The Alibaba Way: Unleashing Grass-Roots Entrepreneurship to Build the World's Most Innovative Internet Company - Ying Lowrey

2016-02-12 How e-commerce giant Alibaba is giving grassroots entrepreneurs the power and drive to succeed in the e-commerce market—and you can, too... The world's largest online trading platform, Alibaba has created an astounding model for enterprise and growth in the 21st century. The story behind Alibaba's incredible success is not only fascinating, it's truly inspiring—especially if you're a small business owner or ambitious entrepreneur who wants to increase sales, satisfy customers, and drive innovation in the e-commerce world. THE ALIBABA WAY will show you: * How rural villagers with little experience—and even less resources—are lifting themselves out of poverty using Alibaba's online trading site, Taobao.com * How small local businesses are growing into nationwide industries by adapting to the needs, preferences, and buying habits of Alibaba customers * How online sellers are finding exciting new ways to "routinize" innovation by using the Alibaba platform to identify trends, customize services, and boost production * How grassroots individuals can borrow money without a credit record or collateral; and make money by establishing a wealth management account Now available in America for the first time, the case studies and targeted essays in this eye-opening book reveal the greatest sales secrets of China's amazing online successes—secrets that can be used to grow your own small business into a sustainable, global powerhouse. This is the most cost-effective way to make the most of your resources—and take the e-commerce world by storm. This is The Alibaba Way—growing by unleashing grassroots entrepreneurship. It's the ultimate e-commerce success story—a powerful new growth model for small business start-ups and grassroots entrepreneurs. Part eBay, part Google, part PayPal, the Chinese company known as Alibaba was launched by its founder Jack Ma in 1999 in a small apartment with a staff of only eighteen people. It quickly became one of the fastest growing Internet companies in the world, with more than 10 million e-commerce participants and a digital ecosystem serving a hundred million consumers per day. In The Alibaba Way—the first full-length account of this e-commerce phenomenon—you'll go behind the scenes and inside the sites that drive seemingly ordinary online sellers to extraordinary levels of success. Their stories will provide you with not just a road map to riches, but an invaluable lesson in entrepreneurship. You'll learn how to: * Unleash your entrepreneurial spirit and grow a grassroots empire * Make innovation a routine of your daily business operation * Use emerging...
technologies to expand your company across multiple markets * Tailor your online presence to meet changing customer’s needs and habits * Increase your productivity by making your venders more productive * Go global, get mobile, and turn your e-business start-up into a worldwide success. Featuring brilliant insights and advice from global business experts, The Alibaba Way offers American entrepreneurs a rare opportunity to see the latest innovations—and borrow the greatest ideas—from a new generation of young Chinese entrepreneurs inspired by the Alibaba model. You’ll learn how to compete with the biggest and the best—even if you have the smallest of budgets—by leveraging the power of microfinance and e-commerce to help level the playing field. You’ll hear exhilarating stories from a small rural community transformed by the introduction of Internet access, discovering creative new ways to sell and trade and grow their businesses, the Alibaba way. Most importantly, you’ll find practical, proven strategies of online selling that have turned small businesses into major players—and Alibaba into the e-commerce giant it is today. There are so many ways to take your business online. But the best way to make it grow and succeed beyond your wildest dreams is The Alibaba Way. Dr. Ying Lowrey is an Economics Professor at the School of Social Sciences, Tsinghua University, and Deputy Director of Tsinghua Research Center for Chinese Entrepreneurs. Previously she was senior economist at the US Small Business Administration and professor of economics at several US universities. She believes in that the Internet makes small even more beautiful.

42 Rules for Sourcing and Manufacturing in China (2nd Edition) - Rosemary Coates 2013-07 Doing business in China is tougher than you think. Not only is the culture vastly different, but China's experience in manufacturing is still developing. It will be a few years before the majority of manufacturers are up to world standards. In the meantime, quality, contract laws, schedules and logistics must be closely monitored. As a result, the things Westerners must do to be successful are far different from dealing with American or European manufacturers. The best way to quickly come up to speed on these differences and how to handle them is to learn from the experience of others. Through over 20 extraordinary executive interviews, Rosemary Coates captured the essence of sourcing and manufacturing in China. ‘42 Rules for Sourcing and Manufacturing in China (2nd Edition)’ is a pragmatic approach that every businessperson headed to China must read. For business people who are experienced in doing business in China, or for first-time visitors, this book will provide valuable insights from real executives and experts. These executives offer their personal experiences and recommendations about sourcing and manufacturing in China. Going beyond simple cultural do's and don'ts, you will discover: how business is really done how you can make things happen in China how mistake westerners often make, and how to avoid them what made these executives successful Based on her 25 years of supply chain experience, much of it spent living and working across Asia, Rosemary Coates has become an expert on doing business in China. Her own personal experiences in China are interwoven into this book.

Creative Economy Entrepreneurs - Alice Loy 2018-07-15 The first accessible in-depth introduction to the entrepreneurs shaping the 21st century.

werden vertieft diskutiert. Drittens finden Leser praxiserprobte Hinweise zur Umsetzung der Strategie. Sie werden an die verschiedenen Methodenbausteine herangeführt und können so das erlernte Wissen auf die eigene Situation anwenden. Abgerundet wird das Werk mit hilfreichen Checklisten und Tools.

Alibaba's World - Porter Erisman 2015-05-12
In September 2014, a Chinese company that most Americans had never heard of held the largest IPO in history – bigger than Google, Facebook and Twitter combined. Alibaba, now the world’s largest e-commerce company, mostly escaped Western notice for over ten years, while building a customer base more than twice the size of Amazon’s, and handling the bulk of e-commerce transactions in China. How did it happen? And what was it like to be along for such a revolutionary ride? In Alibaba’s World, author Porter Erisman, one of Alibaba's first Western employees and its head of international marketing from 2000 to 2008, shows how Jack Ma, a Chinese schoolteacher who twice failed his college entrance exams, rose from obscurity to found Alibaba and lead it from struggling startup to the world’s most dominant e-commerce player. He shares stories of weathering the dotcom crash, facing down eBay and Google, negotiating with the unpredictable Chinese government, and enduring the misguided advice of foreign experts, all to build the behemoth that’s poised to sweep the ecommerce world today. And he analyzes Alibaba’s role as a harbinger of the new global business landscape—with its focus on the East rather than the West, emerging markets over developed ones, and the nimble entrepreneur over the industry titan. As we face this near future, the story of Alibaba—and its inevitable descendants—is both essential and instructive.

Shinrin Yoku - Yoshifumi Miyazaki 2018-06-12
A New York Times 2018 Holiday Gift Selection
Shinrin-yoku is the Japanese practice of seeking a deeper connection with nature by spending intentional time surrounded by trees. Commonly referred to as forest bathing, the meditative practice involves all of our senses and has extraordinary effects on health and happiness. In Shinrin Yoku, Yoshifumi Miyazaki explains the science behind forest bathing and explores the many health benefits, including reduced stress, lower blood pressure, improved mood, and increased focus and energy. This useful guide also teaches you how to bring the benefits of the forest into the home through the use of essential oils, cypress baths, flower therapy, and bonsai. Whether you are exploring a city park, a woodland area, or even the trees in your own backyard, Shinrin Yoku will help you detox from the stress of modern life by opening your eyes to the healing power of trees.

Dragonomics - Carol Wise 2020-03-24
An insightful examination of the political and economic ties between China and Latin America from the 1950s to the present This book explores the impact of Chinese growth on Latin America since the early 2000s. Roughly twenty years ago, Chinese entrepreneurs headed to the Western Hemisphere in search of profits and commodities, specifically those that China lacked and that some Latin American countries held in abundance—copper, iron ore, crude oil, soybeans, and fish meal. Focusing largely on Argentina, Brazil, Chile, Costa Rica, Mexico, and Peru, Carol Wise traces the evolution of political and economic ties between China and these countries and analyzes how success has varied by sector, project, and country. She also assesses the costs and benefits of Latin America’s recent pivot toward Asia. Wise argues that while opportunities for closer economic integration with China are seemingly infinite, so are the risks, and contends that the best outcomes have stemmed from endeavors where the rule of law, regulatory oversight, and a clear strategy exist on the Latin American side.

Technology Ventures - Richard C. Dorf 2008
Technology Ventures is the first textbook to thoroughly examine a global phenomenon known as technology entrepreneurship. Now in its second edition, this book integrates the most valuable entrepreneurship and technology management theories from some of the world’s leading scholars and educators with current examples of new technologies and an extensive suite of media resources. Dorf and Byers comprehensive collection of action-oriented concepts and applications provides both students and professionals with the tools necessary for success in starting and growing a technology enterprise. Technology Ventures details the critical differences between scientific ideas and true business opportunities.
**Digital Kenya**-Bitange Ndemo 2016-11-18 This book is open access under a CC BY 4.0 license. Presenting rigorous and original research, this volume offers key insights into the historical, cultural, social, economic and political forces at play in the creation of world-class ICT innovations in Kenya. Following the arrival of fiber-optic cables in 2009, Digital Kenya examines why the initial entrepreneurial spirit and digital revolution has begun to falter despite support from motivated entrepreneurs, international investors, policy experts and others. Written by engaged scholars and professionals in the field, the book offers 15 eye-opening chapters and 14 one-on-one conversations with entrepreneurs and investors to ask why establishing ICT start-ups on a continental and global scale remains a challenge on the “Silicon Savannah”. The authors present evidence-based recommendations to help Kenya to continue producing globally impactful ICT innovations that improve the lives of those still waiting on the side-lines, and to inspire other nations to do the same.

**The Chinese City**-Weiping Wu 2012 China's cities are home to 10 percent of the world’s population today. They display unprecedented dynamism under the country's surging economic power. Their remarkable transformation builds on immense traditions, having lived through feudal dynasties, semicolonialism, and socialist commands. Studying them offers a lens into both the complex character of the changing city and the Chinese economy, society, and environment. This text is anchored in the spatial sciences to offer a comprehensive survey of the evolving urban landscape in China. It is divided into four parts, with 13 chapters that can be read together or as stand-alone material. Part I sets the context, describing the geographical setting, China’s historical urban system, and traditional urban forms. Part II covers the urban system since 1949, the rural–urban divide and migration, and interactions with the global economy. Part III outlines the specific sectors of urban development, including economic restructuring, social–spatial transformation, urban infrastructure, and urban land and housing. Finally, part IV showcases urbanism through the lens of the urban environment, lifestyle and social change, and urban governance. The Chinese City offers a critical understanding of China's urbanization, exploring how the complexity of the Chinese city both conforms to and defies conventional urban theories and experience of cities elsewhere around the world. This comprehensive book contains a wealth of up-to-date statistical information, case studies, and suggested further reading to demonstrate the diversity of urban life in China.

**Get Fit for Digital Business**-Rob Laurens 2019-02-08 Is your organisation in good shape for today’s digital world? Has it effectively changed the way it works to keep up with the new connected consumer? Or is it still stuck on the digital business basics, losing relevance and falling behind in the race for customers? Get Fit for Digital Business will help you to assess where you are now, where you need to go and how you can get there. Leaning on two decades of business transformation experience, Rob Laurens describes the difference between just doing digital and being digital. He provides a practical six-step process that any leader can use to accelerate change, seize the opportunities and counter the threats that digital technology brings. This is people-first business transformation for the real world; the way to build core strength, speed and agility throughout your organisation. Free from digital jargon and corporate gobbledegook, it’s a complete framework for leaders who don’t have time for an MBA in digital business – but who do want to get their teams in great shape to survive and thrive in a digital world. Get Fit for Digital Business will help you to create an enterprise that is not just more productive and profitable, but also happier and healthier – leaving you and your team feeling and performing better in every department.

**The Age of Surveillance Capitalism**-Shoshana Zuboff 2019-01-15 The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon
Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

Rising to the Challenge-National Research Council 2012-08-06 America's position as the source of much of the world's global innovation has been the foundation of its economic vitality and military power in the post-war. No longer is U.S. pre-eminence assured as a place to turn laboratory discoveries into new commercial products, companies, industries, and high-paying jobs. As the pillars of the U.S. innovation system erode through wavering financial and policy support, the rest of the world is racing to improve its capacity to generate new technologies and products, attract and grow existing industries, and build positions in the high technology industries of tomorrow. Rising to the Challenge: U.S. Innovation Policy for Global Economy emphasizes the importance of sustaining global leadership in the commercialization of innovation which is vital to America's security, its role as a world power, and the welfare of its people. The second decade of the 21st century is witnessing the rise of a global competition that is based on innovative advantage. To this end, both advanced as well as emerging nations are developing and pursuing policies and programs that are in many cases less constrained by ideological limitations on the role of government and the concept of free market economics. The rapid transformation of the global innovation landscape presents tremendous challenges as well as important opportunities for the United States. This report argues that far more vigorous attention be paid to capturing the outputs of innovation - the commercial products, the industries, and particularly high-quality jobs to restore full employment. America's economic and national security future depends on our succeeding in this endeavor.

The Mckinsey Mind-Rasil 2003-12-01 Packed with insights and brainstorming exercises for establishing the McKinsey mind-set, this book is an in-depth guidebook for applying McKinsey methods in any industry and organizational environment. Taking a step-by-step approach, The McKinsey Mind looks at the McKinsey mystique from every angle. Owners, executives, consultants, and team leaders can look to this comprehensive treatment for ways to: Follow McKinsey's MECE (mutually exclusive, collectively exhaustive) line of attack Frame business problems to make them susceptible to rigorous fact-based analysis Use the same fact-based analysis in conjunction with gut instinct to make strategic decisions Conduct meaningful interviews and effectively summarize the content of those interviews Analyze the data to find out the so what Clearly communicate fact-based solutions to all pertinent decision makers Capture and manage the knowledge in any organization to maximize its value

e-Citizens-Alfredo M. Ronchi 2019-03-06 This book explores a society currently being transformed by the influence of advanced information technology, and provides insights into the main technological and human issues and a holistic approach to inclusion, security, safety and, last but not least, privacy and freedom of expression. Its main aim is to bridge the gap between technological solutions, their successful implementation, and the fruitful utilization of the main set of e-Services offered by governments, private institutions, and commercial companies. Today, various parameters actively influence e-Services’ success or failure: cultural aspects, organisational issues, bureaucracy and workflow, infrastructure and technology in general, user habits, literacy, capacity or merely interaction design. The purpose of this book is to help in outlining and understanding a realistic scenario of what we can term e-Citizennery. It identifies today's citizen, who is surrounded by an abundance of digital services, as an “e-Citizen” and explores the transition from their traditional role and
behaviour to new ones. The respective chapters presented here will lay the foundation of the technological and social environment in which this societal transition takes place. With its balanced humanistic and technological approach, the book mainly targets public authorities, decision-makers, stakeholders, solution developers, and graduate students.

Internet Philanthropy in China - Yidan Chen
2021-08-27 This book is the work of Charles Chen Yidan, “the Father of China’s Internet Philanthropy”. It is based on the long-term research and practices of Tencent Research Institute and the Tencent Foundation. It reviews the recent history of internet-based charity during the past 20 years. It provides a first-time comprehensive review and study of internet-based charity from different dimensions, including the nature of internet-based charity, typical innovations and practices at home and abroad, as well as future prospects for integrating new technology and charity. It offers important insights into the transformation of many charitable organizations, the regulatory approach of governments towards these organizations, and the development of future society. This book contains not only a large set of the latest data from foreign countries but also exclusive interviews of many industry experts, including the directors of online charity platforms and chairmen of typical charitable organizations. It provides valuable references and is highly recommended for enterprises, organizations, and authorities that want to understand and promote the advancement of philanthropy in China.

The Book of Payments - Bernardo Batiz-Lazo
2016-12-04 This book examines the nature of retail financial transaction infrastructures. Contributions assume a long-term outlook in their exploration of the key financial processes and systems that support a global transition to a cashless economy. The volume offers both modern and historic accounts that demonstrate the constantly changing role of payment instruments. It brings together different theoretical approaches to the study, re-examining and forecasting changes in retail payment systems. Chapters explore a global transition to a cashless society and contemplate future alternatives to cash, cheques and plastic, featuring the perspectives of academics from different disciplines in conversation and industry participants from six continents. Readers are invited to discover the innovation in payment systems and how it co-evolves with changes in society and organisations through personal, corporate and governmental processes.

Digital Transformation and Public Services (Open Access) - Anthony Larsson 2019-10-08
Through a series of studies, the overarching aim of this book is to investigate if and how the digitalization/digital transformation process affects various welfare services provided by the public sector, and the ensuing implications thereof. Ultimately, this book seeks to understand if it is conceivable for digital advancement to result in the creation of private/non-governmental alternatives to welfare services, possibly in a manner that transcends national boundaries. This study also investigates the possible ramifications of technological development for the public sector and the Western welfare society at large. This book takes its point of departure from the 2016 Organization for Economic Co-operation and Development (OECD) report that targets specific public service areas in which government needs to adopt new strategies not to fall behind. Specifically, this report emphasizes the focus on digitalization of health care/social care, education, and protection services, including the use of assistive technologies referred to as "digital welfare." Hence, this book explores the factors potentially leading to whether state actors could be overrun by other non-governmental actors, disrupting the current status quo of welfare services. The book seeks to provide an innovative, enriching, and controversial take on society at large and how various aspects of the public sector can be, and are, affected by the ongoing digitalization process in a way that is not covered by extant literature on the market. This book takes its point of departure in Sweden given the fact that Sweden is one of the most digitalized countries in Europe, according to the Digital Economy and Society Index (DESI), making it a pertinent research case. However, as digitalization transcends national borders, large parts of the subject matter take on an international angle. This includes cases from several other countries around Europe as well as the United States.

E-Commerce Strategy - Zheng Qin 2014-10-30
E-Commerce Strategy builds awareness and
sharpens readers' understanding of the key issues about e-commerce strategies. To link theory of e-commerce strategy with practice in the real world, it brings together theoretical perspectives based on academic research, integrated use of technologies and large amount of cases, especially those of China. With regard to the innovative technical standards and frameworks, it proposes strategic analysis from a technical point of view. The book is intended for postgraduate students in e-commerce and computer science as well as government officials, entrepreneurs and managers. Prof. Zheng Qin is the Director of Software Engineering and Management Research Institute, Tsinghua University, China; Dr. Shundong Li is a Professor at the School of Computer Science, Shaanxi Normal University, China; Dr. Yang Chang and Dr. Fengxiang Li are both Research Assistants at the School of Software, Tsinghua University, China.

Culture: urban future-UNESCO 2016-12-31

Conducting Business in China and India-Deepak Sardana 2017-07-06 This book takes a holistic approach to explore how business is being conducted in China and India, and to analyze the factors that influence business decisions in present times. In doing so the book seeks to develop a fuller understanding of the present ‘context’ within the two Asian nations, drawing upon a complete understanding of the culture, history and behaviour of the society and its institutions. The authors probe an area that has not been widely addressed before and seek to provide a finer analysis of the influences behind day-to-day business operations. This study has widespread appeal as it covers business processes at three different levels: macro-level, including government policies and institutions; meso-level, organisations and communities; and micro-level, individuals within business. Not only appealing to scholars, senior executives, business professionals and policy-makers, this book will also provide an interdisciplinary examination of how business is conducted in China and India, and will be valuable to anyone with a general interest in Asian business.

Strategic Latency Unleashed-Zachary Davis 2021-01-30 The world is being transformed physically and politically. Technology is the handmaiden of much of this change. But since the current sweep of global change is transforming the face of warfare, Special Operations Forces (SOF) must adapt to these circumstances. Fortunately, adaptation is in the SOF DNA. This book examines the changes affecting SOF and offers possible solutions to the complexities that are challenging many long-held assumptions. The chapters explore what has changed, what stays the same, and what it all means for U.S. SOF. The authors are a mix of leading experts in technology, business, policy, intelligence, and geopolitics, partnered with experienced special operators who either cowrote the chapters or reviewed them to ensure accuracy and relevance for SOF. Our goal is to provide insights into the changes around us and generate ideas about how SOF can adapt and succeed in the emerging operational environment.

China: Surpassing the “Middle Income Trap”-Shaojie Zhou 2020-10-02 This open access book explores one of the most fiercely debated issues in China: if and how China will surpass the middle income trap that has plagued many developing countries for years. This book gives readers a clear picture of China today and acts as a reference for other developing countries. China is facing many setbacks and experiencing an economic slowdown in recent years due to some serious issues, and income inequality is one such issue deferring China’s development potential by creating a middle income trap. This book thoroughly investigates both the unpromising factors and favorable conditions for China to overcome the trap. It illustrates that traps may be encountered at any stage of development and argues that political stability is the prerequisite to creating a favorable environment for economic development and addressing this “middle income trap”. Written by one of China's central planners, this book offers precious insights into the industrial policies that are transforming China and the world and will be of interest to China scholars, economists and political scientists.

Emerging Markets from a Multidisciplinary Perspective-Yogesh K. Dwivedi 2018-04-11 This book examines prominent issues in the Emerging Markets (EM) from a variety of disciplines in order to make useful societal contributions through knowledge exchange. EMs offer enormous opportunities, but realizing them is
both challenging and risky due to inherent uncertainties of such markets. EM’s also have unique characteristics that makes them different from developed countries. This causes implications for both theory and practice. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. This book investigates problems specific to emerging markets, and identifies new theoretical constructs, hypotheses (re)development, and emphasizes institutional contexts. The chapters in this book establish new conceptual and theoretical paradigms from multidisciplinary perspectives concentrated in the areas of information systems, electronic government, and digital and social media matters. The book focuses on topics in these areas such as digital enterprises, sustainability, telemedicine, and Information Communication Technology (ICT) and surveys the potential challenges and opportunities that may arise. These concepts and topics covered in this book are vital for making the global economy more equitable and sustainable.

Programmatic Advertising-Oliver Busch
2015-11-26 This fundamental guide on programmatic advertising explains in detail how automated, data-driven advertising really works in practice and how the right adoption leads to a competitive advantage for advertisers, agencies and media. The new way of planning, steering and measuring marketing may still appear complex and threatening but promising at once to most decision makers. This collaborative compendium combines proven experience and best practice in 22 articles written by 45 renowned experts from all around the globe. Among them Dr. Florian Heinemann/Project-A, Peter Würtenerberger/Axel-Springer, Deirdre McGlashan/MediaCom, Dr. Marc Grether/Xaxis, Michael Lamb/MediaMath, Carolin Owen/IPG, Stefan Bardega/Zenith, Arun Kumar/Cadreon, Dr. Ralf Strauss/Marketingverband, Jonathan Becher/SAP and many more great minds.

Development Report on China’s New Media-
Xujun Tang 2017-03-07 In this book, specialists and scholars present a comprehensive account of the latest developments in Chinese new media. The articles explore important areas such as security of cyberspace in China; the development of WeChat and micro-blogs; public opinions of social media and the transformation of traditional media. It also summarizes the development of the new-media industry, including digital TV, mobile games, the online video industry, IPTV, new-media advertising and mobile news applications. It is a valuable reference work for researchers and professionals working in media.

Multimedia Reporting-Richard Scott Dunham
2019-08-02 This is the first book to apply multimedia tools to economic and business storytelling. By examining the journalism essentials as well as the advanced multimedia skills, it helps readers use the latest technological tools to integrate multimedia elements into traditional news coverage. It also explains how to tell stories solely through multimedia elements. The new language of online journalism includes writing for digital platforms, writing blogs and writing for social media and involves a wide range of multimedia skills, like video, audio, photography, graphics, data visualization and animation. Multimedia journalism allows a two-way communication with the audience that was not possible in traditional “legacy” media, and this textbook is replete with links to useful tutorials, examples of award-winning multimedia stories, and advanced digital resources, offering journalists a road map to the brave new world of digital reporting and editing.

Internet: The Complete Reference, Millennium Edition-Margaret Levine Young
1999 Master the Internet Universe. Prepare yourself for the Internet millennium with Internet: The Complete Reference, Millennium Edition, by Margaret Levine Young. This netizen’s bible puts you in charge of everything the Internet has to offer—from basic e-mail to hyper-secure Web commerce. It shows you how to get the most out of Netscape Navigator and Internet Explorer...create advanced Web pages with graphics...transfer files...take advantage of voice and video conferencing...even register your own domain name. Keep this unmatched resource at your keyboard to: Become an instant expert on Microsoft FrontPage, e-commerce, push technology, and real-time audio and video streaming; Connect to the Internet using such high-speed technologies as cable modems, ISDN, and ADSL; Quickly and safely download and install software from the Web; Increase your Web enjoyment—and profit—with chat sessions, conferences, subscriptions, and newsgroups; And much, much more.
Science Breakthroughs to Advance Food and Agricultural Research by 2030—National Academies of Sciences, Engineering, and Medicine 2019-04-21 For nearly a century, scientific advances have fueled progress in U.S. agriculture to enable American producers to deliver safe and abundant food domestically and provide a trade surplus in bulk and high-value agricultural commodities and foods. Today, the U.S. food and agricultural enterprise faces formidable challenges that will test its long-term sustainability, competitiveness, and resilience. On its current path, future productivity in the U.S. agricultural system is likely to come with trade-offs. The success of agriculture is tied to natural systems, and these systems are showing signs of stress, even more so with the change in climate. More than a third of the food produced is unconsumed, an unacceptable loss of food and nutrients at a time of heightened global food demand. Increased food animal production to meet greater demand will generate more greenhouse gas emissions and excess animal waste. The U.S. food supply is generally secure, but is not immune to the costly and deadly shocks of continuing outbreaks of food-borne illness or to the constant threat of pests and pathogens to crops, livestock, and poultry. U.S. farmers and producers are at the front lines and will need more tools to manage the pressures they face. Science Breakthroughs to Advance Food and Agricultural Research by 2030 identifies innovative, emerging scientific advances for making the U.S. food and agricultural system more efficient, resilient, and sustainable. This report explores the availability of relatively new scientific developments across all disciplines that could accelerate progress toward these goals. It identifies the most promising scientific breakthroughs that could have the greatest positive impact on food and agriculture, and that are possible to achieve in the next decade (by 2030).

Management—Thomas S. Bateman 2007

International Business—Donald A. Ball 1993 For a first course in international business at the undergraduate or M.B.A. Level. Section I discusses the nature of international business and the three environments in which an international businessperson works. Section II examines the important international organizations, the international monetary system and their input in business. Section III discusses the uncontrollable forces that make up the foreign environments and illustrates their effects on business practices. The final section deals with the functions of management and shows how managers deal with the uncontrollable forces. Trends and new directives of international companies are also treated.

Precarious Creativity—Michael Curtin 2016-02-17 Precarious Creativity examines the seismic changes confronting media workers in an age of globalization and corporate conglomeration. This pathbreaking anthology peeks behind the hype and supposed glamor of screen media industries to reveal the intensifying pressures and challenges workers face. The authors take on crucial issues and provide insightful case studies of workplace dynamics regarding creativity, collaboration, exploitation, and cultural difference. Furthermore, they investigate working conditions and organizing efforts on all six continents, offering comprehensive analysis of contemporary screen media labor in places such as Lagos, Prague, Hollywood, and Hyderabad, across a range of job categories that includes visual effects, production services, and adult entertainment. With contributions from John Caldwell, Vicki Mayer, Herman Gray, Tejaswini Ganti, and others, this collection offers timely critiques of media globalization and broader debates about labor, creativity, and precarity.

Innovative Approaches and Applications for Sustainable Rural Development—Alexandros Theodoridis 2019-02-05 This book presents selected papers from the 8th International Conference on Information and Communication Technologies in Agriculture, Food and Environment (HAICTA 2017) which examine sustainable rural development in the context of environmental, economic, and the socio-cultural dimension. This book raises awareness of the importance of sustainable management in agriculture using examples of actual industry cases, sustainable management practices, new forms of rural cooperation and entrepreneurship.

The Palgrave Handbook of Digital Russia Studies—Daria Gritsenko 2020-12-15 This open
access handbook presents a multidisciplinary and multifaceted perspective on how the ‘digital’ is simultaneously changing Russia and the research methods scholars use to study Russia. It provides a critical update on how Russian society, politics, economy, and culture are reconfigured in the context of ubiquitous connectivity and accounts for the political and societal responses to digitalization. In addition, it answers practical and methodological questions in handling Russian data and a wide array of digital methods. The volume makes a timely intervention in our understanding of the changing field of Russian Studies and is an essential guide for scholars, advanced undergraduate and graduate students studying Russia today.

China’s Military-Civil Fusion Strategy: a View from Chinese Strategists-Peter Wood 2020-06-10 Military-Civil Fusion (MCF), this term seems like a counterpart to the American term civil-military integration (CMI), but in reality it is far deeper and more complex. Whereas, according to the U.S. Congressional Office of Technology Assessment, America’s CMI is "cooperation between government and commercial facilities in research and development (R&D), manufacturing, and/or maintenance operations", China’s Military-Civil Fusion strategy is a state-led, state-directed program and plan to leverage all levers of state and commercial power to strengthen and support the armed wing of the Communist Party of China, the People’s Liberation Army (PLA). China’s Military-Civil Fusion program is not new. Every leader since Mao Zedong has had a program to compel the "commercial" and "civil" parts of Chinese society to support the PLA. It has gone by different terms, Military-Civil Integration, Military-Civil Fused Development, etc. General Secretary Xi Jinping has elevated the concept to "Military-Civil Fusion". But is all cases, it is the "Military" that comes first. Whereas in the United States there is a partnership for spin-off and spin-on technologies, with a goal of assisting commercial companies as well as the military, this is simply a happy coincidence when, and if, it happens in China. Since Xi Jinping’s assumption of power, the role of the military, and the importance of MCF have markedly increased. General Secretary Xi has clearly switched the emphasis from Deng Xiaoping’s famous statement. While most remember the first part of Deng’s saying, "شفط" which is generally translated to "bide your time, and hide your capabilities", most Americans, and westerners, seem to forget there was more in his dictum. The full quote is: “冷静观察, 稳住阵脚, 沉着应付, 韬光养晦, 善于守拙, 决不当头, 有所作为” It is the last four characters that now seem to have the emphasis, loosely translated- and achieve some goals/ get something done. This explains China’s growing assertiveness and emphasis on the final piece of Deng Xiaoping’s "Four Modernizations", the military. To date, most surveys and analysis of MCF have focused on concrete examples, of how it is or is not working. These are important aspects to understand and study. However, what this report does is focus on how Military-Civil Fusion fits in to the CCP’s and the PRC’s overall national strategy; how it fits in with the other pieces which the CCP uses to guide the development path of the PRC; and rather than "looking down" to focus on the implementation of the program, but rather to "look up" to the strategies and policies that form the connective tissues within the greater system. This report is intended for both policy makers and practitioners, to help them better understand how MCF is intrinsically linked to the other national strategic-level programs in China, and help them better compete in the long-term by understanding the nature of the system with which we are competing.

Digital Marketplaces Unleashed-Claudia Linnhoff-Popien 2017-09-14 This collection of different views on how digitalization is influencing various industrial sectors addresses essential topics like big data and analytics, fintech and insuretech, cloud and mobility technologies, disruption and entrepreneurship. The technological advances of the 21st century have been massively impacted by the digital upheaval: there is no future without digitalization. The sale of products and services has left the classical point of sale and now takes place on a variety of channels. Whether in the automotive industry, travel and traffic, in cities, or the financial industry - newly designed ecosystems are being created everywhere; data is being generated and analyzed in real time; and companies are competing for mobile access channels to customers in order to gain knowledge about their individual contexts and preferences. In turn, customers can now publicly share their opinions, experiences and knowledge as User Generated Content, allowing them to impact the market and empowering them to build or destroy trust.

Most technology startups never make it to the funding stage, and only a small percentage of those that are venture-backed generate a positive return for their investors. An even smaller number of startup founders enjoy a truly prosperous exit. Bernd Schoner cofounded his tech startup during the dot-com bust, navigated it through market crises and internal turmoil, brought it through the global financial meltdown intact, and eventually sold it to a multibillion-dollar, multinational public technology company. In The Tech Entrepreneur's Survival Guide, Bernd shares what he learned and what he wished he knew at the time. He explains the major phases in a technology company's life cycle, helping entrepreneurs avoid common pitfalls and survive crises when they strike. He guides readers from the initial bootstrapping process through venture-capital financing and provides valuable advice on how to sell a technology company profitably—even in a challenging economic environment. Every chapter presents solutions to real-world issues that could otherwise have fatal consequences for a tech venture. Aspiring tech entrepreneurs will learn to: Set up shop: build the team, assemble necessary startup assets (including technology and intellectual property), get legal and financial affairs in order Secure capital: ask for money, nail the term sheet, ask for more money Get out: know when to sell, who to sell to, and how to make it a happy exit for all stakeholders, including the employees Written with deep insight, refreshing candor, and a dash of humor, this comprehensive guide to the often harsh realities of startup life is indispensable for entrepreneurs at any stage. PRAISE FOR THE TECH ENTREPRENEUR'S SURVIVAL GUIDE: "A genuine narrative from the field, with battle scars and self-reflection. Reading this book will help you avoid many pitfalls." -- Nicholas Negroponte, professor at the Massachusetts Institute of Technology Media Lab "There's a lot of great insights and practical advice for the entrepreneur in this book, stuff you normally won't read or hear unless you buy some hard-bitten company founder a few drinks. If you are launching a technology startup, reading this book is the thing you should do first." -- Mark Roberti, founder and editor in chief of RFID Journal "I wish I had read Bernd's book when we founded The Echo Nest. Bernd touches on all the major issues in the initial formation stages of a tech company and many of the problems that come up when the company matures. If you are thinking of founding your own tech startup, read this book first." -- Tristan Jehan, cofounder of The Echo Nest "A visceral, behind-the-scenes guide to technology entrepreneurship. Bernd tells it like it is and presents a universe of solutions to tricky startup situations that can significantly improve the odds of success. Indispensable." -- Larry Begley, cofounder and managing director at .406 Ventures "The best-laid business plans never survive contact with reality. Bernd has provided a comprehensive guide to anticipating the unexpected in the life of a startup." -- Neil Gershenfeld, professor and director of the Massachusetts Institute of Technology Center for Bits and Atoms

Internal Security Management in Nigeria—Oshita O. Oshita, 2019-07-23

This book explores the disturbing dimensions of the problem of insecurity in Nigeria, such as herdsmen violence, the Boko Haram insurgency, cybercrime, militancy in the Niger Delta, communal conflict and violence, as well as police corruption. It offers a comprehensive discussion of the theoretical foundations of internal security, the threats to internal security, the role of formal and informal agencies in internal security management and the challenges of internal security management.

When Doing It All Won't Do—Barbara McEwen, 2011-10-12

This book deserves to be read by all women who strive to achieve fulfillment in both their personal and professional lives. The authors deftly examine the reasons behind why so many articulate and well-educated women today feel overwhelmed and underappreciated. It is hardly news that, despite the feminine "revolution" that began in the 1970's, the majority of women have not found the enjoyment, lifestyle or satisfaction they once imagined. The reason they attribute to their problem is that they have taken on too much! But, that is just the tip of the iceberg. Career women, in particular, have come to believe it is their lot in life to be running on 8 cylinders day in and day out. Women are dancing to a frenzied beat, believing just because they can, they think they should. They have been taught if they are capable of doing something it shouldn't be necessary to look for help. This has led women to become frustrated by experiencing
long days and nightmarish schedules. Women are exhausted. Authors Barb McEwen and John Agno are North America's top coaches of Executive Women. They not only challenge women to get their supports in place, but to make the right choices so their health, family life, careers and relationships are not undermined. Fortunately they also give you the tools to do so. As you embrace these concepts and become a more effective leader, you'll learn how you can negotiate what you want and fine tune your time management skills. Since each of us has been given the gift of choice and the power to act, you are encouraged to take the time to complete a variety of workbook exercises which will help to determine your passions, purpose, and priorities in order to achieve the fulfilling life you want.

Visual Tools for Developing Cross-Disciplinary Collaboration, Innovation and Entrepreneurship Capacity - Selena Griffith

2018 "Visual Tools for Developing Cross-Disciplinary Collaboration, Innovation and Entrepreneurship Capacity will identify and document pedagogical and practice-based visual approaches to scaffold and develop capacity for cross-disciplinary collaboration, innovation and entrepreneurship. An introductory chapter will introduce and contextualise the key themes of the book. It outlines the value in supporting acquisition of cross-disciplinary collaboration, innovation and entrepreneurship skills in students and why visual tools are particularly useful in doing this. The main body of the book will be divided into four sections, each will include theory and case study based inquiries. - Visual Tools for Collaboration This first section will explore approaches to developing skills for cross-disciplinary collaboration in students leveraging visual tools and artefacts. - Visual tools for Innovation This second section would explore approaches to scaffolding the acquisition of innovation skills in students via use of visual tools and artefacts. - Visual tools for Entrepreneurship This third section would explore how students can be supported and encouraged to attain appropriate skills and knowledge for successful entrepreneurship through the use of visual tools and artefacts. - Integrated Approaches This fourth, and final, section will demonstrate integrated approaches with respect two or three of these. The chapter authors have been selected from across disciplinary specialisations from a global pool of educators and practitioners in order to provide a broad range of perspectives. A final summary chapter summaries and reflects on the key insights of the book"--