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KEY=ZICOM - HARRELL SANTOS

NEW AGE MARKETING

EMERGING REALITIES

Excel Books India The theme of NICOM 2008 being held between January 9 to 11, 2008 is 'Strategies and Trends in Marketing: A New Economy Perspective'. The issues, challenges and dimensions of the emerging scenario are grouped into the following sub-themes. 'Marketing Information System' brings together scholarly contributions on Marketing Research and Analytics, Business Intelligence and Forecasting Tools, Data Mining in Marketing and Decision Support System, Knowledge Management and Environment Sensing for Marketing. The sub-theme 'Value Creation: New Paradigms' has deliberations on Marketing Innovations, Trends in Pricing Strategy, Diffusion of New Products and Marketing Mix Decisions. 'Value Delivery in Marketing' covers topics on Disintermediation, Re-intermediation, Managing Marketing Channels, Logistics and Technology and 3PL and 4PL. 'Managing Marketing Communication' looks at Managing Brands, Changing Face of Advertising, Marketing Communication on Internet, Managing Content and Blogging The New Marketing Tool. 'Marketing Metrics' gets together papers on measuring Performance, Expectations, Customer Satisfaction, Loyalty and Preferences, Awareness, Attitudes and Usage. 'Business Markets in New Economy' looks at Business Integration, Managing Suppliers, E-Marketplaces, Extended Organization and Managing Procurement. 'Marketing and Technology' debates on the issues in Process Automation, Enterprise Resource Planning, Customer Relationship Management, Managing Customer Data Bases, E-commerce and Technology, Customer Information Security, Retail and Technology and Managing Online Services. 'Interdisciplinary Studies' gives a platform for Cross Cultural Studies, Marketing of Financial Services, Marketing of Hospitality and Tourism, Marketing of Healthcare Services, Managing Services, Retail - the Changing Face and Ethical Issues in Marketing. This book is the result of publication of selected works out of over a hundred papers presented at the Conference. It is appropriately titled 'NEW AGE MARKETING: Emerging Realities'. It is divided into four parts in line with the theme and sub-themes of the Conference as follows: Part-A: Marketing and Technology Part-B: Value Creation and Delivery Part-C: Changing Face of Marketing Part-D: Marketing Metrics

DATAQUEST

DQ.

BUSINESS INDIA

INDIA TODAY

F&S INDEX EUROPE ANNUAL

INFORMATION CIRCULAR

INDIA SECURITY DIRECTORY, 2003-2004

RETAIL BANKING TECHNOLOGY

THE SMART WAY TO SERVE CUSTOMERS

Jaico Publishing House Banking and financial services organizations are one of the largest consumers of information technology, deploying large IT workforce worldwide. Banks have a complex landscape of technology and applications catering to their diverse information needs. It is important for the people working in banks and associated with technology field to have an optimum understanding of the overall IT landscape. This will help them appreciate the scope of their work in the overall context, as well as understand the criticality of various system interfaces. This book provides an overview of the complex banking technology landscape in a simple and easy-to-understand format. **KEY FEATURES** — Technology landscape is explained in a simple and generic way so that readers may relate it to their diverse information needs — Several technology concepts like Service Oriented Architecture (SOA), Master Data Management (MDM), Customer Relationship Management (CRM), Business Process Management (BPM), Web Content Management Systems (WCM), Document Management Systems (DMS) etc. have been explained with simple examples in the context of banking systems — Information presented is more for education and knowledge purposes instead of recommending any target architecture or product **SURESH SAMUDRALA** has been working in the IT industry for the last 20 years after completing his Post Graduation in Computer Science from IIT Madras. He has worked for various banking and financial institutions across the globe. His professional areas of interest include delivery management, enterprise architecture and innovation.

MANAGEMENT PRACTICES IN ASIA

CASE STUDIES ON MARKET ENTRY, CSR, AND COACHING

Springer Nature Asia is a continent of contradictions and boundaries; it offers exciting business opportunities, but is also characterized by unpredictability and conflict. While flexibility and creativity are in the DNA of many startups in China, major players like Xiaomi and Alibaba have also emerged as global giants, challenging established global competitors. The authors of this book show that these companies are crossing various boundaries – between cultures, mindsets, and perspectives. At the same time, Western companies entering Asian markets face challenges that are very different from those on their home turf. This book addresses the needs of current and future managers doing business in Asia, who need to understand the individual, social and business challenges that can arise from crossing boundaries. The respective case studies provide essential insights on how several Asian companies have made impressive strides towards becoming established players; how the revival of local brands and growing pride in local products has become a major challenge for global competition; how the need to actively practice corporate social responsibility in Asian markets is currently challenging many companies; and how the need for individual and team coaching among the members of management to support a company's development has grown tremendously, calling for new solutions.

VPNS ILLUSTRATED

TUNNELS, VPNS, AND IPSEC

Addison-Wesley Professional Virtual private networks (VPNs) based on the Internet instead of the traditional leased lines offer organizations of all sizes the promise of a low-cost, secure electronic network. However, using the Internet to carry sensitive information can present serious privacy and security problems. By explaining how VPNs actually work, networking expert Jon Snader shows software engineers and network administrators how to use tunneling, authentication, and encryption to create safe, effective VPNs for any environment. Using an example-driven approach, VPNs Illustrated explores how tunnels and VPNs function by observing their behavior "on the wire." By learning to read and interpret various network traces, such as those produced by tcpdump, readers will be able to better understand and troubleshoot VPN and network behavior. Specific topics covered include: Block and stream symmetric ciphers, such as AES and RC4; and asymmetric ciphers, such as RSA and ElGamal Message authentication codes, including HMACs Tunneling technologies based on gtnet SSL protocol for building network-to-network VPNs SSH protocols as drop-in replacements for telnet, ftp, and the BSD r-commands Lightweight VPNs, including VTun, CIPE, tinc, and OpenVPN IPsec, including its Authentication Header (AH) protocol, Encapsulating Security Payload (ESP), and IKE (the key management protocol) Packed with details, the text can be used as a handbook describing the functions of the protocols and the message formats that they use. Source code is available for download, and an appendix covers publicly available software that can be used to build tunnels and analyze traffic flow. VPNs Illustrated gives you the knowledge of tunneling and VPN technology you need to understand existing VPN implementations and successfully create your own.

RANTINGS OF A MAD MAN

Notion Press A rib-tickling, pithy look at life and its idiosyncrasies ... Run after money, it will keep you fit. Have sex, it will keep you alive. The more you look and behave like a monkey, the more successful you will be. Too much knowledge brings pain into your life. Read Rantings of a Mad Man for more such practical nuggets to tackle life's endless marathon. The book urges you to make the most of your existence on earth without actually taking life too seriously. The author's perspectives will surprise you, even shock you at times, and definitely leave you thinking for a long, long time. Abusisms, as the author calls his words of wisdom, question popular perceptions and burst several myths in the process of unearthing life's vital truths. Are you ready to handle the naked truth, no holds barred?

NATURE'S BUILDING BLOCKS

AN A-Z GUIDE TO THE ELEMENTS

Oxford University Press, USA Presents chemical, physical, nuclear, electron, crystal, biological, and geological data on all the chemical elements.

FACSIMILE PRODUCTS

THE STARFISH AND THE SPIDER

THE UNSTOPPABLE POWER OF LEADERLESS ORGANIZATIONS

Penguin Includes information on Alcoholics Anonymous, al Qaeda, Amazon, Animal Liberation Front, Apaches, eBay, General Motors, Goodwill Industries, Google, Grokster, Kazaa, music piracy, Napster, P2P (peer to peer) services, Quakers, record industry, U.S. Supreme

PC MAG

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

A NEW CIVIL RIGHT

TELECOMMUNICATIONS EQUALITY FOR DEAF AND HARD OF HEARING AMERICANS

Shift of telephone companies and others from a charitable or "social services" perspective to one that such access is a civil right to which deaf and hard-of-hearing people are entitled. Strauss covers the gamut of the legal movement toward access--from the initial use of modems with teleprinters of the 1960s to the current wireless world. As a hearing person with many deaf friends and contacts, she personally experienced the frustrations of using telecommunications access services--and these experiences provided a motivating force for her own involvement in the battles to implement laws. Chapters on the development and implementation of relay services outline comprehensively one of the greatest triumphs for deaf people in the United States. The chapter titled "In Case of Emergency" is particularly moving.

BRANDWEEK

PENETRATION TESTING WITH PERL

If you are an expert Perl programmer interested in penetration testing or information security, this guide is designed for you. However, it will also be helpful for you even if you have little or no Linux shell experience.

OIL, GAS, AND ELECTRIC POWER

BUSINESS OPERATIONS IN ISRAEL

A PHONE OF OUR OWN

THE DEAF INSURRECTION AGAINST MA BELL

Gallaudet University Press Lang, a professor for the National Technical Institute for the Deaf, tells about how three enterprising deaf men--Robert Weitbrecht, James Marsters, and Andrew Saks--fought telephone monopolies and bureaucracies and overcame technical difficulties to develop a phone deaf people can use, one that converts sounds into text. Photos.

TRAGEDY AND HOPE

A HISTORY OF THE WORLD IN OUR TIME

Lightning Source Incorporated **UNCENSORED!** Tragedy & Hope: A History of the World in Our Time by Carroll Quigley is the ultimate insider admission of a secret global elite that has impacted nearly every modern historical event. Learn how the Anglo-American banking elite were able to secretly establish and maintain their global power. This massive book provides a detailed world history beginning with the industrial revolution and imperialism through two world wars, a global depression and the rise of communism. Tragedy & Hope is the definitive work on the world's power structure and an essential source material for understanding the history, goals and actions of the New World Order. ALL ORIGINAL CONTENT, UNABRIDGED. ORIGINAL BOOK DESCRIPTION: TRAGEDY AND HOPE shows the years 1895-1950 as a period of transition from the world dominated by Europe in the nineteenth century to the world of three blocs in the twentieth century. With clarity, perspective, and cumulative impact, Professor Quigley examines the nature of that transition through two world wars and a worldwide economic depression. As an interpretative historian, he tries to show each event in the full complexity of its historical context. The result is a unique work, notable in several ways. It gives a picture of the world in terms of the influence of different cultures and outlooks upon each other; it shows, more completely than in any similar work, the influence of science and technology on human life; and it explains, with unprecedented clarity, how the intricate financial and commercial patterns of the West prior to 1914 influenced the development of today's world.

TECHNOLOGIES AND INNOVATION

5TH INTERNATIONAL CONFERENCE, CITI 2019, GUAYAQUIL, ECUADOR, DECEMBER 2-5, 2019, PROCEEDINGS

Springer Nature This book constitutes the proceedings of the 5th International Conference on Technologies and Innovation, CITI 2019, held in Guayaquil, Ecuador, in December 2019. The 14 full papers presented in this volume were carefully reviewed and selected from 32 submissions. They are organized in topical sections named: ICT in agronomy; knowledge-based systems and pattern recognition; internet of things and computer architecture.

VALUE.ABLE

HOW TO VALUE THE BEST STOCKS AND BUY THEM FOR LESS THAN THEY'RE WORTH

Demonstrating that market-beating returns are possible and within reach of every dedicated investor, this book sets out the steps and thinking required for successful value-investing.

CAMERA-BASED DOCUMENT ANALYSIS AND RECOGNITION

4TH INTERNATIONAL WORKSHOP, CBDAR 2011, BEIJING, CHINA, SEPTEMBER 22, 2011, REVISED SELECTED PAPERS

Springer Science & Business Media This book constitutes the thoroughly refereed post-workshop-proceedings of the 4th International Workshop on Camera-Based Document Analysis and Recognition, CBDAR 2011, held in Beijing, China, in September 2011. The 13 revised full papers presented were carefully selected during a second round of reviewing and improvement from numerous original submissions. Intended to give a snapshot of the state-of-the-art research in the field of camera based document

analysis and recognition, the papers are organized in topical sections on text detection and recognition in scene images, camera-based systems, and datasets and evaluation.

FEDERAL TIMES

SCULPT AND SHAPE

THE PILATES WAY

Random House India Do you know how Katrina Kaif manages to stay injury-free? Or how Deepika Padukone maintains her washboard abs? Pilates is the answer! Trainer to the stars Yasmin Karachiwala and internationally known Pilates instructor Zeena Dhalla bring the Pilates method, which has revolutionized fitness around the world, to India. Yasmin and Zeena take the original routine to a whole new level of precision and power. *Sculpt and Shape: The Pilates Way* will show you how to change the shape of your body by teaching you more about your posture and how to improve it. From secret fitness formulas of stars like Kareena Kapoor, Alia Bhatt and Malaika Arora Khan, among many others, to practical tips and techniques on nutrition, breathing and everyday living that are essential to shaping your body from the inside out, this book has it all. So, are you ready to look your best?

INTRUSION ALARM SYSTEMS

LEADERSHIP @ INFOSYS

Penguin Books India 'Powered by intellect, driven by values'—Infosys has been at the forefront of a new India Inc. since 1981. *Leadership @ Infosys* is the first book to codify Infosys's unique history, values and leadership practices that account for the firm's stellar rise from US\$ 200 seed capital to a multibillion dollar global enterprise. As an extension of Infosys's tradition of growing leaders through a programme called Leaders Teach, the book captures the origins of Infosys's leadership approach and leverages advanced psychometrics to identify current leaders who are exceptionally effective in Infosys's leadership model. These leaders share approaches that they believe account for their successes, and are candid about where they stumbled in the past to help junior leaders avoid their mistakes. Chapters based on Infosys's Leadership Journey Series include discussions of strategic leadership, change leadership, operational leadership, talent leadership, relationship and networking leadership, content leadership and entrepreneurial leadership by thought leaders in each area, and feature a state-of-the-science review of leadership research along with practical examples that leaders can use to improve their performance and aptitude to take on increasing levels of responsibility.

IT ENABLED SERVICES

Springer Science & Business Media As the global economy turns more and more service oriented, Information Technology-Enabled Services (ITeS) require greater understanding. Increasing numbers and varieties of services are provided through IT. Furthermore, IT enables the creation of new services in diverse fields previously untouched. Because of the catalyzing nature of internet technology, ITeS today has become more than "Outsourcing" of services. This book illustrates the enabling nature of ITeS with its entailment of IT, thus contributing to the betterment of humanity. The scope of this book is not only for academia but also for business persons, government practitioners and readers from daily lives. Authors from a variety of nations and regions with various backgrounds provide insightful theories, research, findings and practices in various fields such as commerce, finance, medical services, government and education. This book opens up a new horizon with the application of Internet-based practices in business, government and in daily lives. Information Technology-Enabled Services works as a navigator for those who sail to the new horizon of service oriented economies.

RAFAEL VIÑOLY ARCHITECTS

Prestel Pub The definitive monograph highlighting the global works of the visionary hailed by the New York Times' Herbert Muschamp as 'the most elegant architect now practicing in the United States. For nearly half a century Rafael Vinoly has been driven by the belief that the responsibility of architecture is to elevate the public realm. While his early work in Argentina transformed the landscape of his native country, his first major international projects - the John Jay College of Criminal Justice in New York and the International Forum in Tokyo - established Vinoly as a global presence in architecture, whose buildings sustain a structural originality that transcends passing fads. This monograph features a chronological sampling of Vinoly's best work in the United States, Latin America, Europe, Asia, Africa and the Middle East. The large and small-scale projects encompass courthouses, private residences, athletic facilities, performing arts centres, museums and educational buildings. Illustrated with photographs, plans and drawings, and accented by Vinoly's personal reflection on his career, this volume brings together the achievements of one of today's most internationally acclaimed architects.

THROUGH THE EYES OF TIGER CUBS

VIEWS OF ASIA'S NEXT GENERATION

John Wiley & Sons What will Asia look like ten years from now? Find out by taking a look through the eyes of the Asia's next generation of leaders Following economic booms in Hong Kong, Singapore, South Korea, and Taiwan—the four Asian Tigers—attention has shifted to success stories in other Asian economies. However, a number of challenges have also emerged that could threaten the region's development over the next decade. *Through the Eyes of Tiger Cubs* offers a unique glimpse into the younger generation's view of Asia's future. It draws on the perspective of more than 80 visionary young Asians, who have identified the key issues and who see innovative solutions for areas as diverse as education and labor markets, demographics and healthcare, energy and the environment, and governance and geopolitics. The book's insights are based on a collection of think-pieces from a broad range of young Asians—the result of a competition organized by the Asia Business Council, Time magazine, the Lee Kuan Yew School of Public

Policy at the National University of Singapore, as well as additional research by the Council. The book is unique in that it: Provides a viewpoint in contrast to the usual perspective of businesses, governments, economists, and journalists Brings together the responses of almost a hundred young Asian thinkers to the questions "What is the biggest challenge facing Asia over the next ten years?" "Why?" and "What should be done about it?" Offers policy makers, business leaders, and others who are concerned about the future of Asia a unique glimpse into the younger generation's vision The next generation has a high stake in ensuring Asia's long-term growth. Gain a unique perspective on how the leaders of tomorrow see the future.

CAMERA-BASED DOCUMENT ANALYSIS AND RECOGNITION

5TH INTERNATIONAL WORKSHOP, CBDAR 2013, WASHINGTON, DC, USA, AUGUST 23, 2013, REVISED SELECTED PAPERS

Springer This book constitutes the thoroughly refereed post-workshop proceedings of the 5th International Workshop on Camera-Based Document Analysis and Recognition, CBDAR 2013, held in Washington, DC, USA, in August 2013. The 14 revised full papers presented were carefully selected during two rounds of reviewing and improvement from numerous original submissions. Intended to give a snapshot of the state-of-the-art research in the field of camera based document analysis and recognition, the papers are organized in topical sections on text detection and recognition in scene images and camera-based systems.

INNOVATION ENGINEERING

A PRACTICAL GUIDE TO CREATING ANYTHING NEW

Version Innovation Engineering is a practical guide to creating anything new - whether in a large firm, research lab, new venture or even in an innovative student project. As an executive, are you happy with the return on investment of your innovative projects? As an innovator, do you feel confident that you can navigate obstacles and achieve success with your innovative project? The reality is that most innovation projects fail. The challenge in developing any new technology, application, or venture is that the innovator must be able to "execute while also learning". Innovation Engineering, developed and used at UC Berkeley, provides the tactical process, leadership, and behaviors necessary for successful innovation projects. Our validation tests have shown that teams which properly use Innovation Engineering accomplished their innovative projects approximately 4X faster than and with higher quality results. They also on-board new team members faster, they have much fewer unnecessary meetings, and they even report a more positive outlook on the project itself. Inter-woven between the chapters are real-life case studies with some of the world's most successful innovators to provide context, patterns, and playbooks that you can follow. Highly applied, and very realistic, Innovation Engineering builds on 30 years of technology innovation projects within large firms, advanced development labs, and new ventures at UC Berkeley, in Silicon Valley, and globally. If your goal is to create something new and have it successfully used in real life, this book is for you.

TURNING GEN Y ON

WHAT EVERY LEADER NEEDS TO KNOW ABOUT RECRUITING AND RETAINING THE MILLENNIALS

Candid Creation Publishing Recent polls throughout the world have reported workplace tensions between Generation Y and their colleagues from previous generations. The rise of Generation Y has indeed brought a new set of challenges to those who must manage them due to differences in perspectives, working ethics, and priorities. Generation Y represents what will soon be the largest percentage of the global workforce. Failing to find a way to tap into the potential of the Millennial Generation would prove to be catastrophic to any company that's serious about its survival and growth. Turning Gen Y On is based on years of in-depth research and real-world experience, and direct feedback from managers, leaders, and Gen Ys themselves. This book was written to help you understand the Gen Ys without pre-conceived judgment while providing you with best practices on recruiting, onboarding, retaining, grooming, and appraising your Millennial talents to help your organisation succeed.

ECONOMIC DEVELOPMENT

Cambridge University Press E. Wayne Nafziger analyzes the economic development of Asia, Africa, Latin America, and East-Central Europe. The book is suitable for those with a background in economics principles. Nafziger explains the reasons for the recent fast growth of India, Poland, Brazil, China, and other Pacific Rim countries, and the slow, yet essential, growth for a turnaround of sub-Saharan Africa. The fifth edition of the text, written by a scholar of developing countries, is replete with real-world examples and up-to-date information. Nafziger discusses poverty, income inequality, hunger, unemployment, the environment and carbon-dioxide emissions, and the widening gap between rich (including middle-income) and poor countries. Other new components include the rise and fall of models based on Russia, Japan, China/Taiwan/Korea, and North America; randomized experiments to assess aid; an exploration of whether information technology and mobile phones can provide poor countries with a shortcut to prosperity; and a discussion of how worldwide financial crises, debt, and trade and capital markets affect developing countries.

100 GOAN EXPERIENCES

ALL ABOUT MONEY

BECOME MONEY SMART

Notion Press The most comprehensive personal finance book every investor must own. * Make money, save money, invest money and protect money smartly. * Learn how to escape scams by outsmarting crooks and scoundrels. * Master habits and emotions to become rich. * Find out how to save smartly and become rich even with a low income. * Invest smartly in different assets to multiply wealth fast and safely. Make smart investing decisions on: - Tax-saving products, - Real estate and gold, - Shares and mutual funds.

Achieve all financial life goals to: - Buy a home to live, - Fund your children's education and daughter's marriage, - Holiday abroad and buy a car, - Retire rich and happy, - Make your spouse and kids money smart, - Manage loans and write a will. AMONG THE WORLD'S TOP PERSONAL FINANCE GURUS #10,00,000+ Worldwide Investor Readers #India's No.1 Personal Finance Advice Writer #World's No.1 Personal Finance Advice and Investing Advice Writer #Source - www.quora.com

THE PERMANENT PORTFOLIO

HARRY BROWNE'S LONG-TERM INVESTMENT STRATEGY

John Wiley & Sons An up close look at an investment strategy that can handle today's uncertain financial environment Market uncertainty cannot be eliminated. So rather than attempt to do away with it, why not embrace it? That is what this book is designed to do. The Permanent Portfolio takes you through Harry Browne's Permanent Portfolio approach—which can weather a wide range of economic conditions from inflation and deflation to recession—and reveals how it can help investors protect and grow their money. Written by Craig Rowland and Mike Lawson, this reliable resource demonstrates everything from a straightforward four-asset Exchange Traded Fund (ETF) version of the strategy all the way up to a sophisticated approach using Swiss bank storage of selected assets for geographic and political diversification. In all cases, the authors provide step-by-step guidance based upon personal experience. This timeless strategy is supported by more than three decades of empirical evidence The authors skillfully explain how to incorporate the ideas of the Permanent Portfolio into your financial endeavors in order to maintain, protect, and grow your money Includes select updates of Harry Browne's Permanent Portfolio approach, which reflect our changing times The Permanent Portfolio is an essential guide for investors who are serious about building a better portfolio.

DISCOVERED- NOAH'S ARK

Noah's Ark has been found! Turkish scientists and authorities at the highest level of government met in 1986 and reviewed the extensive research done by American explorers, headed by Ron Wyatt of Madison, Tennessee. They agreed it was an ancient, manmade ship and could be nothing other than Noah's Ark. In 1987 they officially dedicated "Noah's Ark" as a national treasure and began work on a Visitor's Center overlooking the site. Since 1988, when the center was completed, visitors from all over the world have come to view the amazing discovery. This book gives a brief, concise description of Ron Wyatt's research. It explains the analysis of the specimens which show this site to contain sophisticated manmade metal alloys. It shows the electronic scans which reveal the pattern of a massive ship. And much more evidence which clearly points to the identification of this site as containing the remains of Noah's Ark.