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Ageing with Smartphones in Ireland Pauline Garvey,Daniel Miller,2021-05-06 There are not many books about how people get younger It doesn t happen very often But Ageing with Smartphones in Ireland documents a radical change in the experience of ageing Based on two ethnographies one within Dublin and the other from the Dublin region the book shows that people rather than seeing themselves as old focus on crafting a new life in retirement Our research participants apply new ideals of sustainability both to themselves and to their environment They go for long walks play bridge do yoga and keep as healthy as possible As part of Ireland s mainstream middle class they may have more time than the young to embrace green ideals and more money to move to energy efficient homes throw out household detritus and protect their environment The smartphone has become integral to this new trajectory For some it is an intimidating burden linked to being on the wrong side of a new digital divide But for most however it has brought back the extended family and old friends and helped resolve intergenerational conflicts though facilitating new forms of grandparenting It has also become central to health issues whether by Googling information or looking after frail parents The smartphone enables this sense of getting younger as people download the music of their youth and develop new interests This is a book about acknowledging late middle age in contemporary Ireland How do older people in Ireland experience life today Praise for Ageing with Smartphones in Ireland An innovative and thorough description and analysis of how one small piece of technology has changed the way Irish people live their lives Tom Inglis Professor Emeritus of Sociology in University College Dublin   Building Social Web Applications Gavin Bell,2009-09-17 Building a web application that attracts and retains regular visitors is tricky enough but creating a social application that encourages visitors to interact with one another requires careful planning This book provides practical solutions to the tough questions you ll face when building an effective community site one that makes visitors feel like they ve found a new home on the Web If your company is ready to take part in the social web this book will help you get started Whether you re creating a new site from scratch or reworking an existing site Building Social Web Applications helps you choose the tools appropriate for your audience so you can build an infrastructure that will promote interaction and help the community coalesce You ll also learn about business models for various social web applications with examples of member driven customer service driven and contributor driven sites Determine who will be drawn to your site why they ll stay and who they ll interact with Create visual design that clearly communicates how your site works Build the software you need versus plugging in one size fits all off the shelf apps Manage the identities of your visitors and determine how to support their interaction Monitor demand from the community to guide your choice of new functions Plan the launch of your site and get the message out   **Digital Storytelling** Carolyn Handler Miller,2008-04-03 Equally useful for seasoned professionals and those new to the field Carolyn Handler Miller covers effective techniques for creating compelling narratives for a wide variety of digital media Written in a clear non technical style it offers insights into the process of content creation by

someone with long experience in the field Whether you re a writer producer director project manager or designer Digital Storytelling gives you all you need to develop a successful interactive project   **Optics News** ,1989 Includes a directory of members in one issue each year   **Regulation, Governance and Convergence in the Media** Peter Humphreys,Seamus Simpson,2018-08-31 Media convergence is often propounded as inevitable and ongoing Yet much of the governance of the media sector s key parts has developed along discrete evolutionary paths mostly incremental in character This volume breaks new ground through exploring a diverse range of topics at the heart of the media convergence governance debate such as next generation networks spectrum copyright and media subsidies It shows how reluctance to accommodate non market based policy solutions creates conflicts and problems resulting in only shallow media convergence thus far   **The Digital Transformation Playbook** David L. Rogers,2016-04-05 Rethink your business for the digital age Every business begun before the Internet now faces the same challenge How to transform to compete in a digital economy Globally recognized digital expert David L Rogers argues that digital transformation is not about updating your technology but about upgrading your strategic thinking Based on Rogers s decade of research and teaching at Columbia Business School and his consulting for businesses around the world The Digital Transformation Playbook shows how pre digital era companies can reinvigorate their game plans and capture the new opportunities of the digital world Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy customers competition data innovation and value He reveals how to harness customer networks platforms big data rapid experimentation and disruptive business models and how to integrate these into your existing business and organization Rogers illustrates every strategy in this playbook with real world case studies from Google to GE from Airbnb to the New York Times With practical frameworks and nine step by step planning tools he distills the lessons of today s greatest digital innovators and makes them usable for businesses at any stage Many books offer advice for digital start ups but The Digital Transformation Playbook is the first complete treatment of how legacy businesses can transform to thrive in the digital age It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth   **Media and Digital Management** Eli M. Noam,2019-01-23 Being a successful manager or entrepreneur in the media and digital sector requires creativity innovation and performance It also requires an understanding of the principles and tools of management Aimed at the college market this book is a short foundational volume on media management It summarizes the major dimensions of a business school curriculum and applies them to the entire media media tech and digital sector Its chapters cover in a jargonless non technical way the major functions of management First creating a media product the financing of projects and the management of technology HR production operations intellectual assets and government relations Second harvesting the product created market research marketing pricing and distribution And third the control loop media accounting and strategy planning In the process this book becomes an indispensable resource for those aiming for a career in the media and digital field both in startups and

established organizations This book is designed to help those aiming to join the media and digital sector to become creative managers and managerial creatives It aims to make them more knowledgeable less blinded by hype more effective and more responsible   Intellectual Property Law Lionel Bently,Brad Sherman,2014 Intellectual Property Law is the definitive textbook on this subject It clearly sets out the law in relation to copyright patents trade marks passing off and confidentiality whilst enlivening the text with illustrations and diagrams   **Computerworld** ,1996-03-25 For more than 40 years Computerworld has been the leading source of technology news and information for IT influencers worldwide Computerworld s award winning Web site Computerworld com twice monthly publication focused conference series and custom research form the hub of the world s largest global IT media network   **Short Selling** Amit Kumar,2015-12-08 When an investor believes a stock is overvalued and will soon drop in price he might decide to short it First he borrows an amount of the stock and then sells it He waits for the stock to tank before buying back the same amount of shares at a deflated price After returning the shares to his lender he pockets the difference unless any one of several hard to predict variables interferes and the stock fails to drop Since these variables are so hard to predict short selling is difficult for even seasoned investors It takes great talent and experience to isolate the best short ideas for falling stocks skills Amit Kumar developed and honed over decades of market analysis and trading This book shares his short selling framework built on themes common to falling stocks and the market s endemic strengths and cycles Featuring key case studies and exclusive interviews with successful fund managers Bill Ackman Pershing Square Capital Management and Mark Roberts Off Wall Street Consulting Group Kumar shows investors how to avoid traps and profit from well researched short ideas Investors may not always act on short ideas but they can avoid losses by using Kumar s framework to identify overvalued stocks Professionals and amateur investors alike will benefit from this fundamental research approach which transforms short selling into a long term strategy

Computer Crime Indira Carr,2017-07-05 Alongside its positive impact of providing a global reach the Internet is prone to a variety of abuses In the 1990s it was unauthorised access of computers and impairment of the operation of computers through the introduction of viruses and worms that took centre stage Since then the potential of the Internet for fraudulent activities has been realised by the criminal fraternity and in recent years we have seen for instance the rise of identity theft and the widespread distribution of offensive and illegal materials The collection of essays in this volume while being highly selective provides a snapshot of the parameters of computer crime the legal response and discussions surrounding ways to improve the security of cyberspace   *Modern Intellectual Property Law 3/e* Jonatha Galloway,2010   **A Guide to Writing as an Engineer** David F. Beer,David A. McMurrey,2019-04-09 Everyone knows that engineers must be good at math but many students fail to realize just how much writing engineering involves reports memos presentations specifications all fall within the purview of a practicing engineer and all require a polished clarity that does not happen by accident A Guide to Writing as an Engineer provides essential guidance toward this critical skill with practical examples

expert discussion and real world models that illustrate the techniques engineers use every day Now in its Fifth Edition this invaluable guide has been updated to reflect the most current standards of the field and leverage the eText format to provide interactive examples Engineering Communication Challenges self quizzes and other learning tools Students build a more versatile skill set by applying core communication techniques to a variety of situations professional engineers encounter equipping them with the knowledge and perspective they need to succeed in any workplace Although suitable for first year undergraduate students this book offers insight and reference for every stage of a young engineer s career *Integrated Marketing Communications* Tony Yeshin,2012-05-23 Integrated Marketing Communications is a new text which will answer the key questions of what marketing communications is how it works and why it is such a vital contemporary marketing function It is a comprehensive and authoritative overview of this complex and rapidly evolving area The author s long experience in the industry and as a senior academic ensures that the book is able to show how the communications process really works and how it can best be managed in a strategically and tactically cost effective manner Throughout the book the framework of analysis planning implementation and control is used to help the student organize their approach to the complex decision making in the present communications environment This is both an essential text and an indispensible reference resource and has been rigorously developed for undergraduates and postgraduates in Marketing and Business and for the new CIM Certificate and Diploma exams in Business Communication Promotional Practice and Marketing Communications <u>Designing for Newspapers and Magazines</u> Chris Frost,2012-03-12 A hugely beneficial introduction to students and professionals in print media and design Designing for Newspapers and Magazines offers guidance on how to produce attractive publications and how to tailor them to their target audience using colour text placement typography and images Written by an experienced journalist and designer the book details the elements of good design and provides instruction on how to get the most of computers and computer aided design The book examines a broad range of local and national publications including The Sun The Daily Mirror and Glamour magazine and explains the reasoning that underpins their design choice including how to set up a new publication planning an edition of a newspaper or magazine typography and working with text working with images and technical production designing pages and how to use colour design and journalism ethics a glossary of journalistic and design terms **Intellectual Property at the Crossroads of Trade** J. Rosen,2012-01-01 Intellectual Property Law at the Crossroads of Trade focuses on the elements of intellectual property that impact on trade and competition The book comprises thoughtful contributions on varying commercial aspects of IP from parallel imports of pharmaceuticals to exhaustion of rights and from trade in goods of cultural heritage to regulation of goods in transit There is detailed discussion of licensing including cross border elements online licensing and the potential for harmonisation in Europe This precedes a multi layered analysis of the Anti counterfeiting Trade Agreement This stimulating collection of work will have strong appeal to academics and researchers interested in some of the most pressing issues in

intellectual property law as well as all those with an interest in the intersection of trade and IP *Innovation Management and New Product Development* - Mr. Rohit Manglik,2024-01-05 EduGorilla Publication is a trusted name in the education sector committed to empowering learners with high quality study materials and resources Specializing in competitive exams and academic support EduGorilla provides comprehensive and well structured content tailored to meet the needs of students across various streams and levels **Wireless Rules** Frederick Newell,Katherine Newell Lemon,2001 This text outline a paradigm for marketing m marketing incorporating mobile wireless e commerce and customer communication Case studies and action steps show how to improve customer loyalty with individualized messages and how to use B2B opportunities

Information Technology Law Andrew Murray,2016 Information Technology Law is the ideal companion for a course of study on IT law and the ways in which it is evolving in response to rapid technological and social change The third edition of this ground breaking textbook develops its unique examination of the legal processes and their relationship to the modern information society Charting the development of the rapid digitization of society and its impact on established legal principles Murray examines the challenges faced with enthusiasm and clarity Following a clearly defined part structure the text begins by defining the infomation society and discussing how it may be regulated before moving on to explore issues of internet governance privacy and surveillance intellectual property and rights and commerce within the digital sphere Comprehensive and engaging Information Technology Law takes an original and thought provoking approach to examining this fast moving area of law in context Online Resource Centre The third edition is supported by a range of online resources including An additional chapter on Virtual Environments Audio podcasts suitable for revision Updates to the law post publication A flashcard glossary of key terms and concepts Outline answers to end of chapter questions A link to the author s blog The IT Lawyer Web links **Marketing: Real People, Real Choices** Michael Solomon,Andrew Hughes,Bill Chitty,Greg Marshall,Elnora Stuart,2013-09-05 Marketing Real People Real Choices brings you and your students into the world of marketing through the use of real companies and the real life marketing issues that they have faced in recent times The authors explain core concepts and theories in Marketing while allowing the reader to search for the information and then apply it to their own experiences as a consumer so that they can develop a deeper understanding of how marketing is used every day of the week in every country of the world The new third edition is enhanced by a strong focus on Value Creation and deeper coverage of modern marketing communications practices

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