Customers, and Transform Your Business Harvard Business Press It's the new normal. Now all of your employees are Twittering away and friending clients on Facebook. Not to mention customers--who feel obligated to update your Wikipedia entry with product complaints. In this new world, dealing with empowered employees and customers --Insurgents -- is only going to get more challenging. Employees are using this technology in the workplace and customers are using it in the marketplace, and neither obey the rules you set up. This chaos is your future as a manager. You could try to shut it down and shut it off. Or you can harness it and reap the business benefits. According to Josh Bernoff and Ted Schadler of Forrester Research (the organization that brought you Groundswell), your defense against insurgents is to enable them. At its heart, this is a book about how to scale the management of insurgency, both the innovation of insurgent employees and the energy of insurgent customers. The key is a process Forrester calls E Triple S, for the four elements of managing insurgents effectively: empowering, selecting, scaling, and socializing. While it's based in current trends, the core concept of Managing Insurgents -- that the next management and innovation challenge is harnessing individuals empowered by mobile, social, and connected technology -- is a new idea. In the wake of Groundswell, dozens of social-technology-for-business books cropped up. And there are plenty of books on improving your customer service. But there's no serious business book about management, marketing, and innovation in the throes of this trend. When Insurgency hits, it will be perceived not just as a sequel to Groundswell but as the start of a new management philosophy. Artificial Intelligence The Insights You Need from Harvard Business Review HBR Insights Companies that don't use AI to their advantage will soon be left behind. Artificial intelligence and machine learning will drive a massive reshaping of the economy and society. What should you and your company be doing right now to ensure that your business is poised for success? These articles by AI experts and consultants will help you understand today's essential thinking on what AI is capable of now, how to adopt it in your organization, and how the technology is likely to evolve in the near future. Artificial Intelligence: The Insights You Need from Harvard Business Review will help you spearhead important conversations, get going on the right AI initiatives for your company, and capitalize on the opportunity of the machine intelligence revolution. Catch up on current topics and deepen your understanding of them with the Insights You Need series from Harvard Business Review. Featuring some of HBR's best and most recent thinking, Insights You Need titles are both a primer on today's most pressing issues and an extension of the conversation, with interesting research, interviews, case studies, and practical ideas to help you explore how a particular issue will impact your company and what it will mean for you and your business. Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing Taylor & Francis Now in its fifth edition, the hugely popular Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing is fully updated, keeping you in line with the changes in this dynamic and exciting field and helping you create effective and up-to-date customer-centric digital marketing plans. A practical guide to creating and executing digital marketing plans, it combines established approaches to marketing planning with the creative use of new digital models and digital tools. It is designed to support both marketers and digital marketers, and students of business or marketing who want a thorough yet practical grounding in digital marketing. Written by two highly experienced digital marketing consultants, the book shows you how to: Draw up an outline digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer-driven digital marketing Reduce costly trial and error Measure and enhance your digital marketing Learn best practices for reaching and engaging your audiences using the key digital marketing platforms like Apple, Facebook, Google and Twitter. This new edition seamlessly integrates the latest changes in social media technology, including expanded coverage of mobile technology, demonstrating how these new ways to reach customers can be integrated into your marketing plans. It also includes new sections on data analytics, clearly demonstrating how marketers can leverage data to their advantage. Offering a highly structured and accessible guide to a critical and far-reaching subject, Digital Marketing Excellence, Fifth Edition, provides a vital reference point for all students and managers involved in marketing strategy and implementation. Marketing and Customer Loyalty The Extra Step Approach Springer This book analyzes the evolution of marketing and the ways in which marketing actions can be rendered more effective, before setting out a new approach to marketing, termed The Extra Step (TES) in recognition of the importance that it attributes to the final extra step in enhancing the effectiveness of marketing efforts. Readers will find clear description of the pathway from purchase to loyalty and the various means of developing customer loyalty. It is explained how the TES approach goes one step further by considering the consumer as a partner whose involvement during the production and fine tuning phase of products and services can help to increase the efficiency of customer loyalty actions implemented by companies. The theoretical analysis is supported by observations and empirical evidence relating to the concepts and benefits of the TES approach. These examples concern firms in Italy, Europe, and the United States, including insurance agencies, pharmaceutical companies and pharmacies, and food distribution companies. The TES approach is of wide relevance and especially valid for the service sector. Interactive Reports in SAS® Visual Analytics Advanced Features and Customization SAS Institute Elevate your reports with more user control and interactive elements Want to create exciting, user-friendly visualizations to bring greater intelligence to your organization? By mastering the full power of SAS Visual Analytics, you can add features that will enhance your reports and bring more depth and insight to your data. Interactive Reports in SAS Visual Analytics: Advanced Features and Customization is for experienced users who want to harness the advanced functionality of Visual Analytics on SAS Viya to create visualizations or augment existing reports. The book is full of real-world examples and step-by-step instructions to help you unlock the full potential of your reports. In this book, you will learn how to create interactive URL links to external websites use parameters to give the viewer more control add custom graphs and maps execute SAS code using SAS Viya jobs and more! The Urban Rail Development Handbook World Bank Publications Cities across the globe are looking to develop affordable, environmentally friendly, and socially responsible transportation solutions that can meet the accessibility needs of expanding metropolitan populations and support future economic and urban development. When appropriately planned and properly implemented as part of a larger public transportation network, urban rail systems can provide rapid mobility and vital access to city centers from surrounding districts. High-performing urban rail services, when carefully approached as development projects, can help enhance quality of life by giving citizens access to employment opportunities, essential services, urban amenities, and neighboring communities. The purpose of this Handbook is to synthesize and disseminate knowledge to inform the planning, implementation, and operations of urban rail projects with a view towards: -- Emphasizing the need for early studies and project planning; -- Making projects more sustainable (economically, socially, and environmentally); -- Improving socioeconomic returns and access to opportunities for users; -- Maximizing the value of private participation, where appropriate; and -- Building capacity within project implementing and managing institutions This Handbook provides experiential advice to tackle the technical, institutional, and financial challenges faced by decision makers considering urban rail projects. It brings together the expertise of World Bank staff and the input of numerous specialists to synthesize international 'good practices' and recommendations that are independent of commercial, financial political, or other interests. The material presented is intended as an honest-broker guide to maximize the impact and manage the challenges of urban rail systems in cities in both developed and developing countries. Rather than identify a single approach, this Handbook acknowledges the complexities and context necessary when approaching an urban rail development by helping to

prepare decision makers to ask the right questions, consider the key issues, perform the necessary studies, apply adequate tools, and learn from international good practice all at the right time in the project development process. Managing Service Quality Spotify Teardown Inside the Black Box of Streaming Music MIT Press An innovative investigation of the inner workings of Spotify that traces the transformation of audio files into streamed experience. Spotify provides a streaming service that has been welcomed as disrupting the world of music. Yet such disruption always comes at a price. Spotify Teardown contests the tired claim that digital culture thrives on disruption. Borrowing the notion of "teardown" from reverse-engineering processes, in this book a team of five researchers have playfully disassembled Spotify's product and the way it is commonly understood. Spotify has been hailed as the solution to illicit downloading, but it began as a partly illicit enterprise that grew out of the Swedish file-sharing community. Spotify was originally praised as an innovative digital platform but increasingly resembles a media company in need of regulation, raising questions about the ways in which such cultural content as songs, books, and films are now typically made available online. Spotify Teardown combines interviews, participant observations, and other analyses of Spotify's "front end" with experimental, covert investigations of its "back end." The authors engaged in a series of interventions, which include establishing a record label for research purposes, intercepting network traffic with packet sniffers, and web-scraping corporate materials. The authors' innovative digital methods earned them a stern letter from Spotify accusing them of violating its terms of use; the company later threatened their research funding. Thus, the book itself became an intervention into the ethics and legal frameworks of corporate behavior. Discovering SAS Viya Special Collection To illustrate the power and flexibility of SAS Viya, several groundbreaking papers have been carefully selected from recent SAS Global Forum presentations to introduce you to the topics and to let you sample what each has to offer. Also available for free as a PDF from sas.com/books. SAS Certified Specialist Prep Guide Base Programming Using SAS 9.4 SAS Institute The SAS® Certified Specialist Prep Guide: Base Programming Using SAS® 9.4 prepares you to take the new SAS 9.4 Base Programming -- Performance-Based Exam. This is the official guide by the SAS Global Certification Program. This prep guide is for both new and experienced SAS users, and it covers all the objectives that are tested on the exam. New in this edition is a workbook whose sample scenarios require you to write code to solve problems and answer questions. Answers for the chapter quizzes and solutions for the sample scenarios in the workbook are included. You will also find links to exam objectives, practice exams, and other resources such as the Base SAS® glossary and a list of practice data sets. Major topics include importing data, creating and modifying SAS data sets, and identifying and correcting both data syntax and programming logic errors. All exam topics are covered in these chapters: Setting Up Practice Data Basic Concepts Accessing Your Data Creating SAS Data Sets Identifying and Correcting SAS Language Errors Creating Reports Understanding DATA Step Processing BY-Group Processing Creating and Managing Variables Combining SAS Data Sets Processing Data with DO Loops SAS Formats and Informats SAS Date, Time, and Datetime Values Using Functions to Manipulate Data Producing Descriptive Statistics Creating Output Practice Programming Scenarios (Workbook) Edible Insects Future Prospects for Food and Feed Security Food & Agriculture Org Edible insects have always been a part of human diets, but in some societies there remains a degree of disdain and disgust for their consumption. Insects offer a significant opportunity to merge traditional knowledge and modern science to improve human food security worldwide. This publication describes the contribution of insects to food security and examines future prospects for raising insects at a commercial scale to improve food and feed production, diversify diets, and support livelihoods in both developing and developed countries. Edible insects are a promising alternative to the conventional production of meat, either for direct human consumption or for indirect use as feedstock. This publication will boost awareness of the many valuable roles that insects play in sustaining nature and human life, and it will stimulate debate on the expansion of the use of insects as food and feed. Geeks Bearing Gifts Imagining New Futures for News Technology has disrupted the news industry--its relationships, forms, and business models--but also provides no end of opportunities for improving, expanding, reimagining, and sustaining journalism. Sport Business Analytics Using Data to Increase Revenue and Improve Operational Efficiency CRC Press Developing and implementing a systematic analytics strategy can result in a sustainable competitive advantage within the sport business industry. This timely and relevant book provides practical strategies to collect data and then convert that data into meaningful, value-added information and actionable insights. Its primary objective is to help sport business organizations utilize data-driven decision-making to generate optimal revenue from such areas as ticket sales and corporate partnerships. To that end, the book includes in-depth case studies from such leading sports organizations as the Orlando Magic, Tampa Bay Buccaneers, Duke University, and the Aspire Group. The core purpose of sport business analytics is to convert raw data into information that enables sport business professionals to make strategic business decisions that result in improved company financial performance and a measurable and sustainable competitive advantage. Readers will learn about the role of big data and analytics in: Ticket pricing Season ticket member retention Fan engagement Sponsorship valuation Customer relationship management Digital marketing Market research Data visualization. This book examines changes in the ticketing marketplace and spotlights innovative ticketing strategies used in various sport organizations. It shows how to engage fans with social media and digital analytics, presents techniques to analyze engagement and marketing strategies, and explains how to utilize analytics to leverage fan engagement to enhance revenue for sport organizations. Filled with insightful case studies, this book benefits both sports business professionals and students. The concluding chapter on teaching sport analytics further enhances its value to academics. Sustainability in Energy and Buildings 2021 Springer Nature This book contains the proceedings of the 13th KES International Conference on Sustainability and Energy in Buildings 2021 (SEB2021) held in Split, Croatia, during 15–17 September 2021 organized by KES International. SEB21 invited contributions on a range of topics related to sustainable buildings and explored innovative themes regarding sustainable energy systems. The conference formed an exciting chance to present, interact and learn about the latest research and practical developments on the subject. The conference attracted submissions from around the world. Submissions for the Full-Paper Track were subjected to a blind peer-review process. Only the best of these were selected for presentation at the conference and publication in these proceedings. It is intended that this book provides a useful and informative snapshot of recent research developments in the important and vibrant area of sustainability in energy and buildings. International Marketing Strategy The Country of Origin Effect on Decision-Making in Practice Springer Nature Consumers in most parts of the world now have global access to products beyond those offered in their countries and cultures. This new space for comparison defined by globalization can result in very different purchasing behaviors, including those influenced by the 'country of origin'. This book investigates this effect, one of the most controversial fields of consumer literature, from a company perspective. In particular, it demonstrates the strategic relevance of the country of origin in creating and making use of the value in foreign markets. It also addresses the challenges connected with utilizing the value of the country of origin by considering different entry modes and international marketing channels. Further, it considers the role of international importers and international retailers' assortment strategies in terms of value creation in foreign markets. Combining theory and practice, the book features diverse company perspectives and interviews with importers and retailers. The Essential Guide to Telecommunications Prentice Hall "Annabel Dodd has cogently untangled the wires and switches and technobabble of the telecommunications revolution and explained how the introduction of the word 'digital' into our legislative and regulatory lexicon will affect consumers, companies and society into the next millennium." – United States Senator Edward J. Markey of Massachusetts; Member, U.S. Senate Subcommittee on Communications, Technology, Innovation, and the Internet "Annabel Dodd has a unique knack for explaining complex technologies in understandable ways. This latest revision of her book covers the rapid changes in the fields of broadband, cellular, and streaming technologies; newly developing 5G networks; and the constant changes happening in both wired and wireless networks. This book is a must-read for anyone who wants to understand the rapidly evolving world of telecommunications in the 21st century!" – David Mash, Retired Senior Vice President for Innovation, Strategy, and Technology, Berklee College of Music Completely updated for current trends and technologies, The Essential Guide to Telecommunications, Sixth Edition, is the world's top-selling, accessible guide to the fast-changing global telecommunications industry. Writing in easy-to-understand language, Dodd demystifies today's most significant technologies, standards, architectures, and trends. She introduces leading providers worldwide, explains where they fit in the marketplace, and reveals their key strategies. New topics covered in this edition include: LTE Advanced and 5G wireless, modern security threats and countermeasures, emerging applications, and breakthrough techniques for building more scalable, manageable networks. Gain a practical understanding of modern cellular, Wi-Fi, Internet, cloud, and carrier technologies Discover how key technical, business, and regulatory innovations are changing the industry See how streaming video, social media, cloud computing, smartphones, and the Internet of Things are transforming networks Explore growing concerns about security and privacy, and review modern strategies for detecting and mitigating network breaches Learn how Software Defined Networks (SDN) and Network Function Virtualization (NFV) add intelligence to networks, enabling automation, flexible configurations, and advanced networks Preview cutting-edge, telecom-enabled applications and gear–from mobile payments to drones Whether you're an aspiring network engineer looking for a broad understanding of the industry, or a salesperson, marketer, investor, or customer, this indispensable guide provides everything you need to know about telecommunications right now. This new edition is ideal for both self-study and classroom instruction. Register your product for convenient access to downloads, updates, and/or corrections as they become available. The Lean Product Playbook How to Innovate with Minimum Viable Products and Rapid Customer Feedback John Wiley & Sons The missing manual on how to apply Lean Startup to build products that customers love The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on your Minimum Viable Product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource. World Trade Report 2021 The 2021 World Trade Report analyses how digital technologies are transforming global commerce and international trade cooperation. It examines in particular how trade is likely to evolve in the coming 10 to 15 years as a result of digital technologies, such as 3D printing, artificial intelligence and blockchain. Case studies will provide concrete examples of how companies are already using new technologies to streamline their operations. The report will also include contributions from academics and leading experts on how they see digital technologies having an impact on the future of trade and the nature of trade cooperation. Neurocapitalism Technological Mediation and Vanishing Lines Minor Compositions Technological change is ridden with conflicts, bifurcations and unexpected developments. Neurocapitalism takes us on an extraordinarily original journey through the effects that cutting-edge technology has on cultural, anthropological, socio-economic and political dynamics. Today, neurocapitalism shapes the technological production of the commons, transforming them into tools for commercialization, automatic control, and crisis management. But all is not lost: in highlighting the growing role of General Intellect's

autonomous and cooperative production through the development of the commons and alternative and antagonistic uses of new technologies, Giorgio Griziotti proposes new ideas for the organization of the multitudes of the new millennium. Network Society and Future Scenarios for a Collaborative Economy Springer This book builds on the idea that peer-to-peer infrastructures are gradually becoming the general conditions of work, economy, and society. Using a four-scenario approach, the authors seek to simplify possible outcomes and to explore relevant trajectories of the current techno-economic paradigm within and beyond capitalism. Simulating Data with SAS SAS Institute Data simulation is a fundamental technique in statistical programming and research. Rick Wicklin's Simulating Data with SAS brings together the most useful algorithms and the best programming techniques for efficient data simulation in an accessible how-to book for practicing statisticians and statistical programmers. This book discusses in detail how to simulate data from common univariate and multivariate distributions, and how to use simulation to evaluate statistical techniques. It also covers simulating correlated data, data for regression models, spatial data, and data with given moments. It provides tips and techniques for beginning programmers, and offers libraries of functions for advanced practitioners. As the first book devoted to simulating data across a range of statistical applications, Simulating Data with SAS is an essential tool for programmers, analysts, researchers, and students who use SAS software.SAS Products and Releases: Base SAS: 9.3 SAS/ETS: 9.3 SAS/IML: 9.3 SAS/STAT: 9.3 Operating Systems: All Loyalty Management From Loyalty Programs to Omnichannel Customer Experiences Routledge In this insightful new text, Cristina Ziliani and Marco Ieva trace the evolution of thinking and practice in loyalty management. From trading stamps to Amazon Prime and Alibaba 88 Membership, they present a fresh take on the tools, strategies and skills that underpin its key significance in marketing today. Loyalty management is increasingly identified with the design and management of a quality customer experience on the journey across the many touchpoints that connect the customer with the brand. Evaluating the research on best practice and offering concrete examples from industry, the authors argue that existing schemes and systems are not just things of the past but should be the optimal starting point for companies needing to foster customer loyalty in an omnichannel world. Drawing on 20 years of experience in research, consulting and teaching, the authors have compiled a unique research-based practice-oriented text. It will guide marketers, business leaders and students through the changes in marketing thought and practice on loyalty management as well as offering practical guidance on the skills and capabilities that companies need if they want to be successful at delivering essential loyalty-driving customer experiences. Great Policy Successes Oxford University Press "Or, a tale about why it's amazing that governments get so little credit for their many everyday and extraordinary achievements as told by sympathetic observers who seek to create space for a less relentlessly negative view of our pivotal public institutions."