

Google Buys Youtube.com

Audience Drones, Artificial Intelligence, & the Coming Human Annihilation Advertising Media Planning Big Billion Startup: The Untold Flipkart Story Power, Surveillance, and Culture in YouTube™'s Digital Sphere Direct, Digital & Data-Driven Marketing Using Digital Portfolios to Develop Students' Writing The Way We Work: A-L Combating Student Plagiarism Brigham Young University Law Review Vidura Remix Bulletin of the American Society for Information Science and Technology Searcher The Hollywood Reporter Business India PC Magazine The Wall Street Journal F & S Index United States Annual Against the Grain Jeffrey K. Rohrs Billy Crone Larry D. Kelley Mihir Dalal Crick, Matthew Lisa Spiller Ricky Lam Regina Fazio Maruca Lynn Lampert Eduardo Antonio Navas Audience Drones, Artificial Intelligence, & the Coming Human Annihilation Advertising Media Planning Big Billion Startup: The Untold Flipkart Story Power, Surveillance, and Culture in YouTube™'s Digital Sphere Direct, Digital & Data-Driven Marketing Using Digital Portfolios to Develop Students' Writing The Way We Work: A-L Combating Student Plagiarism Brigham Young University Law Review Vidura Remix Bulletin of the American Society for Information Science and Technology Searcher The Hollywood Reporter Business India PC Magazine The Wall Street Journal F & S Index United States Annual Against the Grain Jeffrey K. Rohrs Billy Crone Larry D. Kelley Mihir Dalal Crick, Matthew Lisa Spiller Ricky Lam Regina Fazio Maruca Lynn Lampert Eduardo Antonio Navas

audience most companies are still taking one step forward and two steps back in their customer relationships because they don't understand how to build and engage a long term online audience the new job every marketer must learn is proprietary audience development audience is a manifesto a call to arms that every marketer can deliver to their c suite in order to permanently put an end to spammy digital marketing and social media strategies that may gain a few quick sales but lose a long term audience this powerful mandate challenges all companies to treat their email mobile and social audiences like the corporate assets they are in audience author jeff rohrs establishes the audience imperative for every company to use your paid owned and earned media to not only sell in the short term but also increase the size engagement and value of proprietary audiences over the long term to gain a lasting advantage over your competition look no further than your email facebook google instagram mobile app sms twitter website and youtube where you can start building audiences that last through research data and case studies this book details how marketers can gain a competitive advantage with proven strategies including how to

embrace hybrid marketing to squeeze more value from fossil fuel marketing i.e. paid media build renewable energy sources owned email mobile and social audiences that provide long term competitive advantage create your own proprietary audience development strategy market with the red velvet touch serve the individual honor their preferences deliver relevant content surprise them with access and delight them with your company's humanity test and evolve your efforts on an ongoing basis every company needs audiences to survive they are the source of new customers and more profitable relationships it's time to restructure your marketing efforts to serve your most important asset master the art and the science of proprietary audience development

imagine a world full of drones of all shapes and sizes that are everywhere in the air on the land the sea or even under the sea including terminator robots now ponder an existence where these same drones monitor and control everything spying on our every move stir in an actual movement going on right now in the scientific community to create a super highly advanced artificial intelligence to control it all on a global scale and you now have what is contained within this book drones artificial intelligence the coming human annihilation this macabre dark scenario might seem like some futuristic science fiction story or even a bit far fetched yet what you are about to discover in the pages of this book is the spine chilling truth that this wild shocking reality is actually being developed right now before our very eyes this book drones artificial intelligence the coming human annihilation will to enlighten you to the hardcore facts concerning this dangerous emerging technology

advertising media planning blends the latest methods for digital communication and an understanding of the global landscape with the best practices of the functional areas of media planning taking a unique brand communication approach from an agency perspective the textbook is organized into four key parts walking the student through the foundations of brand communication communication planning the different media channels available and the process of preparing presenting and evaluating a media plan this 5th edition has been fully updated to include an emphasis throughout on digital and global media planning new chapters on the role of brand communication media planning and data analytics paid media mobile media influencer marketing and b2b media new mini case studies and innovation focused call out boxes throughout showcasing media examples from europe the united states and asia discussion questions to foster engagement and understanding a highly regarded new edition this practical and integrated textbook should be core reading for advanced undergraduate and postgraduate students studying media planning advertising management integrated marketing communication and brand management instructor resources include powerpoint slides a test bank and an instructor manual

the definitive account of india's biggest startup that redefined e-commerce entrepreneurship and the way we shop and live iit graduates sachin bansal and binny bansal founded out of a bangalore apartment what would become india's biggest e-commerce startup established in

october 2007 flipkart began as an online bookstore and soon came to be known for its customer obsession as the startup's reputation grew so did its value with venture capitalists in india and abroad lining up to invest heavily in the company that stood for bold ambition unabashed consumerism and the virtues of technology investigative journalist mihir dalal recounts the astounding story of how the bansals built flipkart into a multi billion dollar powerhouse in the span of a few years and made internet entrepreneurship a desirable occupation but it is also a story of big money power and hubris as both business and interpersonal complexities weakened the founders control over their creation and forced them to sell out to a retailer whose dominance they had once dreamt of emulating flipkart's auction involved some of the corporate world's biggest names from jeff bezos satya nadella sundar pichai to masayoshi son and doug mcmillon an ironic testimony to the strength of what the bansals had forged based on extraordinary research extensive interviews and deep access to key characters in the flipkart story big billion startup is the riveting and revealing account of how sachin and binny bansal built and sold india's largest internet company

over the last several years youtube has become a public forum for creative informative and political endeavors around the globe as the website's influence and appeal continues to grow questions regarding the legal usage of material as well as potential governance issues regarding surveillance and political sway are becoming more relevant power surveillance and culture in youtube's digital sphere examines the imaginative socioeconomic and innovative features of the video sharing community of youtube and how these areas traverse the digital world highlighting theoretical concepts and empirical research as well as in depth discussions on cultural studies participatory experience and media theory this publication will appeal to professionals practitioners researchers and students interested in the use of video sharing as a means of surveillance communication or personal promotion

in this latest edition of her classic text lisa spiller takes an insightful in depth look at contemporary marketing concepts tactics and techniques and the dynamic innovations that continue to drive and shape this multi faceted multi dimensional field direct digital and data driven marketing recognizes the growth of the various digital formats as the newest interactive channels for conducting modern marketing but it does not overlook the traditional principles of direct marketing still relevant today this book examines the field both as it once was and as it is evolving with plenty of learning features online resources the fifth edition provides an engaging journey which will leave any marketing student with a thorough knowledge of how all kinds of businesses manage regular communication with their customer base and target demographic

this book equips pre service teachers research postgraduate students teacher educators and language specialists with specific knowledge and skills about the principles research and applications of digital portfolios within the efl writing contexts while most digital portfolio scholarship focuses on higher education this book targets primary level and secondary level school audiences namely pre service teachers

teacher educators and ministry of education staff members with a focus on efl writing the rationale behind this design is that the published literature on digital portfolios tends to be generic and one size fits all there has been scant published scholarship about the development of digital portfolio literacy among teachers and pupils which could enable them to upgrade the teaching and learning of writing in a larger efl environment this volume fills this gap by illustrating the why what and how aspects of digital portfolios in ten reader friendly chapters guiding educators to enrich their pedagogical repertoire via the portfolio approach this book emphasises a healthy balance between principles research and practice it is an easy to follow guide to setting up digital portfolio systems and coaching pupils to improve writing ensuring the dissemination of digital portfolios with high fidelity

offers readers as many trends definitions and facts as possible about office culture in the united states

this practical book introduces readers to the current issues facing todays academic reference and instruction librarians grappling with the growing problem of student plagiarism the book provides up to date overviews of student plagiarism examples of ways in which librarians can educate students through proven instructional techniques collaboration approaches and outreach methods and discusses common problems and questions librarians may encounter when incorporating current anti plagiarism instruction into their instructional services topics include role of the academic librarian in combating student plagiarism discipline based approaches to combating student plagiarism information literacy techniques and faculty librarian collaboration investigates the issues surrounding the growth of instances of student plagiarism discusses the academic librarian s role in combating student plagiarism recommends effective outreach techniques and instructional methods for preventing plagiarism

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