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Yan Bai



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Value in a Digital World Francisco J. López Lubián, José Esteves, 2017-11-06 An in depth examination of the concept of value in a digital world an analysis of a range of digital business models and a framework for assessing the value of digital businesses Assessing the value of traditional business was easy There are hard well tested metrics and tangible measurable assets you can literally kick the tyres of But how do you measure the value of something that consists of little more than bits of information brand awareness and a compelling idea In the winner takes all digital world how do you know if this idea is one that will attract billions of dedicated users or a few thousand fleeting trialists And most importantly how do you assess whether any given business model is robust enough to make billions or flawed in a way that will lose millions Lopez Lubian and Esteves look at what economic value means in a digital world and argue for a shift from traditional value metrics to digital value metrics Through high profile case studies they examine the process of valuation in the digital world examining the challenges of making objective judgments from subjective information and how to assess the value of data Next they analyse in depth a number of different digital business models from the perspective of delivering value to investors stakeholders and society at large Finally they present a framework model for assessing value in digital business

Social Media Marketing Essentials You Always Wanted To Know Vibrant Publishers, Dr. Kavita Kamath, 2024-01-27 Learn your way through the intricacies of social media marketing and come out at the top by effectively marketing your brand offerings Social Media Marketing Essentials You Always Wanted To Know walks you through the fundamentals of the dynamic world of social media marketing helping you understand what social media marketing is and how to use it to reach the audience you want and maximize your company's revenue The book talks about the importance and scope of social media marketing the comparison between traditional media and social media what a media mix is and how to formulate social media plans and strategies to name a few It further describes different types of content for social media marketing and how to tailor it for popular social media platforms like Facebook Instagram YouTube X etc The differences between organic and paid marketing are crucial to formulating a cost effective social media marketing strategy and this book helps you with that as well The book concludes with chapters on the metrics used to evaluate the success of a social media marketing plan and the ethics surrounding the practice of social media marketing This book will help you i Learn the process of coming up with a marketing strategy ii Navigate through the sea of social media platforms and create platform specific content iii Explore hashtags Know when where and how to use them iv Understand the metrics and evaluate your social media marketing strategies The author Dr Kavita Kamath boasts a doctorate in social media marketing and has 17 years of teaching experience under the bag so you know the book is reliable and holds a treasure of knowledge for anyone looking to gain a deeper understanding of the essentials of the subject matter

Contemporary Business Louis E. Boone, David L. Kurtz, Susan Berston, 2019-03-26 Contemporary Business 18th Edition is a student friendly engaging product designed to

attract students to the field of business Boone 18e offers a comprehensive approach to the material that will cater to a wide variety of students with different learning needs Up to date content is vital to any Intro to Business course and Boone 18e with its contemporary style wealth of new examples and hot business topics can deliver that currency *Social Informatics* Samin Aref,Kalina Bontcheva,Marco Braghieri, Frank Dignum,Fosca Giannotti,Francesco Grisolia,Dino Pedreschi,2020-10-08 This volume constitutes the proceedings of the 12th International Conference on Social Informatics SocInfo 2020 held in Pisa Italy in October 2020 The 30 full and 3 short papers presented in these proceedings were carefully reviewed and selected from 99 submissions The papers presented in this volume cover a broad range of topics ranging from works that ground information system design on social concepts to papers that analyze complex social systems using computational methods or explore socio technical systems using social sciences methods **The Future Opportunities and Challenges of Business in Digital Era 4.0** Satria Bangsawan,Mahrinasari MS,Ernie Hendrawaty,Rindu Gamayuni,Nairobi,Hendrati Dwi Mulyaningsih,Ani Wahyu Rachmawati,Santi Rahmawati,2020-07-23 One of the main challenges faced by all entrepreneurs is the need to growth Growth is part of all organizations it implies continuous growth of sales purchases number of employees profit and thus the growth of the enterprise Most innovations that are part of the organizations are derived from the internal organization Industrial Revolution 4 0 provides both opportunities and challenges to all entrepreneurs to grow their business The rapid development of technology and all digital aspects create opportunities of innovation in organizations These proceedings provide details beyond what is possible to be included in an oral presentation and constitute a concise but timely medium for the dissemination of recent research results It will be invaluable to professionals and academics in the field of business entrepreneurship and economics to get an understanding of recent research developments **Digital Marketing** Raj Sachdev,2023 Digital Marketing is targeted primarily at undergraduate courses in Digital Marketing however it may also be used in certificate and graduate programs It is grounded in marketing theory and concepts and adopts a strategic and analytical approach with global examples The material can be used in any teaching format in class online and hybrid Not only does it cover the latest digital marketing tools but it also emphasizes current marketing trends and shows how these tools should be applied Human-Computer Interaction - INTERACT 2019 David Lamas,Fernando Loizides,Lennart Nacke,Helen Petrie,Marco Winckler,Panayiotis Zaphiris,2019-08-24 The four volume set LNCS 11746 11749 constitutes the proceedings of the 17th IFIP TC 13 International Conference on Human Computer Interaction INTERACT 2019 held in Paphos Cyprus in September 2019 The total of 111 full papers presented together with 55 short papers and 48 other papers in these books was carefully reviewed and selected from 385 submissions The contributions are organized in topical sections named Part I accessibility design principles assistive technology for cognition and neurodevelopment disorders assistive technology for mobility and rehabilitation assistive technology for visually impaired co design and design methods crowdsourcing and collaborative work cyber security and e voting systems design methods design principles for safety critical systems Part II e

commerce education and HCI curriculum I education and HCI curriculum II eye gaze interaction games and gamification human robot interaction and 3D interaction information visualization information visualization and augmented reality interaction design for culture and development I Part III interaction design for culture and development II interaction design for culture and development III interaction in public spaces interaction techniques for writing and drawing methods for user studies mobile HCI personalization and recommender systems pointing touch gesture and speech based interaction techniques social networks and social media interaction Part IV user modelling and user studies user experience users emotions feelings and perception virtual and augmented reality I virtual and augmented reality II wearable and tangible interaction courses demonstrations and installations industry case studies interactive posters panels workshops

The Sociology of Arts and Markets Andrea Glauser, Patricia Holder, Thomas Mazzurana, Olivier Moeschler, Valérie Rolle, Franz Schultheis, 2020-06-15 This edited collection offers an in depth analysis of the complex and changing relationship between the arts and their markets Highly relevant to almost any sociological exploration of the arts this interaction has long been approached and studied However rapid and far reaching economic changes have recently occurred Through a number of new empirical case studies across multiple artistic historic and geographical settings this volume illuminates the developments of various art markets and their sociological analyses The contributions include chapters on artistic recognition and exclusion integration and self representation in the art market sociocultural changes the role of the gallery owner and collectives rankings and constraints across the cultural industries Drawing on research from Japan Switzerland France Italy China the US UK and more this rich and global perspective challenges current debates surrounding art and markets and will be an important reference point for scholars and students across the sociology of arts cultural sociology and culture economy

Introduction to Business Heidi M. Neck, Christopher P. Neck, Emma L. Murray, 2023-01-24 Introduction to Business ignites student engagement and prepares students for their professional journeys regardless of their career aspirations Best selling authors Heidi M Neck Christopher P Neck and Emma L Murray inspire students to see themselves in the world of business and to develop the mindset and skillset they need to succeed A diverse set of impactful examples and cases from inspiring startups and small businesses to powerful corporations illustrate how businesses can prosper and create positive impact

Digital Innovation in the Luxury and Fine Art Industry Janna Schubert, 2015-03-11 Academic Paper from the year 2014 in the subject Art Arts Management grade A cole des hautes tudes commerciales de Paris Luxury Strategy language English abstract With a globally rising percentage of internet access and time spent on social media in emerging developing as well as mature markets investment into an exceptional digital customer experience can be more and more efficiently leveraged and scaled This thesis aims to quantitatively and qualitatively determine whether a measurable influence of users social media interaction with artists and luxury brands on their prices and sales exists how it manifests itself and which conclusions and recommendations can be drawn from its existence and applied to both industries Does a

Facebook Share translate into a good s sale Is art s instagramisation reflected in auction prices And how can we measure the paradigm shift in these traditional industries led by democratization of information and opinion sharing exhibited by rising amateur experts and new opinion leaders afar from established critics

The Blue Frontier. Aquabusiness and Aquapreneurship for Sustainable Development Sadiq Sanusi Mohammed, Invinder Paul Singh, Ahmad Muhammad Makarfi, N. Karunakaran, Jayasanka Anjana Atapattu, Indrajit A. Doddnar, Mohammad Zaki Shamim, Yasmine Mohieeldin Gharieb Salem, Maryam Yahaya Adamu, 2024-12-16 Document from the year 2024 in the subject Agrarian Studies Federal University Dutse Faculty of Agriculture course Aquaculture business management language English abstract The blue economy holds immense potential for driving sustainable development addressing global challenges and fostering economic resilience The Blue Frontier Aquabusiness and Aquapreneurship for Sustainable Development explores the innovative opportunities within aquabusiness and aquapreneurship emphasising their role in promoting responsible aquatic resource management and sustainable livelihoods This book offers a comprehensive analysis of aquaculture marine resource based enterprises and sustainable practices that align with global development goals It highlights key themes such as the intersection of technology and innovation policy frameworks for sustainable aquatic ecosystems and entrepreneurial strategies for creating value while preserving the environment Through case studies research insights and actionable frameworks the book equips academics policymakers entrepreneurs and students with tools to harness the potential of aquatic industries responsibly By advocating for a balance between economic growth and environmental stewardship The Blue Frontier serves as a vital resource for advancing the global agenda of sustainable development within the blue economy

Outing; Sport, Adventure, Travel, Fiction, 1919 *The Drinking Game* Guyon Espiner, 2023-02-28 An incisive analysis of how our drinking culture is influenced by the government media and big business by investigative journalist Guyon Espiner This is real it is raw and it lays out the truth about booze Patrick Gower Thought provoking but never preachy Espiner blends personal experience with his formidable journalism talents as he dissects the role of booze in our lives Jack Tame Of all the books that will be published in New Zealand in 2023 it s hard to imagine there will be many more important than this one It s a gem thought provoking startling persuasive and entertaining exploring how the way we drink has been shaped by factors far beyond any individual s control Michael Burgess ketebooks co nz Ever wondered why it always seems like a good time for a drink Four years ago investigative journalist Guyon Espiner gave up drinking alcohol He had been a heavy yet controlled drinker since his teens abstaining three nights a week but making up for it the other four One morning he woke up after a big night and decided he d had enough and he quit no AA no support groups Not drinking has given Guyon a new perspective on our relationship with alcohol in Aotearoa and a lot of it is disturbing The Drinking Game investigates the alcohol industry the power politics and lobbying behind our most harmful drug Weaving together personal experience hard research and interviews it examines why New Zealand has such a heavy drinking culture the harm it causes

and how our attitudes to alcohol are changing This is a sobering look into how the way you drink is shaped not only by your individual choice but also by government media and big business *The Book of Odds* Amram Shapiro, Louise Firth Campbell, Rosalind Wright, 2014-01-21 From the popular Book of Odds website this stylish and accessible reference book offers a fascinating peek at the probabilities that govern every aspect of human life Did you know that your odds of dying from drowning are higher than the odds of meeting your mate on a blind date That the odds a child has seen Internet porn are the same as the odds a person is right handed That nearly one in three adults believes in UFOs and nearly one in six has reported seeing one Drawing from a rigorously researched trove of more than 400 000 statements of probability based on the most accurate and current data available The Book of Odds is a graphic reference source for stats on the everyday the odd and the outrageous from sex and marriage health and disease beliefs and fears to wealth addiction entertainment and civic life What emerges from this colorful and captivating volume is a rich portrait of who we are and how we live today

Marketing Roger A. Kerin, Steven W. Hartley, 2021 Marketing The Core utilizes a unique innovative and effective pedagogical approach developed by the authors through the integration of their combined classroom college and university experiences The elements of this approach have been the foundation for each edition of Marketing The Core and serve as the core of the text and its supplements as they evolve and adapt to changes in student learning styles the growth of the marketing discipline and the development of new instructional technologies **Business Statistics** Sanjiv Jaggia, 2024

Iowa Outdoors , 2019 *Smart* Frederic Martel, 2018-07-05 Digitization is accelerating globalization tenfold Social networks have gone mobile telephone television and towns have gone smart How did China manage to create clones of Google Facebook and YouTube and build its own censored version of the Internet How do Arab countries use social networks for their revolutions Why is there no minister for communications in the US and why does no one regulate the Internet there From Silicon Valley to Tokyo from South Africa to southern India and all the way to Cuba and Gaza this unprecedented investigation in the field covers the whole battle of the Internet and its future Drawing on hundreds of interviews in about fifty countries Frederic Martel examines the different Internets on five continents In so doing he reveals that we are moving not only into a connected globalized world but also a territorialized one Smart shows that the Internet has never been truly global and that it will become increasingly local **Life** Henry R. Luce, 1939 *Basquiat* Phoebe Hoban, 2025-11-25 New York Times Notable Book A smart crackling chronicle of fast game the 80s art market and the attraction of destruction Village Voice A bold and vivid biography that chronicles the dazzling rise and tragic death of Neo expressionist artist Jean Michel Basquiat In less than a decade Jean Michel Basquiat went from being a teenage graffiti artist to an international art star His meteoric rise to fame coincided with the outrageous excess of the heady 80s art boom A fixture of the downtown scene with its explosive mix of music fashion art and drugs he soon became involved with some of its most celebrated personalities including Keith Haring Andy Warhol and Madonna Basquiat fulfilled that cynical aphorism Die young and leave

a beautiful corpse But Basquiat did more than that he left a beautiful corpus With each passing year the remarkable energy perspicacity and originality of his work increases in power In a world where Black Lives Matter and the imperative need for diversity are among the driving forces of our time Basquiat s success in the 1980s white art world and his ongoing universal celebrity have made him a significant role model for generation of artists to come From the rise and fall of the graffiti movement to the East Village art scene to the art dealers and out of control auction houses Basquiat A Quick Killing in Art the definitive biography of the young painter is a vivid portrait of both the artist and his time Basquiat A Quick Killing in Art includes 12 14 photographs

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