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# Magic Quadrant For It Asset Disposition Worldwide

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Marketing For Dummies

Proceedings of International Conference on ICT for Sustainable Development

Real Business of IT

Modern Data Strategy

SERVICES MARKETING

T Bytes Hybrid Cloud Infrastructure

Infonomics

Rich Dad's Guide to Financial Freedom

THE INDIAN CONTEXT

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Алгоритм стратегического управления активами для EAM-систем

Guiding Digital Transformation in Maintenance

ICT4SD 2015 Volume 1

Tutorials, Solutions, and Best Practices

ERP: The Implementation Cycle

Advances in Production Management Systems. Towards Smart and Digital Manufacturing

The Real Business of Blockchain

Information Technology for Management: Current Research and Future Directions

IFIP WG 5.7 International Conference, APMS 2020, Novi Sad, Serbia, August 30 – September 3, 2020, Proceedings, Part II

T-bytes Digital Customer Experience

F & S Index United States Annual

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Корпоративные финансы

How CIOs Create and Communicate Value

CASE STUDIES IN MARKETING, SEVENTH EDITION

T-Byte Platforms & Applications March 2021

I-Bytes Manufacturing Industry

Practical Cloud Security

How Leaders Can Create Value in a New Digital Age

THE INDIAN CONTEXT

Digital and Marketing Asset Management

A Cross-Industry View

Concepts, Methods, and Technologies

4th International Conference, ERP Future 2015 - Research, Munich, Germany, November 16-17, 2015, Revised Papers

COBIT 5 for Information Security

**NOVAK PONCE****Marketing For Dummies** Springer Science & Business Media

Рассмотрены институциональные основы управления корпоративными финансами с точки зрения современных методологических подходов; представлен широкий спектр финансовых решений корпораций. Особое внимание уделено финансовым стратегиям, оптимизации ценообразования и налоговому менеджменту компаний, оценке риска и доходности, инвестиционной политике финансирования и финансового планирования с учетом специфики корпоративного управления. Рассмотрены подходы к проведению анализа финансовой отчетности корпорации, управлению активами, затратами, финансовыми результатами корпорации. Предложены вопросы для самоконтроля. Соответствует действующему Федеральному государственному образовательному стандарту высшего образования нового поколения. Для бакалавров всех форм обучения по направлению подготовки 38.03.01. – «Экономика».

**Proceedings of International Conference on ICT for Sustainable Development** Routledge Meeting the Challenges of Data Quality Management outlines the foundational concepts of data quality management and its challenges. The book enables data management professionals to help their organizations get more value from data by addressing the five challenges of data quality management: the meaning challenge (recognizing how data represents reality), the process/quality challenge (creating high-quality data by design), the people challenge (building data literacy), the technical challenge (enabling organizational data to be accessed and used, as well as protected), and the accountability challenge (ensuring organizational leadership treats data as an asset). Organizations that fail to meet these challenges get less value from their data than organizations that address them directly. The book describes core data quality management capabilities and introduces new and experienced DQ practitioners to practical techniques for getting value from activities such as data profiling, DQ monitoring and DQ reporting. It extends these ideas to the management of data quality within big data environments. This book will appeal to data quality and data management professionals, especially those involved with data governance, across a wide range of industries, as well as academic and government organizations. Readership extends to people higher up the organizational ladder (chief data officers, data strategists, analytics leaders) and in different parts of the organization (finance professionals, operations managers, IT leaders) who want to leverage their data and their organizational capabilities (people, processes, technology) to drive value and gain competitive advantage. This will be a key reference for graduate students in computer science programs which normally have a limited focus on the data itself and where data quality management is an often-overlooked aspect of data management courses. Describes the importance of high-quality data to organizations wanting to leverage their data and, more generally, to people living in today's digitally interconnected world Explores the five challenges in relation to organizational data, including "Big Data," and proposes approaches to meeting them Clarifies how to

apply the core capabilities required for an effective data quality management program (data standards definition, data quality assessment, monitoring and reporting, issue management, and improvement) as both stand-alone processes and as integral components of projects and operations Provides Data Quality practitioners with ways to communicate consistently with stakeholders

*Real Business of IT* EGBG Services LLC

Blockchain is transforming business. What's your strategy? Leaders of forward-thinking organizations are exploring how blockchain can transform the way they create and seek value. Whether it's used to streamline multiparty processes, create and trade new assets, or leverage artificial intelligence and the internet of things, blockchain enables entirely new business opportunities. This is just the start. As blockchain becomes more widely adopted, it has the potential to radically change the way companies and societies operate, as transformative a paradigm shift as the launch of the internet. The Real Business of Blockchain is one of the first books on this transformative technology written for business leaders. Authors David Furlonger and Christophe Uzureau--both of Gartner, the world-renowned research and advisory company--will help you: Assess how blockchain will impact your business Explore the value proposition that blockchain offers Make smart near- and midterm investments Position your organization in a new competitive landscape Timely, visionary, and accessible, The Real Business of Blockchain cuts through the hype and helps you unlock the vast capabilities of this powerful and potentially world-changing technology.

*Modern Data Strategy* Springer Nature

This document brings together a set of latest data points and publicly available information relevant for Digital Customer Experience Industry. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely.

*SERVICES MARKETING* CRC Press

The digital world is transitioning from text to media: photos, audio files, video clips, animations, games, and more. Enterprises of all kinds struggle with how to manage those media assets. Digital professionals who want to master the life cycles behind creating, storing, and reusing media need the inside scoop on how digital and media asset management technology really works.

*T Bytes Hybrid Cloud Infrastructure* Harvard Business Review Press

The two volumes of this book collect high-quality peer-reviewed research papers presented in the International Conference on ICT for Sustainable Development (ICT4SD 2015) held at Ahmedabad, India during 3 - 4 July 2015. The book discusses all areas of Information and Communication Technologies and its applications in field for engineering and management. The main focus of the volumes are on applications of ICT for Infrastructure, e-Governance, and contemporary technologies advancements on Data Mining, Security, Computer Graphics, etc. The objective of this International Conference is to provide an opportunity for the researchers, academicians, industry persons and students to interact and exchange ideas, experience and expertise in the current trend and strategies for Information and Communication Technologies.

*Infonomics* CRC Press

This document brings together a set of latest data points and publicly available information relevant

for Platforms & Applications Industry. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely

Rich Dad's Guide to Financial Freedom Springer

This document brings together a set of latest data points and publicly available information relevant for Platforms & Applications. We are very excited to share this content and believe that readers will benefit immensely from this periodic publication immensely.

THE INDIAN CONTEXT Springer Nature

The two-volume set IFIP AICT 591 and 592 constitutes the refereed proceedings of the International IFIP WG 5.7 Conference on Advances in Production Management Systems, APMS 2020, held in Novi Sad, Serbia, in August/September 2020. The 164 papers presented were carefully reviewed and selected from 199 submissions. They discuss globally pressing issues in smart manufacturing, operations management, supply chain management, and Industry 4.0. The papers are organized in the following topical sections: Part I: advanced modelling, simulation and data analytics in production and supply networks; advanced, digital and smart manufacturing; digital and virtual quality management systems; cloud-manufacturing; cyber-physical production systems and digital twins; IIOT interoperability; supply chain planning and optimization; digital and smart supply chain management; intelligent logistics networks management; artificial intelligence and blockchain technologies in logistics and DSN; novel production planning and control approaches; machine learning and artificial intelligence; connected, smart factories of the future; manufacturing systems engineering: agile, flexible, reconfigurable; digital assistance systems: augmented reality and virtual reality; circular products design and engineering; circular, green, sustainable manufacturing; environmental and social lifecycle assessments; socio-cultural aspects in production systems; data-driven manufacturing and services operations management; product-service systems in DSN; and collaborative design and engineering Part II: the Operator 4.0: new physical and cognitive evolutionary paths; digital transformation approaches in production management; digital transformation for more sustainable supply chains; data-driven applications in smart manufacturing and logistics systems; data-driven services: characteristics, trends and applications; the future of lean thinking and practice; digital lean manufacturing and its emerging practices; new reconfigurable, flexible or agile production systems in the era of industry 4.0; operations management in engineer-to-order manufacturing; production management in food supply chains; gastronomic service system design; product and asset life cycle management in the circular economy; and production ramp-up strategies for product

Asset Management Excellence Scientific magazine "Kontsep

As industries are rapidly being digitalized and information is being more heavily stored and transmitted online, the security of information has become a top priority in securing the use of online networks as a safe and effective platform. With the vast and diverse potential of artificial intelligence (AI) applications, it has become easier than ever to identify cyber vulnerabilities, potential threats, and the identification of solutions to these unique problems. The latest tools and technologies for AI applications have untapped potential that conventional systems and human security systems cannot meet, leading AI to be a frontrunner in the fight against malware, cyber-attacks, and various security issues. However, even with the tremendous progress AI has made

within the sphere of security, it's important to understand the impacts, implications, and critical issues and challenges of AI applications along with the many benefits and emerging trends in this essential field of security-based research. Research Anthology on Artificial Intelligence Applications in Security seeks to address the fundamental advancements and technologies being used in AI applications for the security of digital data and information. The included chapters cover a wide range of topics related to AI in security stemming from the development and design of these applications, the latest tools and technologies, as well as the utilization of AI and what challenges and impacts have been discovered along the way. This resource work is a critical exploration of the latest research on security and an overview of how AI has impacted the field and will continue to advance as an essential tool for security, safety, and privacy online. This book is ideally intended for cyber security analysts, computer engineers, IT specialists, practitioners, stakeholders, researchers, academicians, and students interested in AI applications in the realm of security research.

T-Byte Platforms & Applications PHI Learning Pvt. Ltd.

During the eight years since the publication of *Maintenance Excellence: Optimizing Equipment Life-Cycle Decisions* the business environment has changed drastically. Globalization, consolidation, and changes in technology challenge asset management and maintenance professionals to be more efficient. Globalization and consolidation have been particularly instrumental in the changes in maintenance standards, approaches, and the use of technology to become more efficient and cost effective. Reflecting all this and more, the second edition has been renamed: *Asset Management Excellence: Optimizing Equipment Life-Cycle Decisions*. New in the Second Edition: Two new chapters on Maintenance Management Fundamentals Coverage of leadership issues, the implementation of new processes, and change management Discussion of the design stage and key factors for successful implementation Understanding the dynamic influences and optimization of spares management Updated case studies Introduction to new software packages that optimize a variety of maintenance and replacement decisions Although there have been patterns and trends that have emerged around the world in asset management, the root principles are the same—personnel with tools go out to address the needs of maintaining assets. However, many of the tools, technologies, and thought processes have evolved and matured to allow a rethinking of the deeper maintenance processes. For this edition, a new set of authors and contributors have revisited the content, updated information, and added new content based on the passage of time, changes in thinking, and the introduction and improvement in technologies.

**Studies Intelligence** IGI Global

This book is not only on ERP but also covers other enterprise applications like PLM, CRM, SCM, SRM etc. which are growing at a faster rate than core ERP application as the ERP market is getting saturated. This text is intended for students (who want to learn these topics for the first time), for practicing executives (who want to move to a career in ERP from their traditional role in finance, operations, marketing or HR and want to know what ERP or CRM is all about) and finally for managers who are responsible for selecting, implementing and maintaining an ERP/CRM/PLM/SCM package in their organisation.

Алгоритм стратегического управления активами для ЕАМ-систем EGBG Services LLC

This book contains the best selected research papers presented at ICTCS 2020: Fifth International

Conference on Information and Communication Technology for Competitive Strategies. The conference was held at Jaipur, Rajasthan, India during 11-12 December 2020. The book covers state-of-the-art as well as emerging topics pertaining to ICT and effective strategies for its implementation for engineering and managerial applications. This book contains papers mainly focused on ICT for computation, algorithms and data analytics and IT security.

#### **Guiding Digital Transformation in Maintenance** Litres

Many senior executives talk about information as one of their most important assets, but few behave as if it is. They report to the board on the health of their workforce, their financials, their customers, and their partnerships, but rarely the health of their information assets. Corporations typically exhibit greater discipline in tracking and accounting for their office furniture than their data. Infonomics is the theory, study, and discipline of asserting economic significance to information. It strives to apply both economic and asset management principles and practices to the valuation, handling, and deployment of information assets. This book specifically shows: CEOs and business leaders how to more fully wield information as a corporate asset CIOs how to improve the flow and accessibility of information CFOs how to help their organizations measure the actual and latent value in their information assets. More directly, this book is for the burgeoning force of chief data officers (CDOs) and other information and analytics leaders in their valiant struggle to help their organizations become more infosavvy. Author Douglas Laney has spent years researching and developing Infonomics and advising organizations on the infinite opportunities to monetize, manage, and measure information. This book delivers a set of new ideas, frameworks, evidence, and even approaches adapted from other disciplines on how to administer, wield, and understand the value of information. Infonomics can help organizations not only to better develop, sell, and market their offerings, but to transform their organizations altogether. "Doug Laney masterfully weaves together a collection of great examples with a solid framework to guide readers on how to gain competitive advantage through what he labels "the unruly asset" - data. The framework is comprehensive, the advice practical and the success stories global and across industries and applications." Liz Rowe, Chief Data Officer, State of New Jersey "A must read for anybody who wants to survive in a data centric world." Shaun Adams, Head of Data Science, Betterbathrooms.com "Phenomenal! An absolute must read for data practitioners, business leaders and technology strategists. Doug's lucid style has a set a new standard in providing intelligible material in the field of information economics. His passion and knowledge on the subject exudes thru his literature and inspires individuals like me." Ruchi Rajasekhar, Principal Data Architect, MISO Energy "I highly recommend Infonomics to all aspiring analytics leaders. Doug Laney's work gives readers a deeper understanding of how and why information should be monetized and managed as an enterprise asset. Laney's assertion that accounting should recognize information as a capital asset is quite convincing and one I agree with. Infonomics enjoyably echoes that sentiment!" Matt Green, independent business analytics consultant, Atlanta area "If you care about the digital economy, and you should, read this book."

Tanya Shuckhart, Analyst Relations Lead, IRI Worldwide

**ICT4SD 2015 Volume 1** Engineering Asset Management Proceedings of the Fourth World Congress on Engineering Asset Management (WCEAM) 2009

This book constitutes extended selected papers from the 17th Conference on Advanced Information

Technologies for Management, AITM 2019, and the 14th Conference on Information Systems Management, ISM 2019, held as part of the Federated Conference on Computer Science and Information Systems, FedCSIS, which took place in Leipzig, Germany, in September 2019. The total of 7 full and 6 short papers presented in this volume were carefully reviewed and selected from a total of 45 submissions. The papers selected to be included in this book contribute to the understanding of relevant trends of current research on and future directions of information technology for management in business and public organizations. They were organized in topical sections named: information technology assessment for future development; methods and models for designing information technology, and aspects of implementing information technology.

#### **Tutorials, Solutions, and Best Practices** Business Plus

Melvin Greer and Kevin Jackson have assembled a comprehensive guide to industry-specific cybersecurity threats and provide a detailed risk management framework required to mitigate business risk associated with the adoption of cloud computing. This book can serve multiple purposes, not the least of which is documenting the breadth and severity of the challenges that today's enterprises face, and the breadth of programmatic elements required to address these challenges. This has become a boardroom issue: Executives must not only exploit the potential of information technologies, but manage their potential risks. Key Features • Provides a cross-industry view of contemporary cloud computing security challenges, solutions, and lessons learned • Offers clear guidance for the development and execution of industry-specific cloud computing business and cybersecurity strategies • Provides insight into the interaction and cross-dependencies between industry business models and industry-specific cloud computing security requirements

#### *ERP: The Implementation Cycle* ISACA

По аналогии с MRP II для планирования потоков материалов в статье предложен алгоритм долгосрочного оптимального управления активами для предприятий, имеющих большой парк активов. Алгоритм предполагает генерацию вариантов долгосрочного развития предприятия и их перебор с целью поиска варианта, обеспечивающего максимум суммарной дисконтированной прибыли за весь период. Варианты определяют сроки завершения проектов по приобретению и строительству новых активов, реконструкции существующих. Период анализа каждого варианта разбивается на годовые интервалы, для которых рассчитываются оптимальные планы внутренних цепочек поставок, и производится оценка их исполнимости имеющимися активами. Разработана архитектура комплекса программных средств, позволяющего реализовать предложенный алгоритм.

#### **Advances in Production Management Systems. Towards Smart and Digital Manufacturing** Springer Nature

This third edition continues to give a clear analysis of what Services Marketing is all about. The book is reinforced with many illuminating case studies. What makes this new edition appealing to the readers are the reorganized chapters. Furthermore, new cases have been added and the existing cases have been updated to make the text as per the current scenario. The cases, set within the Indian context, lend a practical dimension to the subject, familiarizing the student with the developments in the Services Marketing area in India today. What is New to This Edition : • Updated cases and figures incorporated with current data The revised edition, with its emphasis on recent

data and the contemporary Services Marketing scenario is an ideal companion for the budding managers. It should also be of great use to the practising managers attending various Management Development Programmes (MDPs) and Executive Development Programmes (EDPs).

**The Real Business of Blockchain** Government Printing Office

This document brings together a set of latest data points and publicly available information relevant for Digital Customer Experience Technology. We are very excited to share this content and believe that readers will benefit from this periodic publication immensely.

*Information Technology for Management: Current Research and Future Directions* EGBG Services LLC

Close the gap between introductory and advanced resources available on SharePoint 2016 with this guide and identify the core benefits of specific techniques in a real-world context, including best practice scenarios. You will find this book to be a comprehensive collection of tutorials and solutions for all of the most widely used techniques (e.g., intranet, Internet, formal metadata management, informal metadata management, document management, social media, project management). To overcome the high volume, velocity, and variety of data, content management systems usually focus on different sub-tasks, namely document management, web content management, digital asset management, and enterprise records management. As a leading enterprise CMS and all-around solution, SharePoint Server handles all of these sub-tasks using one system; however, the

opportunities and limits of SharePoint are often unknown at the management level. Many managers who decide to use SharePoint do not know how SharePoint can concretely help to improve their business and day-to-day operations. They are often overwhelmed with its functionalities. In addition, daily users are often overwhelmed with the complexity and extensive features and possibilities of the system. Both SharePoint administrators and users need a clear explanation of when SharePoint can be used, where it can help, and how to use it. *Manager's Guide to SharePoint Server 2016* is that solution. The book provides coverage of: SharePoint technology, including the core technologies of SharePoint and the MySite technology, as well as SharePoint administration levels Template technology, including the most widely used collaboration, enterprise, and publishing site templates Hands-on tutorials and solutions for users and administrators, including use cases in a real-world context Best practice scenarios of SharePoint governance, template usage, and additional tools to improve SharePoint What You'll Learn Discern how and where SharePoint can help improve a company's success Understand the core elements of SharePoint for customization and how to improve the site's functionalities Know how SharePoint can be used as a collaboration and management platform Discover what to do within SharePoint and how to more effectively manage SharePoint in daily business across teams Who This Book Is For Content managers, systems managers, and software engineering professionals. SharePoint managers, end users, and site administrators will also find this book useful.

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