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Cyber Defence in the Age of AI, Smart Societies and Augmented Humanity Pro Git Special Edition Using the Internet and Web The Haunting of Sunshine Girl How to Make Money Teaching Online With Your Camcorder and PC Adolescent Online Social Communication and Behavior: Relationship Formation on the Internet Girl Online Pro Git Memoirs of a Jewish Vampire Embedded Firmware Solutions Version Control with Git Version Control with Git Pastels for the Absolute Beginner PC Magazine Eliza and Her Monsters Newsweek Don't Knock the Hustle Internet Babylon Step-by-step Graphics Girl Online Intelligent Computer Mathematics Television and New Media Pain Control with Emdr The Girl in the Spider's Web (Movie Tie-In) The Writer's Diet Advanced Guide to Python 3 Programming How to Make Money Organizing Information How to Start Personal Histories and Genealogy Journalism Businesses The Complete Idiot's Guide to Online Dating and Relating Information and Communications Security Writer's Guide to Book Proposals Girls Make Media NetLingo A Lady for a Duke A Guide to Kernel Exploitation The Seven Sisters Queer Girls and Popular Culture A Companion to Reality Television The Writer's Bible Pre-Commerce

Cyber Defence in the Age of AI, Smart Societies and Augmented Humanity 2020-04-06

this publication highlights the fast moving technological advancement and infiltration of artificial intelligence into society concepts of evolution of society through interconnectivity are explored together with how the fusion of human and technological interaction leading to augmented humanity is fast becoming more than just an endemic phase but a cultural phase shift to digital societies it aims to balance both the positive progressive outlooks such developments bring with potential issues that may stem from innovation of this kind such as the invasive procedures of bio hacking or ethical connotations concerning the usage of digital twins this publication will also give the reader a good level of understanding on fundamental cyber defence principles interactions with critical national infrastructure cni and the command control communications and intelligence c3i decision making framework a detailed view of the cyber attack landscape will be garnered touching on the tactics techniques and procedures used red and blue teaming initiatives cyber resilience and the protection of larger scale systems the integration of ai smart societies the human centric approach and augmented humanity is discernible in the exponential growth collection and use of big data concepts woven throughout the diversity of topics covered in this publication which also discusses the privacy and transparency of data ownership and the potential dangers of exploitation through social media as humans are become ever more interconnected with the prolificacy of smart wearable devices and wearable body area networks the availability of and abundance of user data and metadata derived from individuals has grown exponentially the notion of data ownership privacy and situational awareness are now at the forefront in this new age

Pro Git 2014-11-18

pro git second edition is your fully updated guide to git and its usage in the modern world git has come a long way since it was first developed by linus torvalds for linux kernel development it has taken the open source world by storm since its inception in 2005 and this book teaches you how to use it like a pro effective and well implemented version control is a necessity for successful web projects whether large or small with this book you ll learn how to master the world of distributed version workflow use the distributed features of git to the full and extend git to meet your every need written by git pros scott chacon and ben straub pro git second edition builds on the hugely successful first edition and is now fully updated for git version 2 0 as well as including an indispensable chapter on github it s the best book for all your git needs

Special Edition Using the Internet and Web 2001

special edition using the internet and covers multiple individual end user activities it s like having a dozen activity specific books under a single cover the book is organized by activity how people spend their time online each chapter describes a specific activity and shows users the best ways to engage in that activity online complete with real world tips and advice for getting the most of that time online topics range from getting connected and getting connected faster to online shopping and downloading mp3 files in short whatever users want to do online they ll find in this book without having to wade through hundreds of pages of software specific instruction

The Haunting of Sunshine Girl 2015-03-26

the haunting of sunshine girl is the first in a frighteningly good new series based on the popular youtube sensation the haunting of sunshine girl network created by paige mckenzie in that place where you re more asleep than awake any more i

hear something else a phrase uttered in a child's voice no more than a whisper night night something freaky's going on with sunshine's new house there's the chill that wraps itself around her bones the giggling she can hear in the dead of night and then the strange shadows that lurk in her photographs but the more weird stuff that happens the less her mum believes her sunshine's always had a quirky affiliation with the past but this time history is getting much too close for comfort if there is something or someone haunting her house what do they want and what will they do if sunshine can't help them as things become more frightening and dangerous and the giggles she hears turn to sobs and screams sunshine has no choice but to accept what she is face the test before her and save her mother from a fate worse than death

How to Make Money Teaching Online With Your Camcorder and PC 2002-03

what can you teach online from home using your camcorder personal computer and the internet did you know that you can teach almost any subject online on the at blackboard com blackboard com for a university community college continuing education department or in adult education or for yourself as an independent contractor in your own personal broadcasting network blackboard is where i teach founded to transform the internet into a powerful environment for teaching and learning blackboard traces its technology roots to cornell university today thousands of institutions in 140 countries deliver e education services through blackboard's suite of enterprise systems if you put up a course at blackboard com on the or for any similar type of teaching area on the you can teach online independently without anyone hiring you as a teacher you are an independent consultant a trainer an independent contractor or you can start your own school or one course online and teach this book is about using your personal computer and your camcorder linked together to teach online from your home any subject you are able to teach have expertise in or enjoy researching this can be a hobby what you have studied and are credentialed or licensed or any how to subject you can teach writing using a camcorder public speaking or any technology that you have worked with and have expert knowledge of in a home based online office

Adolescent Online Social Communication and Behavior: Relationship Formation on the Internet 2009-11-30

this edited volume addresses the pressing need to establish a unified theoretical framework for adolescent online social communication research specifically identify the role and function of the internet in adolescent social communication behavior dynamic relationships among such things as adolescent social psychological needs personality and social norms in online communication and theories with practices in adolescent online social communication t p verso

Girl Online 2016-08-30

the first novel by zoella title page

Pro Git 2009-10-06

git is the version control system developed by linus torvalds for linux kernel development it took the open source world by storm since its inception in 2005 and is used by small development shops and giants like google red hat and ibm and of course many open source projects a book by git experts to turn you into a git expert introduces the world of distributed version control shows how to build a git development workflow

Memoirs of a Jewish Vampire 2016-03-22

imagine being an immortal and knowing that you had to share your 6 000 year existence with your mother and grandmother imagine if you were forced to watch the follies of humanity while causing problems of your own with famous figures from history welcome to the world of isidore glassman izzy to his friends in this politically incorrect romp through history as seen from the perspective of a jewish vampire yes a jewish vampire sometimes intellectual often irreverent and constantly hilarious this story will make you rethink the way you look at vampires memoirs of a jewish vampire 6 000 years of kvetching projects a full frontal assault on political correctness meet izzy's best friends jerry and shlomo his mother who is frequently drunk and always embarrassing and his beloved grandmother bubbe

Embedded Firmware Solutions 2015-02-03

embedded firmware solutions is the perfect introduction and daily use field guide for the thousands of firmware designers hardware engineers architects managers and developers to intel's new firmware direction including quark coverage showing how to integrate intel architecture designs into their plans featuring hands on examples and exercises using open source codebases like coreboot and efi development kit tianocore and chromebook this is the first book that combines a timely and thorough overview of firmware solutions for the rapidly evolving embedded ecosystem with in depth coverage of

requirements and optimization

Version Control with Git 2012-08-14

get up to speed on git for tracking branching merging and managing code revisions through a series of step by step tutorials this practical guide takes you quickly from git fundamentals to advanced techniques and provides friendly yet rigorous advice for navigating the many functions of this open source version control system this thoroughly revised edition also includes tips for manipulating trees extended coverage of the rebase and stash and a complete introduction to the github repository git lets you manage code development in a virtually endless variety of ways once you understand how to harness the system s flexibility this book shows you how learn how to use git for several real world development scenarios gain insight into git s common use cases initial tasks and basic functions use the system for both centralized and distributed version control learn how to manage merges conflicts patches and diffs apply advanced techniques such as rebasing hooks and ways to handle submodules interact with subversion svn repositories including svn to git conversions navigate use and contribute to open source projects through github

Version Control with Git 2022-10-21

track branch merge and manage code revisions with git the free and open source distributed version control system through a series of step by step tutorials this practical guide quickly takes you from git fundamentals to advanced techniques and provides friendly yet rigorous advice for navigating git s many functions you ll learn how to work with everything from small to very large projects with speed and efficiency in this third edition authors prem kumar ponuthurai and jon loeliger break down git concepts using a modular approach you ll start with the basics and fundamental philosophy of git followed by intermediate commands to help you efficiently supplement your daily development workflow finally you ll learn advanced git commands and concepts to understand how git works under the hood learn how to use git for real world development scenarios gain insight into git s common use cases initial tasks and basic functions use the system for distributed version control learn how to manage merges conflicts patches and diffs apply advanced techniques such as rebasing hooks and ways to handle submodules

Pastels for the Absolute Beginner 2019-10-01

discover the limitless possibilities of pastels with this beginner s guide to creating modern lively and colorful pastel artwork artist and teacher rebecca de mendoça offers beginners a complete course in using pastels step by step exercises and longer projects help you to build the essential skills you need to paint a range of subjects including landscapes still life portraits and animals vital drawing techniques are explained and demonstrated along with easy to follow explanations of color theory composition and the pastels themselves this volume includes techniques for using both hard and soft pastels eight skill building projects and a wealth of finished artwork to provide ideas and inspiration

PC Magazine 2000

a love letter to fandom friendship and the stories that shape us eliza and her monsters is absolutely magical marieke nijkamp new york times bestselling author of this is where it ends eighteen year old eliza mirk is the anonymous creator of the wildly popular webcomic monstrous sea but when a new boy at school tempts her to live a life offline everything she s worked for begins to crumble rainbow rowell s fangirl meets noelle stevenson s nimona in this acclaimed novel about art fandom and finding the courage to be yourself a must have school library journal in the real world eliza mirk is shy weird and friendless online eliza is ladyconstellation anonymous creator of a popular webcomic called monstrous sea with millions of followers and fans throughout the world eliza s persona is popular eliza can t imagine enjoying the real world as much as she loves her digital community then wallace warland transfers to her school and eliza begins to wonder if a life offline might be worthwhile but when eliza s secret is accidentally shared with the world everything she s built her story her relationship with wallace and even her sanity begins to fall apart with pages from eliza s webcomic as well as screenshots from eliza s online forums this book will appeal to fans of noelle stevenson s nimona and rainbow rowell s fangirl young adult library services association best book best fiction for young adults top ten kirkus best book texas tayshas pick

Eliza and Her Monsters 2017-05-30

offers a timely analysis of the sheer ingenuity and persistence of young people who cobble together the resources they need to pursue the lives and careers they want young adults are coming of age at a time when work is temporary underpaid incommensurate with their education or downright unsatisfying despite these challenges media scholar s craig watkins argues that this moment of precarity is rife with opportunities for innovation and that young adults are leading the charge in turning that into an inventive and surprisingly sustainable future as a result society is expanding its understanding of who we think of as innovators and what qualifies as innovation while wealth is spreading beyond traditional corridors of powerful tech companies venture capitalism and well endowed universities drawing on over ten years of interviews and data watkins

reveals the radical ways in which this community of ambitious young creatives is transforming businesses from the outside in diverse perspectives that are often ignored or silenced by major corporations are garnering public attention as women and people of color are redefining industries across the globe all from their computer screens we meet people like prince harvey a new york based hip hop artist who recorded his album entirely on an apple showroom laptop screenwriter producer and actor issa rae who first used youtube and kickstarter to develop the web series that became her hit hbo show insecure the empowerment plan a nonprofit organization created by product design student veronika scott in detroit and start up companies like qeyno group in san francisco and juegos rancheros in austin that help make tech more accessible to people of color forward thinking and dynamic don t knock the hustle shows the diversity and complexity of a generation on the rise unique approach to understanding millennials that looks beyond stereotypes about their relationships with tech and labor based on two years of macarthur grant funded research diverse audience appeal that will reach millennials educators people seeking to hire millennials and scholars of technology media and labor

Newsweek 2000-05

looks at the internet from a morbid sordid entertaining perspective rather than a technical how to perspective makes the internet fun fascinating and non intimidating for casual users focuses on well known actors politicians performing artists and other public figures and how they have been treated online

Don't Knock the Hustle 2019-05-07

what happens when a woman goes online she becomes a girl the unwritten contract of the internet that a user is what is used extends from the well examined issue of data privacy and consent to the very selves women are encouraged to create in order to appear invited to self construct as girls online vloggers bloggers and influencers sign a devil s bargain a platform on the condition they commodify themselves eternally youthful cute and responsibility free hiding offline domestic professional and emotional labour while paying for their online presence with accounts of personal experience told via the arresting personal narrative of one woman negotiating the cyber space between her identities as girl mother writer and commodified online persona girl online is written in a plethora of the online styles from programming language to the blog diary from tweets to lyric prose taking in selfies social media celebrity and cyberfeminism

Internet Babylon 2004-04-05

this book constitutes the joint refereed proceedings of the 10th international conference on artificial intelligence and symbolic computation aisc 2010 the 17th symposium on the integration of symbolic computation and mechanized reasoning calculemus 2010 and the 9th international conference on mathematical knowledge management mkm 2010 all submissions passed through a rigorous review process from the 25 papers submitted to aisc 2010 9 were selected for presentation at the conference and inclusion in the proceedings volume a total of 14 papers were submitted to calculemus of which 7 were accepted mkm 2010 received 27 submissions of which 16 were accepted for presentation and publication the events focused on the use of ai techniques within symbolic computation and the application of symbolic computation to ai problem solving the combination of computer algebra systems and automated deduction systems and mathematical knowledge management respectively

Step-by-step Graphics 1998

we watch tv on computers phones and other mobile devices television is now online as much as it is on air television and new media introduces readers to the ways that new media technologies have transformed contemporary broadcast television production scheduling distribution and reception practices drawing upon recent examples including lost 24 and heroes this book examines the ways that television programming has changed transforming nearly every tv series into a franchise whose on air online and on mobile elements are created simultaneously and held together through a combination of transmedia marketing and storytelling television studios strive to keep their audiences in constant interaction with elements of the show franchise in between airings not only to boost ratings but also to move viewers through the different divisions of a media conglomerate organized around key industrial terms platforming networking tracking timeshifting placeshifting schedule shifting micro segmenting and channel branding this book is essential for understanding how creative and industrial forces have worked together to transform the way we watch tv

Girl Online 2022-05-10

the 6th revised edition of this research based manual describes how to use emdr in the treatment of chronic pain includes a review of role of trauma and attachment problems in pain neurological aspects of pain theoretical model of pain based on accelerated information processing model step by step emdr pain protocol including detailed notes and tips for each stage key differences between trauma protocol and pain protocol advice about common blockages and how to deal with them how to enhance client responsiveness to bilateral stimulation how to develop strong affect based resources for coping with on

going pain adjunctive strategies and resources assessment tools information about dissociation and pain numerous case examples and over 30 pages of photocopyable treatment aids and resources after ptsd pain is the most researched application of emdr

Intelligent Computer Mathematics 2010-06-29

now a major motion picture lisbeth salander and mikael blomkvist return in this ripped from the headlines high octane follow up to stieg larsson s the girl who kicked the hornet s nest a genius hacker who has always been an outsider a journalist with a penchant for danger she is lisbeth salander the girl with the dragon tattoo he is mikael blomkvist crusading editor of millennium one night blomkvist receives a call from a source who claims to have been given information vital to the u s by a young female hacker a hacker resembling someone blomkvist knows all too well blomkvist in desperate need of a scoop for millennium turns to salander for help she as usual has her own agenda the secret they are both chasing is at the center of a tangled web of spies cybercriminals and governments around the world and someone is prepared to kill to protect it the duo who captivated millions of readers in the girl with the dragon tattoo the girl who played with fire and the girl who kicked the hornet s nest join forces again in this adrenaline charged uniquely of the moment thriller

Television and New Media 2010-10-18

this book offers an easy to follow set of writing principles for example use active verbs whenever possible favour concrete language over vague abstractions avoid long strings of prepositional phrases employ adjectives and adverbs only when they contribute something new to the meaning of a sentence and reduce your dependence on the waste words it this that and there the author also shows these rules in action through examples from famous authors such as shakespeare and emily dickinson the book includes a test to help you assess your own writing and get advice on problem areas

Pain Control with Emdr 2019-02-05

advanced guide to python 3 programming 2nd edition delves deeply into a host of subjects that you need to understand if you are to develop sophisticated real world programs each topic is preceded by an introduction followed by more advanced topics along with numerous examples that take you to an advanced level this second edition has been significantly updated with two new sections on advanced python language concepts and data analytics and machine learning the gui chapters have been rewritten to use the tkinter ui library and a chapter on performance monitoring and profiling has been added in total there are 18 new chapters and all remaining chapters have been updated for the latest version of python as well as for any of the libraries they use there are eleven sections within the book covering python language concepts computer graphics including guis games testing file input and output databases access logging concurrency and parallelism reactive programming networking and data analytics each section is self contained and can either be read on its own or as part of the book as a whole it is aimed at those who have learnt the basics of the python 3 language but wish to delve deeper into python s eco system of additional libraries and modules

The Girl in the Spider's Web (Movie Tie-In) 2018-10-16

how to make money organizing information is about preparing packaging writing creating developing producing designing locating navigating selling and marketing information it s also about writing scripts producing videos with your camcorder and using your personal computer hooked to your camcorder with a cable to transfer information or videos sound or other content to your computer this book gives you practical information about working online at home with flexible hours either part or full time how to make money organizing information is for all ages and all situations it doesn t matter whether you re home based have a disability are over age 60 or a young student who wants to work part time or need a full time business to support yourself and your family more than 26 businesses described can be operated using either a computer or camcorder or both linked together to transfer text graphics or sound at the same or different times the guidebook is about how to start on a tight budget and operate many low capital businesses dealing with the creation development and dissemination of information of all kinds for a variety of businesses and purposes part two of the book is about writing for the new media digital media and how to sell or launch your freelance writing in the media before it is published the chapters focus on how to create promote and sell your information and how to research your intended markets you can start many types of businesses at home part time from gift baskets to making dolls for medical offices but these business based homes work with information online and on disk in print and sent through e mail attachments check out the associations and training programs information in the appendices

The Writer's Diet 2016-05-02

here s how to open your own genealogy family history journalism or personal history business this includes a genealogy course template and instruction on how to start and operate a home based business working with personal and oral histories genealogy family history and life story writing you also learn how to interview people what questions to ask and how to put

together a business and or a course or book on any aspect of genealogy around the world journalism writing personal history and life story writing start your own course using the genealogy course template to inspire you to develop your own specialties and niche areas work with almost any ethnic group and create businesses ranging from dna driven genealogy reporting services to family history memoirs writing or personal history videography services use social history to find information such as female ancestors maiden names that had not been recorded using hidden and niche areas of information including ethnic religious and institutional sources such as widows military pension applications develop genealogy and personal history classes anywhere you ll make history to start first you need to create a course syllabus either to teach beginners genealogy or to train professionals in other fields to use personal history techniques to find hidden information or organize information for the reports you generate for your clients or family you ll learn how to write social history by using genealogy journalism resources find hidden records and market your own course or write your book or report in many different areas of personal history and genealogy journalism make family tree charts start your own business club franchise or course

Advanced Guide to Python 3 Programming 2023-11-02

category relationships dating covers online dating and communication page 4 of cover

How to Make Money Organizing Information 2002-07-15

this book constitutes the refereed proceedings of the 21th international conference on information and communications security icics 2019 held in beijing china in december 2019 the 47 revised full papers were carefully selected from 199 submissions the papers are organized in topics on malware analysis and detection iot and cps security enterprise network security software security system security authentication applied cryptograph internet security machine learning security machine learning privacy security steganography and steganalysis

How to Start Personal Histories and Genealogy Journalism Businesses 2006

here is your new author s guide to writing winning book proposals and query letters learn how to find free media publicity by selling solutions to universal problems the samples and templates of proposals query letters cover letters and press kits will help you launch your proposed book idea in the media long before you find a publisher use excerpts from your own book proposal s sample chapters as features fillers and columns for publications share experiences in carefully researched and crafted book proposals and query or cover letters use these templates and samples to get a handle on universal situations we all go through find alternatives use the results take charge of challenges and solve problems all in your organized and focused book proposals outlines treatments springboards and query or cover letters

The Complete Idiot's Guide to Online Dating and Relating 1999-09-30

more girls are producing media today than at any other point in u s history and they are creating media texts in virtually every format currently possible magazines films musical recordings and websites girls make media explores how young female media producers have reclaimed and reconfigured girlhood as a site for radical social cultural and political agency central to the book is an analysis of riot grrrl a 1990s feminist youth movement from a fusion of punk rock and gender theory and the girl power movement it inspired the author also looks at the rise of girls only media education programs and the creation of girls studies this book will be essential reading for anyone seeking to understand contemporary female youth in today s media culture

Information and Communications Security 2020-02-17

with emphasis on the personal business and technology aspects that make using the internet so unique this handy reference presents more than 2 500 computer related terms and industry specific jargon for anyone who needs to learn the new language of the net newbies as well as techies will find commonly used shorthand modern office phrases and a large collection of emoticons and asii art an index sorts the terms into 10 popular categories with a complete list of international country codes and file extensions

Writer's Guide to Book Proposals 2004-04

a lush sweeping queer historical romance from the usa today bestselling author of husband material perfect for fans of netflix s bridgerton evie dunmore and lisa kleypas when viola carroll was presumed dead at waterloo she took the opportunity to live at last as herself but freedom does not come without a price and viola paid for hers with the loss of her wealth her title and her closest companion justin de vere the duke of gracewood only when their families reconnect years after the war does viola learn how deep that loss truly was shattered without her gracewood has retreated so far into grief

that viola barely recognises her old friend in the lonely brooding man he has become as viola strives to bring gracewood back to himself fresh desires give new names to old feelings feelings that would have been impossible once and may be impossible still but which viola cannot deny even if they cost her everything all over again

Girls Make Media 2013-08-21

a guide to kernel exploitation attacking the core discusses the theoretical techniques and approaches needed to develop reliable and effective kernel level exploits and applies them to different operating systems namely unix derivatives mac os x and windows concepts and tactics are presented categorically so that even when a specifically detailed vulnerability has been patched the foundational information provided will help hackers in writing a newer better attack or help pen testers auditors and the like develop a more concrete design and defensive structure the book is organized into four parts part i introduces the kernel and sets out the theoretical basis on which to build the rest of the book part ii focuses on different operating systems and describes exploits for them that target various bug classes part iii on remote kernel exploitation analyzes the effects of the remote scenario and presents new techniques to target remote issues it includes a step by step analysis of the development of a reliable one shot remote exploit for a real vulnerability a bug affecting the sctp subsystem found in the linux kernel finally part iv wraps up the analysis on kernel exploitation and looks at what the future may hold covers a range of operating system families unix derivatives mac os x windows details common scenarios such as generic memory corruption stack overflow heap overflow etc issues logical bugs and race conditions delivers the reader from user land exploitation to the world of kernel land os exploits attacks with a particular focus on the steps that lead to the creation of successful techniques in order to give to the reader something more than just a set of tricks

NetLingo 2002

gathering at their lake geneva estate when their adoptive father passes away six sisters receive tantalizing clues about their true heritage prompting maia to journey to rio de janeiro to learn the story of her parents forbidden love by the best selling author of the orchid house

A Lady for a Duke 2022-05-24

textbook

A Guide to Kernel Exploitation 2010-10-28

international in scope and more comprehensive than existing collections a companion to reality television presents a complete guide to the study of reality factual and nonfiction television entertainment encompassing a wide range of formats and incorporating cutting edge work in critical social and political theory original in bringing cutting edge work in critical social and political theory into the conversation about reality tv consolidates the latest broadest range of scholarship on the politics of reality television and its vexed relationship to culture society identity democracy and ordinary people in the media includes primetime reality entertainment as well as precursors such as daytime talk shows in the scope of discussion contributions from a list of international leading scholars in this field

The Seven Sisters 2015-05-05

the writer s bible is a popular textbook guide and mentor to fiction entertainment and nonfiction writers in the new and print media the book helps writers write their business plan as well as acquire skills it s a career planning and writing skills textbook and a popular book for authors headed for print on demand and traditional publishers as well as the electronic media if you write fiction nonfiction drama learning materials multimedia and digital media or for the internet you ll find the information in this book useful and timely here s how to be your own manuscript doctor and mentor plan your writing career acquire the skills to turn your writing into salable work and acquire knowledge of how print on demand publishing works compared to traditional publishing whether you write for the internet and the new media digital media or for traditional publishing companies or yourself plan your writing career and get the skills you ll need to move ahead in the current atmosphere of the literary arena and the world of information dissemination and re packaging every writer needs a bible and role models as well as a map to navigate places that buy author s works

Queer Girls and Popular Culture 2007

ideas for leaders to engage directly with customers to shape their brand and marketplace success since its debut e commerce has been centered on the transaction which represents less than one percent of the time we spend online now we are entering the era of pre commerce where customers make their own decision to buy or support a brand before the transaction pre commerce explains how the exploding use of social media channels has fundamentally changed the way customers go about making their purchasing decisions how they educate themselves and why they choose to support

certain brands above others it shows what executives must do to re create the way their companies interact with and learn from their customers employees and competitors it includes exclusive interviews and anecdotes pearson has conducted or experienced with numerous influential c suite executives during his time as leader of dell s global social media team and as a consultant to fortune 1000 companies worldwide offers a step by step process for leaders to apply this knowledge to begin transforming their companies right now begins with a foreword from mark addicks chief marketing officer general mills over 25 fortune 500 executives interviewed including special side bar interviews with michael dell and marc benioff explores the concept of pre commerce the customer s decision making happens well before a transaction takes place and continues after the transaction representing 99 of time spent online often outside a company s reach today shows how to build internal employee networks and how to take your first and most important steps to integrate social media throughout your company pearson reveals that the best ideas are often free and the technology needed is rarely a cost issue instead it s a matter of the top executive deciding to adopt a new way of engaging directly with its customers

A Companion to Reality Television 2016-12-19

The Writer?s Bible 2001-08

Pre-Commerce 2011-02-08