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[Enterprise Information Systems: Concepts, Methodologies, Tools and Applications](#) Feb 08 2021 This three-volume collection, titled [Enterprise Information Systems: Concepts, Methodologies, Tools and Applications](#), provides a complete assessment of the latest developments in enterprise information systems research, including development, design, and emerging methodologies. Experts in the field cover all aspects of enterprise resource planning (ERP), e-commerce, and organizational, social and technological implications of enterprise information systems.

[Open Source Enterprise Software](#) Mar 24 2022 Anhand eines Marktspiegels erhalten Anwender mit dem Buch einen Überblick über die am Markt angebotene Free and Open Source (FOS) Software im Bereich der Enterprise Resource Planning Systeme (ERP-Systeme). FOS Software ist ein idealer Ansatz zur Kostenminimierung im IT-Bereich – dies gilt insbesondere für FOS ERP-Systeme. Die Durchdringung von Free and Open Source ERP-Systemen ist aber noch sehr gering. Ursache hierfür ist vor allem die Unübersichtlichkeit des Marktes. Ziel des vorliegenden Buches ist es daher, eine praxisnahe Einführung in FOS Unternehmenssoftware zu geben und einen Marktspiegel anzubieten, der als Grundlage für die Softwareauswahl von FOS ERP-Systeme genutzt werden kann.

[Building ERP Solutions with Microsoft Dynamics NAV](#) Sep 17 2021 Create real-world enterprise solutions with NAV, Cloud, and the Microsoft stack About This Book Integrate NAV with various offerings of the Microsoft stack to create enterprise-ready and service-oriented solutions Use Power BI and Universal Windows Platform for effective data analysis and real-time tracking with NAV Discover the services offered by Microsoft Azure and implement them in different industries using real-world case scenarios Who This Book Is For This book is for NAV developers and solution architects who need to implement real-world enterprise solutions based on Microsoft Dynamics NAV. Knowledge of the NAV programming language (C/AL) and C# language is recommended. Knowledge of ASP.NET and Visual Studio development would help, but is not necessary. What

You Will Learn Configure NAV Web Services and create external applications with Visual Studio, .NET, and .NET Core Solve technical architectural problems by implementing enterprise solutions with NAV Develop applications and solutions with Microsoft Dynamics NAV and the Microsoft technology stack Create a Power BI dashboard for rich reporting and NAV data analysis Find out how to transmit your device location from a UWP application to NAV in order to implement a distributed solution for managing couriers in a sales company Make the most of Microsoft Azure and its services Create enterprise solutions with NAV by using Azure App Service Use Azure Service Bus for managing distributed NAV applications In Detail Implementing Microsoft Dynamics NAV in the real world often requires you to integrate the ERP with external applications or solve complex architectural tasks in order to have a final successful project. This book will show you how to extend a Microsoft Dynamics NAV installation to the enterprise world in a practical way. The book starts with an introduction to Microsoft Dynamics NAV architecture and then moves on to advanced topics related to implementing real-world solutions based on NAV and external applications. You will learn how an enterprise distributed architecture with NAV at the core can be implemented. Through a series of real-world cases on every topic and every industry (sales, retail, manufacturing, distribution, healthcare, and so on), you'll see step by step how to efficiently solve a technical problem. These common problems encountered in a NAV implementation will be solved using the entire technology stack that Microsoft offers. By the end of the book, you will have the knowledge to efficiently solve certain scenarios, you will know which is the best solution architecture to propose to a customer and how to implement it. Style and approach Taking you through a variety of real-world use cases, the book will show you step by step all you need to know to tackle these problems and give you creative ideas to implement in related problems you might come across in the real world.

CFO Insights May 14 2021

Human-Computer Interaction: Users and Contexts of Use Mar 31 2020 The five-volume set LNCS 8004--8008 constitutes the refereed proceedings of the 15th International Conference on Human-Computer Interaction, HCII 2013, held in Las Vegas, NV, USA in July 2013. The total of 1666 papers and 303 posters presented at the HCII 2013 conferences was carefully reviewed and selected from 5210 submissions. These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. The papers accepted for presentation thoroughly cover the entire field of human-computer interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. This volume contains papers in the thematic area of human-computer interaction, addressing the following major topics: identity, privacy and trust; user studies; interaction for society and community; HCI for business and innovation.

The Internet Encyclopedia Jul 04 2020 Publisher Description

Strategic Information Systems: Concepts, Methodologies, Tools, and Applications Apr 12 2021 "This 4-volume set provides a compendium of comprehensive advanced research articles written by an international collaboration of experts involved with the strategic use of information systems"--Provided by publisher.

Emerging Topics and Technologies in Information Systems Jul 16 2021 "This book communicates the various challenges and great opportunities that information systems research produces"--Provided by publisher.

ADempiere 3. 4 ERP Solutions Sep 29 2022 Design, configure, and implement a robust enterprise resource planning system in your organization using ADempiere.

Improving Complex Systems Today Jan 22 2022 As the main theme of Improving Complex Systems Today implies, this book is intended to provide readers with a new perspective on concurrent engineering from the standpoint of systems engineering. It can serve as a versatile tool to help readers to navigate the ever-changing state of this particular field. The primary focus of concurrent engineering was, at first, on bringing downstream information as far upstream as possible by introducing parallel processing in order to reduce time to market and to prevent errors at a later stage which would sometimes cause irrevocable damage. Up to now, numerous new concepts, methodologies and tools have been developed, but over concurrent engineering 's 20-year history the situation has changed extensively. Now, industry has to work in the global marketplace and to cope with diversifying requirements and increasing complexities. Such globalization and diversification necessitate collaboration across different fields and across national boundaries. Thus, the new concurrent engineering calls for a systems approach to gain global market competitiveness. Improving Complex Systems Today provides a new

insight into concurrent engineering today.

The Use of ERP in Practice. Benefits and Challenges Jul 28 2022 Thesis (M.A.) from the year 2017 in the subject Computer Science - General, grade: MA, , language: English, abstract: The purpose of the work is to analyze the key factors of the successful implementation of ERP-systems within the framework of the problem of interaction between management, employees of the company, and the external environment. In the course of the research, the following were conducted: analysis of the ERP system market, identification of the main trends, problems and prospects; highlighting the main advantages and disadvantages of implementing ERP-system in the enterprise; analysis of approaches to assessing the cost-effectiveness of implementing the ERP-system; generalization of ERP system implementation experience at specific enterprises, evaluation of implementation efficiency; development of recommendations for replicating the ERP-system in accordance with the analysis. As a result of the research, it was found that the implementation of ERP-systems is an expensive and resource-intensive process that distracts the management and production personnel of the company from the main activity for a long time. In this connection, studies of mechanisms for reducing these costs and overcoming resistance to change are relevant. The typification of the implementation of ERP-systems is expected to reduce the negative factors.

Free and Open Source Enterprise Resource Planning: Systems and Strategies Feb 29 2020 Free/Open Source Enterprise Resource Planning systems (FOS-ERP) are gaining popularity and acceptance due to two main factors: their lack of licensing fees and customizability. Given this, organizations are able to easily adopt and manipulate these systems to meet their individual needs. Free and Open Source Enterprise Resource Planning: Systems and Strategies unites research on FOS-ERP, comparing differences with proprietary Enterprise Resource Planning products, and demonstrating key research factors. It includes cases demonstrating how small enterprises have benefited from FOS-ERP in Spain and in Belgium, along with difficulties encountered and solutions developed. This essential reference addresses key issues such as security and legal risks, as well as challenges, opportunities, and barriers to adoption.

Enterprise Resource Planning for Global Economies: Managerial Issues and Challenges Mar 12 2021 Local functional systems that create inefficient islands of information are being replaced by expensive enterprise-wide applications that unify the functional areas; however, while we have not yet been able to completely and seamlessly integrate across functions, we find that the new islands of information are no longer functional but political, cultural, linguistic, and geographical. The global village is a reality and enterprise resource planning (ERP) implementations face new issues and challenges. Enterprise Resource Planning for Global Economies: Managerial Issues and Challenges provides authoritative research on the theoretical frameworks and pragmatic discussions on global implementations of information systems, particularly ERP systems. This book offers professionals, managers, and researchers, who want to improve their understanding of the issues and challenges that arise when information systems cross national boundaries, with an authoritative, essential research resource.

Fundamentals of Information Systems Dec 29 2019 Combining the latest research and most current coverage available into a succinct nine chapters, FUNDAMENTALS OF INFORMATION SYSTEMS, 8E equips students with a solid understanding of the core principles of IS and how it is practiced. The streamlined 560-page eighth edition features a wealth of new examples, figures, references, and cases as it covers the latest developments from the field--and highlights their impact on the rapidly changing role of today's IS professional. In addition to a stronger career emphasis, the text includes expanded coverage of mobile solutions, energy and environmental concerns, the increased use of cloud computing across the globe, and two cases per chapter. Learning firsthand how information systems can increase profits and reduce costs, students explore new information on e-commerce and enterprise systems, artificial intelligence, virtual reality, green computing, and other issues reshaping the industry. The text introduces the challenges and risks of computer crimes, hacking, and cyberterrorism. It also presents some of the most current research on virtual communities, global IS work solutions, and social networking. No matter where students' career paths may lead, FUNDAMENTALS OF INFORMATION SYSTEMS, 8E and its resources can help them maximize their success as employees, decision makers, and business leaders. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Financial Management Information Systems Sep 25 2019 ?Financial Management Information Systems: 25 Years of World Bank Experience on What Works and What Doesn't? was prepared as an updated and expanded

version of the FMIS review report drafted in 2003, to highlight the achievements and challenges observed during the design and implementation of Bank funded FMIS projects since 1984.

Research Anthology on Digital Transformation, Organizational Change, and the Impact of Remote Work May 02 2020 As the use of remote work has recently skyrocketed, digital transformation within the workplace has gone under a microscope, and it has become abundantly clear that the incorporation of new technologies in the workplace is the future of business. These technologies keep businesses up to date with their capabilities to perform remote work and make processes more efficient and effective than ever before. In understanding digital transformation in the workplace there needs to be advanced research on technology, organizational change, and the impacts of remote work on the business, the employees, and day-to-day work practices. This advancement to a digital work culture and remote work is rapidly undergoing major advancements, and research is needed to keep up with both the positives and negatives to this transformation. The Research Anthology on Digital Transformation, Organizational Change, and the Impact of Remote Work contains hand-selected, previously published research that explores the impacts of remote work on business workplaces while also focusing on digital transformation for improving the efficiency of work. While highlighting work technologies, digital practices, business management, organizational change, and the effects of remote work on employees, this book is an all-encompassing research work intended for managers, business owners, IT specialists, executives, practitioners, stakeholders, researchers, academicians, and students interested in how digital transformation and remote work is affecting workplaces.

Modern ERP: Select, Implement, and Use Today's Advanced Business Systems Jun 14 2021 Modern ERP can be used in an undergraduate or graduate enterprise resource planning systems course or to support an ERP module in information systems, accounting, business, or supply chain courses. This third edition continues to be vendor-agnostic and has been substantially revised to keep pace with advances in the ERP marketplace. New topics include cloud computing, mobility, and business analytics, while ERP security, ERP risk management, databases, and supply chain have been expanded. Innovative graphics and ERP screenshots have been incorporated to further aid in the learning process.

Control Your ERP Destiny Jul 24 2019 The history of implementing ERP systems has shown that leaving the fate of your Enterprise Resource Planning project in the hands of software consultants and vendors may only create a false sense of security. Regardless of all the right intentions, software consultants are not all-knowing, have a limited ability to control the keys to project success, and are the beneficiaries of cost overruns. When it comes to software vendors, their sales people will be long gone when it comes time to go-live with the new system. This book presents comprehensive strategies and techniques that enable organizations to take charge of their Enterprise Resource Planning projects to drive success. The author describes how to become less dependent on outside consultants, mitigate project risks, and significantly reduce system implementation and support costs. Most importantly, how to develop solutions that streamline business processes and improve the quality of the software implementation. The book also contains many tips to create internal project ownership, select ERP software, manage service providers, transfer software knowledge, develop implementation strategies, establish a realistic schedule and budget, and manage the technical conversion. It is a guide to making informed decisions during each project phase. The information is applicable to new implementations and system upgrades. This Edition last updated: November 2022 Reviews "You owe it to your company and yourself to read this book. If you do so, you will sharply increase your odds for success and spend a lot less money. Steve has done the ERP industry a big service." - Thomas F. Wallace, early ERP pioneer, author, and Distinguished Fellow at The Ohio State University Center for Operational Excellence. "There really aren't many "must-read" ERP books in the 30 year (or so) history of ERP, but you can add this book to the must-read list. The book fits nicely into what I call the Center of Excellence movement - the push by ERP customers to gain more value out of their ERP investments and endure less headaches." - Jon Reed, SAP/ERP Market Analyst. "I love this book." - R. Ray Wang. CEO and Principal Analyst at Constellation Research and a founding partner of the Altimeter Group. "If the Project Management Institute (PMI) had a certification program in ERP Management, this would be the only textbook needed." - Andy Klee, President, Klee Associates, ERPtips.com (SAP), and JDEtips.com (JD Edwards).

Proceedings of the XV International symposium Symorg 2016 Nov 27 2019

DOD's Enterprise Resource Planning (ERP) System Implementation Efforts May 26 2022

Business Information Systems: Concepts, Methodologies, Tools and Applications Oct 19 2021 Business Information Systems: Concepts, Methodologies, Tools and Applications offers a complete view of current business information systems within organizations and the advancements that technology has provided to the business community. This four-volume reference uncovers how technological advancements have revolutionized financial transactions, management infrastructure, and knowledge workers.

The Internet Encyclopedia, Volume 1 (A - F) Jun 02 2020 The Internet Encyclopedia in a 3-volume reference work on the internet as a business tool, IT platform, and communications and commerce medium.

ERP Systems for Manufacturing Supply Chains Dec 21 2021 ERP Systems for Manufacturing Supply Chains: Applications, Configuration, and Performance provides insight into the core architecture, modules, and process support of ERP systems used in a manufacturing supply chain. This book explains the building blocks of an ERP system and how they can be used to increase performance of manufacturing supply chains. Starting with an overview of basic concepts of supply chain and ERP systems, the book delves into the core ERP modules that support manufacturing facilities and organizations. It examines each module's structure and functionality as well as the process support the module provides. Cases illustrate how the modules can be applied in manufacturing environments. Also covered is how the ERP modules can be configured to support manufacturing supply chains. Setting up an ERP system to support the supply chain within single manufacturing facility provides insight into how an ERP system is used in the smallest of manufacturing enterprises, as well as lays the foundation for ERP systems in manufacturing organizations. The book then supplies strategies for larger manufacturing enterprises and discusses how ERP systems can be used to support a complete manufacturing supply chain across different facilities and companies. The ERP systems on the market today tend to use common terminology and naming for describing specific functions and data units in the software. However, there are differences among packages. The book discusses various data and functionalities found in different ERP-software packages and uses generic and descriptive terms as often as possible to make these valid for as many ERP systems as possible. Filled with insight into ERP system's core modules and functions, this book shows how ERP systems can be applied to support a supply chain in the smallest of manufacturing organizations that only consist of a single manufacturing facility, as well as large enterprises where the manufacturing supply chain crosses multiple facilities and companies.

Emerging Issues and Technologies for ERP Systems Feb 20 2022

Enterprise Resource Planning: Solutions and Management Aug 29 2022 Enterprise resource planning (ERP) refers to large commercial software packages that promise a seamless integration of information flow through an organization. Traditionally, separate units were created within an organization to carry out various tasks, and these functional areas would create their own information systems thereby giving rise to systems that were not integrated. ERP strives to provide a solution to these problems. Enterprise Resource Planning Solutions and Management examines the issues that need to be further studied and better understood to ensure successful implementation and deployment of ERP systems.

Software Process and Product Measurement Jun 26 2022 Since 1990 the International Workshop on Software Measurement (IWSM) has been celebrated annually in Montreal (Quebec), Canada, and different places all over Germany by turns. The Montreal editions were organized by the Software Engineering Research Laboratory (GELOG) of the Ecole de technologie supérieure (ETS) at the University of Quebec at Montreal (UQAM), which is directed by Professor Alain Abran. The German editions were organized 2 jointly by the Software Measurement Laboratory (SMLAB) of the Otto-von-Guericke-University Magdeburg, Germany, which is directed by Professor Reiner R. Dumke; and the German-speaking user association for software metrics and effort estimation (DASMA e. V.). Partially, the editions of IWSM were held jointly with the DASMA Software Metrik Kongress (MetriKon). 4 Organized by an initiative of Jos e Javier Dolado from the University of 5 the Basque Country at San Sebastian and Juan J. Cuadrado-Gallego from the University of Alcal a in Madrid the first edition of the International Conference on Software Measurement (Mensura) could be convened in C adiz, Spain in 2006. Motivated by this success and with the first edition of Mensura finding special approval, the organizers of IWSM and Mensura decided to complement each other and, thus, to organize the next conference edition together. In November 2007, the typical convention month for both conferences, that joint conference was held in Palma de Mallorca, Spain.

Software Applications: Concepts, Methodologies, Tools, and Applications Aug 05 2020 Includes articles in

topic areas such as autonomic computing, operating system architectures, and open source software technologies and applications.

Maximizing Business Performance through Software Packages Oct 07 2020 Learn how to: § Select the best ERP software for your organization § Choose the most effective wrap around software to enhance the performance of an existing ERP system § Align software selection with business goals and objectives § Budget for the software and the hidden costs involved in its implementation At times a daring, maddening, and even frightening process, finding and implementing a suitable software package is never an easy task. The cost of the software package is often a fraction of the overall expense. Unless carefully selected, a major software package implementation can consume a considerable amount of your organization's time and energy. An ill-informed purchase can cost your organization its customers, dollars, and reputation. **Maximizing Business Performance through Software Packages: Best Practices for Justification, Selection, and Implementation** explores the business challenges involved in justifying, selecting, and implementing software packages. It contains practical advice and insights on how to select "good fitting" software packages, how to justify them in terms of their ability to enable business process change or improvement, and most importantly, how to implement them successfully. Selecting and implementing enterprise architecture technology software solutions involves a large expenditure across all the resources of an organization. The process has become increasingly complex as business functions have become increasingly integrated. **Maximizing Business Performance through Software Packages: Best Practices for Justification, Selection, and Implementation** provides a definitive source that will help you select the solutions that best fit your business needs.

mySAP ERP For Dummies Oct 31 2022 SAP is the world's leading provider of ERP software and services, with worldwide revenue in 2004 of \$9.7 billion and a 57 percent market share among major business application providers; it is one of the world's largest software companies overall ERP is a flexible, open technology platform that helps businesses run more efficiently (and profitably) by providing integrated management of key operations and supply chains Written for IT professionals who find it hard to get through SAP's complex documentation, our book demonstrates how ERP can cut costs, provides a clear overview of how the ESA (enterprise service architecture) model affects ERP, and shows how to implement the new ERP in the real world Topics covered include reducing the cost of an existing IT backbone, using the new ERP to address a company's "pain points" and challenges, and proving the value of ERP through ROI (return on investment) and TCO (total cost of ownership) studies

Encyclopedia of Information Science and Technology, First Edition Oct 26 2019 Comprehensive coverage of critical issues related to information science and technology.

Integrating ERP, CRM, Supply Chain Management, and Smart Materials Jan 28 2020 Organizations enjoy two kinds of strategic advantages. One is transitory: being in the right place with the right products at the right time. The other comes from having first class management and instituting processes that mobilize an organization, keeping in ahead of the competition. Which would you like to count on for your organization's success? **Integrating ERP, CRM, Supply Chain Management, and Smart Materials** explores how to create business opportunities and reap savings by: Restructuring and updating of ERP and CRM software as it integrates supply chain management and delivers new killer applications Evolving opportunities that will develop from the implementation of smart materials, automatic identification, classification systems, and quality assurance projects Auditing the implementation, operation, and maintenance of ERP and CRM software as well as the corrective action taken on the basis of results Internet commerce, online supply chain, and advances in technology - all available at increasingly lower costs - make systems of the past obsolete. However, just as new technology creates new opportunities, it can also create unforeseen consequences. By binding a wealth of interdependent issues between the covers of one book, **Integrating ERP, CRM, Supply Chain Management, and Smart Materials** gives you the tools you need to create proprietary, high value-added solutions.

EBOOK: Operations Management: Theory and Practice: Global Edition Nov 07 2020 **EBOOK: Operations Management: Theory and Practice: Global Edition**

Proceedings of International Conference on Advances in Computing Aug 17 2021 This is the first International Conference on Advances in Computing (ICAdC-2012). The scope of the conference includes all the areas of New Theoretical Computer Science, Systems and Software, and Intelligent systems. Conference Proceedings is a

culmination of research results, papers and the theory related to all the three major areas of computing mentioned above. Helps budding researchers, graduates in the areas of Computer Science, Information Science, Electronics, Telecommunication, Instrumentation, Networking to take forward their research work based on the reviewed results in the paper by mutual interaction through e-mail contacts in the proceedings.

CFO Insights Jan 10 2021 "The benefits Carrefour achieved have been substantially in excess of predictions. The Shared Service accounting centers enabled streamlined processes, lowered costs, and introduced standard processes, a standard system, and standard data for a global company. The new infrastructure can support rapid expansion and can add new stores with the flip of a switch. From a systems point of view, Carrefour now has a 'factory' in place to deliver high-efficiency systems, tools, processes, and training." --From Chapter 9, Implementation and Operational Imperatives for ERP "The benefits of efficient information delivery are demonstrated by the results of one of the world's largest mySAP.com implementations. Siemens achieved a twenty-five percent cost reduction through streamlined information delivery and improved access to financial information. It also enhanced its reporting capabilities from seventy percent to nearly 100 percent through increased intranet availability." --From Chapter 3, Financial and Management Reporting Research shows that high-performance businesses and governments use finance technology as one of the capabilities to help executives make better decisions for resource allocation, while at the same time increasing productivity. CFO Insights: Enabling High Performance through Leading Practices for Finance ERP includes a number of case studies and lessons learned from Accenture clients across a variety of industries that have implemented, upgraded, and operated Oracle/PeopleSoft and SAP. Each case study highlights vital thoughts, benefits, and considerations and provides relevant guidance as one proceeds with an ERP on the journey toward high performance.

Advances in Enterprise Information Systems II Aug 24 2019 For many years now Enterprise Information Systems have been critical in helping businesses successfully navigate the global market. The development that started with design and implementation of integrated systems has evolved to incorporate a multitude of perspectives and ideas. The Enterprise Information Systems functionality extends from principally an ERP (Enterprise Resource Planning) system to a portfolio of standard systems including CRM (Customer Relationship Management) systems and SCM (Supply Chain Management) systems. Advances in Enterprise Information Systems II is divided into seven thematic sections, each exploring a distinct topic. In " Concepts in Enterprise Information Systems " the authors present new concepts and ideas for the field. " Cases in Enterprise Information Systems " introduces studies of enterprise information systems in an organizational context. " Business Process Management " is one of the major themes within enterprise information systems and " Designing Enterprise Information Systems " discusses new approaches to the design of processes and system and also deals with how design can be taken as a specific perspective. " Enterprise Information Systems in various domains " features generic studies that contribute to advancing the practical knowledge of the field as well as towards " Global issues of Enterprise Information Systems " . Finally, in " Emerging Topics in Enterprise Information Systems " , new technologies and ideas are explored. Cloud computing in particular seems to be setting the agenda for future research in enterprise information systems. The book will be invaluable to academics and professionals interested in recent developments in the field of enterprise information systems.

Enterprise Resource Planning Nov 19 2021 This Work On Enterprise Resource Planning Is Divided Into 14 Small Parts Last Dealing With `Career In Erp`. It Deals With Different Facets Of Erp From An Academic And Industrial Paradigm And Will Be Useful For Those Whiching To Understand The Concept And Gain It In Real Life Scenario.

Accounting Information Systems Apr 24 2022 In the newly revised fifth edition of Accounting Information Systems: Controls and Processes, a dedicated team of accounting professionals delivers an authoritative and comprehensive treatment of accounting information systems and internal accounting controls. You'll explore business accounting processes and related controls, as well as the ethics and corporate governance issues related to them. The authors, drawing on decades of combined experience studying and participating in the accounting industry, offer readers an appreciation for internal controls while maintaining an easy-to-follow style that doesn't inundate students with technological and technical information. You'll find data flow diagrams and document flow charts, as well as process maps, that explain and highlight business processes used in real-world companies.

Future Data and Security Engineering Jun 22 2019 This book constitutes the refereed proceedings of the First

International Conference on Future Data and Security Engineering, FDSE 2014, held in Ho Chi Minh City, Vietnam, in November 2014. The 23 full papers presented were carefully reviewed and selected from 66 submissions. They have been organized in the following topical sections: big data analytics and applications; security and privacy engineering; crowdsourcing and social network data analytics; biometrics and data protection in smart devices; cloud data management and applications; and advances in query processing and optimization.

Small Business Marketing Sep 05 2020 In this new edition of Small Business Marketing, Ian Chaston offers an insightful alternative to classicist and mainstream marketing theories, drawing upon personal experience to demonstrate how a combination of established theories and empirical evidence is the key to more successful marketing performance. This book introduces students to all the key aspects of, and theories behind, the small business marketing process and encourages them to apply their knowledge to best suit different companies and scenarios. Key Features: - Introduction to classic marketing theory – and its relevance to SMEs - The role of entrepreneurship - Small firms' reaction and adaptation to the economic climate - The pros and cons of internet marketing - The introduction of social networking as a promotional opportunity Small Business Marketing is the perfect companion for any undergraduate or postgraduate studying small business marketing.

Proceedings of the XIV INTERNATIONAL SYMPOSIUM SYMORG 2014 Dec 09 2020

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