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Handbook of Decision Analysis Gregory S. Parnell 2013-01-24 A ONE-OF-A-KIND GUIDE TO THE BEST PRACTICES IN DECISION ANALYSIS Decision analysis provides powerful tools for addressing complex decisions that involve uncertainty and multiple objectives, yet most training materials on the subject overlook the soft skills that are essential for success in the field. This unique resource fills this gap in the decision analysis literature and features both soft personal/interpersonal skills and the hard technical skills involving mathematics and modeling. Readers will learn how to identify and overcome the numerous challenges of decision making, choose the appropriate decision process, lead and manage teams, and create value for their organization. Performing modeling analysis, assessing risk, and implementing decisions are also addressed throughout. Additional features include: Key insights gleaned from decision analysis applications and behavioral decision analysis research Integrated coverage of the techniques of single- and multiple-objective decision analysis Multiple qualitative and quantitative techniques presented for each key decision analysis task

Three substantive real-world case studies illustrating diverse strategies for dealing with the challenges of decision making
Extensive references for mathematical proofs and advanced topics
The Handbook of Decision Analysis is an essential reference for academics and practitioners in various fields including business, operations research, engineering, and science. The book also serves as a supplement for courses at the upper-undergraduate and graduate levels.

Outliers Malcolm Gladwell 2008-11-18 From the bestselling author of Blink and The Tipping Point, Malcolm Gladwell's Outliers: The Story of Success overturns conventional wisdom about genius to show us what makes an ordinary person an extreme overachiever. Why do some people achieve so much more than others? Can they lie so far out of the ordinary? In this provocative and inspiring book, Malcolm Gladwell looks at everyone from rock stars to professional athletes, software billionaires to scientific geniuses, to show that the story of success is far more surprising, and far more fascinating, than we could ever have imagined. He reveals that it's as much about where we're from and what we do, as who we are - and that no one, not even a genius, ever makes it alone. Outliers will change the way you think about your own life story, and about what makes us all unique. 'Gladwell is not only a brilliant storyteller; he can see what those stories tell us, the lessons they contain' Guardian 'Malcolm Gladwell is a global phenomenon ... he has a genius for making everything he writes seem like an impossible adventure' Observer 'He is the best kind of writer - the kind who makes you feel like you're a genius, rather than he's a genius' The Times

Intelligence Analysis National Research Council 2011-04-08 The U.S. intelligence community (IC) is a complex human enterprise whose success depends on how well the people in it perform their work. Although often aided by sophisticated technologies, these people ultimately rely on their own intellect to identify, synthesize, and communicate the information on which the nation's security depends. The IC's success depends on having trained, motivated, and thoughtful people working within organizations able to understand, value, and coordinate their capabilities. Intelligence Analysis provides up-to-date scientific guidance for the intelligence community (IC) so that it might improve individual and group judgments, communication between analysts, and analytic processes. The papers in this volume provide the detailed evidentiary base for the National Research Council's report, Intelligence Analysis for Tomorrow: Advances from the Behavioral and Social Sciences. The opening chapter focuses on the structure, missions, operations, and characteristics of the IC while the following 12 papers provide in-depth reviews of key topics in three areas: analytic methods, analysts, and organizations. Informed by the IC's unique missions and constraints, each paper documents the latest advancements of the relevant science and is a stand-alone resource for the IC's leadership and workforce. The collection allows readers to focus on one area of interest (analytic methods, analysts, or organizations) or even one particular aspect of a category.

As a collection, the volume provides a broad perspective of the issues involved in making difficult decisions, which is at the heart of intelligence analysis.

Encyclopedia of Food Microbiology Carl A. Batt 2014-04-02 Written by the world's leading scientists and spanning over 400 articles in three volumes, the Encyclopedia of Food Microbiology, Second Edition is a complete, highly structured guide to current knowledge in the field. Fully revised and updated, this encyclopedia reflects the key advances in the field since the first edition was published in 1999 The articles in this key work, heavily illustrated and fully revised since the first edition in 1999, highlight advances in areas such as genomics and food safety to bring users up-to-date on microorganisms in foods. Topics such as DNA sequencing and E. coli are particularly well covered. With lists of further reading to help users explore topics in depth, this resource will enrich scientists at every level in academia and industry, providing fundamental information as well as explaining state-of-the-art scientific discoveries. This book is designed to allow disparate approaches (from farmers to processors to food handlers and consumers) and interests to access accurate and objective information about the microbiology of foods Microbiology impacts the safe presentation of food. From harvest and storage to determination of shelf-life, to presentation and consumption. This work highlights the risks of microbial contamination and is an invaluable go-to guide for anyone working in Food Health and Safety Has a two-fold industry appeal (1) those developing new functional food products and (2) to all corporations concerned about the potential hazards of microbes in their food products

A Decadal Survey of the Social and Behavioral Sciences National Academies of Sciences, Engineering, and Medicine 2019-07-26 The primary function of the intelligence analyst is to make sense of information about the world, but the way analysts do that work will look profoundly different a decade from now. Technological changes will bring both new advances in conducting analysis and new risks related to technologically based activities and communications around the world. Because these changes are virtually inevitable, the Intelligence Community will need to make sustained collaboration with researchers in the social and behavioral sciences (SBS) a key priority if it is to adapt to these changes in the most productive ways. A Decadal Survey Of The Social and Behavioral Sciences provides guidance for a 10-year research agenda. This report identifies key opportunities in SBS research for strengthening intelligence analysis and offers ideas for integrating the knowledge and perspectives of researchers from these fields into the planning and design of efforts to support intelligence analysis.

Strategic Latency Unleashed Zachary Davis 2021-01-30 The world is being transformed physically and politically. Technology is the handmaiden of much of this change. But since the current sweep of global change is transforming the

face of warfare, Special Operations Forces (SOF) must adapt to these circumstances. Fortunately, adaptation is in the SOF DNA. This book examines the changes affecting SOF and offers possible solutions to the complexities that are challenging many long-held assumptions. The chapters explore what has changed, what stays the same, and what it all means for U.S. SOF. The authors are a mix of leading experts in technology, business, policy, intelligence, and geopolitics, partnered with experienced special operators who either cowrote the chapters or reviewed them to ensure accuracy and relevance for SOF. Our goal is to provide insights into the changes around us and generate ideas about how SOF can adapt and succeed in the emerging operational environment.

Police Recruitment and Retention for the New Millennium Jeremy M. Wilson 2010 Many police departments report difficulties in creating a workforce that represents community demographics, is committed to providing its employees the opportunity for long-term police careers, and effectively implements community policing. This book summarizes lessons on recruiting and retaining effective workforces.

Deterrence Now Patrick M. Morgan 2003-04-17 Patrick Morgan's authoritative study revisits the place of deterrence after the Cold War.

Intelligence Analysis for Tomorrow National Research Council 2011-04-08 The intelligence community (IC) plays an essential role in the national security of the United States. Decision makers rely on IC analyses and predictions to reduce uncertainty and to provide warnings about everything from international diplomatic relations to overseas conflicts. In today's complex and rapidly changing world, it is more important than ever that analytic products be accurate and timely. Recognizing that need, the IC has been actively seeking ways to improve its performance and expand its capabilities. In 2008, the Office of the Director of National Intelligence (ODNI) asked the National Research Council (NRC) to establish a committee to synthesize and assess evidence from the behavioral and social sciences relevant to analytic methods and their potential application for the U.S. intelligence community. In Intelligence Analysis for Tomorrow: Advances from the Behavioral and Social Sciences, the NRC offers the Director of National Intelligence (DNI) recommendations to address many of the IC's challenges. Intelligence Analysis for Tomorrow asserts that one of the most important things that the IC can learn from the behavioral and social sciences is how to characterize and evaluate its analytic assumptions, methods, technologies, and management practices. Behavioral and social scientific knowledge can help the IC to understand and improve all phases of the analytic cycle: how to recruit, select, train, and motivate analysts; how to master and deploy the most suitable analytic methods; how to organize the day-to-day work of analysts, as individuals and teams; and how to communicate with its customers. The report makes five broad recommendations which offer practical ways to apply the

behavioral and social sciences, which will bring the IC substantial immediate and longer-term benefits with modest costs and minimal disruption.

Forecasting and Management of Technology Alan L. Porter 1991 Consistently practical in its coverage, the book discusses general issues related to forecasting and management; introduces a variety of methods, and shows how to apply these methods to significant issues in managing technological development. With numerous exhibits, case studies and exercises throughout, it requires only basic mathematics and includes a special technology forecasting TOOLKIT for the IBM and compatibles, along with full instructions for installing and running the program.

Sex Differences in Depression Susan Nolen-Hoeksema 1990 Women are twice as likely as men to experience protracted sadness, apathy, low self-esteem, and other symptoms of depression. How can we account for this sex difference? Several explanations have been proposed, some dating back many years. This book critically examines the evidence for each explanation in an attempt to discover what we do and do not know about sex differences in depression. It is a landmark review of the historical, theoretical and empirical approaches to sex differences in depression. Nolen-Hoeksema presents a fresh historical review, makes theoretical criticisms and offers clear and challenging avenues for future research and practical applications.

Industrial/Organizational Psychology Michael Aamodt 2009-02-04 Striking a balance between research, theory, and application, the sixth edition of **INDUSTRIAL/ORGANIZATIONAL PSYCHOLOGY: AN APPLIED APPROACH** prepares students for their future careers through a combination of scholarship, humor, case studies, and practical applications. Students will see the relevance of industrial/organizational psychology to their everyday lives through such practical applications as how to write a resume, survive an employment interview, write a job description, create a performance appraisal instrument, and motivate employees. Charts and tables simplify such complicated issues as employment law, job satisfaction, work motivation and leadership. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Brands of Faith Mara Einstein 2007-09-14 In a society overrun by commercial clutter, religion has become yet another product sold in the consumer marketplace, and faiths of all kinds must compete with a myriad of more entertaining and more convenient leisure activities. *Brands of Faith* argues that in order to compete effectively faiths have had to become brands – easily recognizable symbols and spokespeople with whom religious prospects can make immediate connections. Mara Einstein shows how religious branding has expanded over the past twenty years to create a blended world of commerce and faith where the sacred becomes secular and the secular sacred. In a series of fascinating case studies of

faith brands, she explores the significance of branded church courses, such as Alpha and The Purpose Driven Life, mega-churches, and the popularity of the televangelist Joel Olsteen and television presenter Oprah Winfrey, as well as the rise of Kaballah. She asks what the consequences of this religious marketing will be, and outlines the possible results of religious commercialism – good and bad. Repackaging religion – updating music, creating teen-targeted bibles – is justifiable and necessary. However, when the content becomes obscured, religion may lose its unique selling proposition – the very ability to raise us above the market.

Hidden Cities 2010 "The joint WHO and UN-HABITAT report, Hidden cities: unmasking and overcoming health inequities in urban settings, is being released at a turning point in human history. For the first time ever, the majority of the world's population is living in cities, and this proportion continues to grow ... The number of urban residents is growing by nearly 60 million every year. This demographic transition from rural to urban, or urbanization, has far-reaching consequences ... " - p. ix

Stabilizing Great-Power Rivalries Michael J. Mazarr 2021-11-29 Leveraging theory and historical cases, the authors identify the factors that keep great-power rivalries stable and those that lead to conflictual outcomes and use that framework to assess the current U.S.-Russia and U.S.-China competitions.

Beginning Database Design Solutions Rod Stephens 2010-12-30 The vast majority of software applications use relational databases that virtually every application developer must work with. This book introduces you to database design, whether you're a DBA or database developer. You'll discover what databases are, their goals, and why proper design is necessary to achieve those goals. Additionally, you'll master how to structure the database so it gives good performance while minimizing the chance for error. You will learn how to decide what should be in a database to meet the application's requirements.

Engaged Fatherhood for Men, Families and Gender Equality Marc Grau (Policy scientist) 2022 This aim of this open access book is to launch an international, cross-disciplinary conversation on fatherhood engagement. By integrating perspective from three sectors -- Health, Social Policy, and Work in Organizations -- the book offers a novel perspective on the benefits of engaged fatherhood for men, for families, and for gender equality. The chapters are crafted to engaged broad audiences, including policy makers and organizational leaders, healthcare practitioners and fellow scholars, as well as families and their loved ones.

Advances in Tourism, Technology and Systems António Abreu 2020-11-19 This book features a collection of high-quality research papers presented at the International Conference on Tourism, Technology & Systems (ICOTTS 2020), held at

the University of Cartagena, in Cartagena de Indias, Colombia, from 29th to 31st October 2020. The book is divided into two volumes, and it covers the areas of technology in tourism and the tourist experience, generations and technology in tourism, digital marketing applied to tourism and travel, mobile technologies applied to sustainable tourism, information technologies in tourism, digital transformation of tourism business, e-tourism and tourism 2.0, big data and management for travel and tourism, geotagging and tourist mobility, smart destinations, robotics in tourism, and information systems and technologies.

Foundations of Effective Influence Operations Eric Victor Larson 2009 The authors aim to assist the U.S. Army in understanding "influence operations," capabilities that may allow the United States to effectively influence the attitudes and behavior of particular foreign audiences while minimizing or avoiding combat. The book identifies approaches, methodologies, and tools that may be useful in planning, executing, and assessing influence operations.

Strategic Communication in Context: Theoretical Debates and Applied Research Sara Balonas 2021-07-30 Strategic communication is becoming more relevant in communication sciences, though it needs to deepen its reflective practices, especially considering its potential in a VUCA world — volatile, uncertain, complex and ambiguous. The capillary, holistic and result-oriented nature that portrays this scientific field has led to the imperative of expanding knowledge about the different approaches, methodologies and impacts in all kinds of organisations when strategic communication is applied. Therefore Strategic Communication in Context: Theoretical Debates and Applied Research assembles several studies and essays by renowned authors who explore the topic from different angles, thus testing the elasticity of the concept. Moreover, this group of authors represents various schools of thought and geographies, making this book particularly rich and cross-disciplinary.

Risk-Taking in International Politics Rose McDermott 2001 Discusses the way leaders deal with risk in making foreign policy decisions

Leadership and Nursing Care Management - E-Book Diane Huber 2013-08-07 Comprehensive and easy to read, this authoritative resource features the most up-to-date, research-based blend of practice and theory related to the issues that impact nursing management and leadership today. Key topics include the nursing professional's role in law and ethics, staffing and scheduling, delegation, cultural considerations, care management, human resources, outcomes management, safe work environments, preventing employee injury, and time and stress management. Research Notes in each chapter summarize relevant nursing leadership and management studies and show how research findings can be applied in practice. Leadership and Management Behavior boxes in each chapter highlight the performance and conduct

expected of nurse leaders, managers, and executives. Leading and Managing Defined boxes in each chapter list key terminology related to leadership and management, and their definitions. Case Studies at the end of each chapter present real-world leadership and management situations and illustrate how key chapter concepts can be applied to actual practice. Critical Thinking Questions at the end of each chapter present clinical situations followed by critical thinking questions that allow you to reflect on chapter content, critically analyze the information, and apply it to the situation. A new Patient Acuity chapter uses evidence-based tools to discuss how patient acuity measurement can be done in ways that are specific to nursing. A reader-friendly format breaks key content into easy-to-scan bulleted lists. Chapters are divided according to the AONE competencies for nurse leaders, managers, and executives. Practical Tips boxes highlight useful strategies for applying leadership and management skills to practice.

The Political Economy of Democracy and Tyranny Norman Schofield 2009 One theme that has emerged from the recent literature on political economy concerns the transition to democracy: why would dominant elites give up oligarchic power? This book addresses the fundamental question of democratic stability and the collapse of tyranny by considering a formal model of democracy and tyranny. The formal model is used to study elections in developed polities such as the United States, the United Kingdom, the Netherlands, Canada, and Israel, as well as complex developing polities such as Turkey. The key idea is that activist groups may offer resources to political candidates if they in turn adjust their polities in favor of the interest group. In polities that use a "first past the post" electoral system, such as the US, the bargaining between interest groups and candidates creates a tendency for activist groups to coalesce; in polities such as Israel and the Netherlands, where the electoral system is very proportional, there may be little tendency for activist coalescence. A further feature of the model is that candidates, or political leaders, like Barack Obama, with high intrinsic charisma, or valence, will be attracted to the electoral center, while less charismatic leaders will move to the electoral periphery. This aspect of the model is used to compare the position taking and exercise of power of authoritarian leaders in Portugal, Argentina and the Soviet Union. The final chapter of the book suggests that the chaos that may be induced by climate change and rapid population growth can only be addressed by concerted action directed by a charismatic leader of the Atlantic democracies.

Implementing and Developing Cloud Computing Applications David E. Y. Sarna 2010-11-17 From small start-ups to major corporations, companies of all sizes have embraced cloud computing for the scalability, reliability, and cost benefits it can provide. It has even been said that cloud computing may have a greater effect on our lives than the PC and dot-com

revolutions combined. Filled with comparative charts and decision trees, *Implementing Social Science Concepts and Measurement* Gary Goertz 2020-09-29 A fully revised edition of the classic reference on concepts and their role in social science research *Social Science Concepts and Measurement* offers an updated look at the theory and methodology of concepts for the social sciences. Emphasizing that most concepts are multilevel and multidimensional, this revised edition continues to bring the qualitative and quantitative closer together, with new chapters devoted to scaling, aggregation, and the methodological links between the semantics of concepts and numeric measures. In addition, it stresses that concepts are used for description and causal inference, and contain normative judgments. Initial chapters focus on conceptualization, followed by chapters on issues of measurement. The textbook examines concepts in the international arena (such as the global performance indicators used by international organizations like the UN and the World Bank), as well as classic paired concepts such as poverty and wealth, democracy and authoritarianism, and war and peace. Additionally, it explores such topics as typologies, hybrid concepts, and how complex concepts constitute complex theories. The volume serves as a guide to the methodology of concepts in the classroom and is accompanied by more than two hundred exercises. *Social Science Concepts and Measurement* is an indispensable resource for graduate students and scholars.

The Signal and the Noise Nate Silver 2015-02-03 UPDATED FOR 2020 WITH A NEW PREFACE BY NATE SILVER "One of the more momentous books of the decade." —*The New York Times Book Review* Nate Silver built an innovative system for predicting baseball performance, predicted the 2008 election within a hair's breadth, and became a national sensation as a blogger—all by the time he was thirty. He solidified his standing as the nation's foremost political forecaster with his near perfect prediction of the 2012 election. Silver is the founder and editor in chief of the website *FiveThirtyEight*. Drawing on his own groundbreaking work, Silver examines the world of prediction, investigating how we can distinguish a true signal from a universe of noisy data. Most predictions fail, often at great cost to society, because most of us have a poor understanding of probability and uncertainty. Both experts and laypeople mistake more confident predictions for more accurate ones. But overconfidence is often the reason for failure. If our appreciation of uncertainty improves, our predictions can get better too. This is the "prediction paradox": The more humility we have about our ability to make predictions, the more successful we can be in planning for the future. In keeping with his own aim to seek truth from data, Silver visits the most successful forecasters in a range of areas, from hurricanes to baseball to global pandemics, from the poker table to the stock market, from Capitol Hill to the NBA. He explains and evaluates how these forecasters think and what bonds they share. What lies behind their success? Are they good—or just lucky? What

patterns have they unraveled? And are their forecasts really right? He explores unanticipated commonalities and exposes unexpected juxtapositions. And sometimes, it is not so much how good a prediction is in an absolute sense that matters but how good it is relative to the competition. In other cases, prediction is still a very rudimentary—and dangerous—science. Silver observes that the most accurate forecasters tend to have a superior command of probability, and they tend to be both humble and hardworking. They distinguish the predictable from the unpredictable, and they notice a thousand little details that lead them closer to the truth. Because of their appreciation of probability, they can distinguish the signal from the noise. With everything from the health of the global economy to our ability to fight terrorism dependent on the quality of our predictions, Nate Silver's insights are an essential read.

The Perils and Promise of Global Transparency Kristin M. Lord 2012-02-01 Argues that increasing levels of transparency do not always change international politics for the better.

The State of World Fisheries and Aquaculture 2020 FAO 2020-06-01 The 2020 edition of *The State of World Fisheries and Aquaculture* has a particular focus on sustainability. This reflects a number of specific considerations. First, 2020 marks the twenty-fifth anniversary of the Code of Conduct for Responsible Fisheries (the Code). Second, several Sustainable Development Goal indicators mature in 2020. Third, FAO hosted the International Symposium on Fisheries Sustainability in late 2019, and fourth, 2020 sees the finalization of specific FAO guidelines on sustainable aquaculture growth, and on social sustainability along value chains. While Part 1 retains the format of previous editions, the structure of the rest of the publication has been revised. Part 2 opens with a special section marking the twenty fifth anniversary of the Code. It also focuses on issues coming to the fore, in particular, those related to Sustainable Development Goal 14 and its indicators for which FAO is the “custodian” agency. In addition, Part 2 covers various aspects of fisheries and aquaculture sustainability. The topics discussed range widely, from data and information systems to ocean pollution, product legality, user rights and climate change adaptation. Part 3 now forms the final part of the publication, covering projections and emerging issues such as new technologies and aquaculture biosecurity. It concludes by outlining steps towards a new vision for capture fisheries. *The State of World Fisheries and Aquaculture* aims to provide objective, reliable and up-to-date information to a wide audience – policymakers, managers, scientists, stakeholders and indeed everyone interested in the fisheries and aquaculture sector.

Communication in Turbulent Times Marita Vos 2017-01-12 This book is characterised by a broad approach towards corporate communication, emphasising change and crisis. The focus is not on crises as an exceptional situation but rather on broader volatility in the environment. The purpose of this book is to increase the understanding of multi-

stakeholder communication concerning organisational issues and crises. From the perspective of organisational management, this book clarifies how communication contributes to organisational resilience—the ability to adapt to a changing environment and mitigate emergency crises. In today's world, change is not the exception but a constant presence. Moreover, issues and risks occur that may grow to become crises. Coping with change and unexpected events, is what the concept of 'resilience' is about. Organisational resilience is the basis for the long-term viability of organisations in a turbulent environment. Communication, in various ways, is a bridging activity that supports the capacity of the organisation to function despite risks and disruptive incidents.

Exploring Terrorist Targeting Preferences Martin C (RAND Corporation Libicki, California) 2007 Governments spend billions to protect against terrorism. Might it help to understand what al Qaeda would achieve with each specific attack? This book examines various hypotheses of terrorist targeting: is it (1) to coerce, (2) to damage economies, (3) to rally the faithful, or (4) a decision left to affiliates? This book analyzes past attacks, post hoc justifications, and expert opinion to weigh each hypothesis.

The Impact of Caffeine and Coffee on Human Health Christina Bamia 2019-12-12 The purpose of this Special Issue is to provide a thorough and up-to-date presentation of research investigating the impact of coffee and/or caffeine intake on various health outcomes. We welcome the submission of original research articles and/or systematic Reviews/meta-analyses focusing on several aspects of coffee/caffeine intake in relation to human health. Areas of interest include, but are not limited to, the following topics: - Human clinical trials of coffee or caffeine use in relation to disease or intermediate phenotypes. - Epidemiological studies of habitual coffee or caffeine intake in relation to human health, among the general public, as well as, among special populations (i.e., children, pregnant women, diabetics, cancer patients, hypertensives, etc.) - Mechanisms of action of nutrients and other bioactive components of coffee/caffeine. - Studies integrating genetic or physiological markers of coffee/caffeine intake to investigations of coffee and health.

Challenging Codes Alberto Melucci 1996-09-12 Leading social movements theorist examines collective action in the context of the information society.

The Death of Expertise Thomas M. Nichols 2017 A cult of anti-expertise sentiment has coincided with anti-intellectualism, resulting in massively viral yet poorly informed debates ranging from the anti-vaccination movement to attacks on GMOs. As Tom Nichols shows in *The Death of Expertise*, there are a number of reasons why this has occurred—ranging from easy access to Internet search engines to a customer satisfaction model within higher education.

Causes of War Jack S. Levy 2011-09-15 Written by leading scholars in the field, *Causes of War* provides the first

comprehensive analysis of the leading theories relating to the origins of both interstate and civil wars. Utilizes historical examples to illustrate individual theories throughout Includes an analysis of theories of civil wars as well as interstate wars -- one of the only texts to do both Written by two former International Studies Association Presidents
Bulletin of the Atomic Scientists 1973-10 The Bulletin of the Atomic Scientists is the premier public resource on scientific and technological developments that impact global security. Founded by Manhattan Project Scientists, the Bulletin's iconic "Doomsday Clock" stimulates solutions for a safer world.

Experiential Marketing Shaz Smilansky 2009-02-03 Consumers are constantly inundated with repetitive traditional advertising messages, bombarding their lives, interrupting their TV shows and generally getting in the way. The consumer does not feel any real emotional connection with these brands, and if they do buy, it is simply because the brand that shouted the loudest got their attention. This outdated approach to marketing communications is dying, and fast. Brands are realising that to secure the lifetime value of their customers by gaining true customer loyalty, they must give something back. The relationships between brands and their target audiences are being revolutionized. Experiential Marketing looks at the new experiential marketing era, which focuses on giving target audiences a fabulous brand-relevant customer experience that adds value to their lives. Experiential marketing is made up of live brand experiences - two way communications between consumers and brands, which are designed to bring brand personalities to life. This book demonstrates how experiential marketing fits in with the current marketing climate, and how to go about planning, activating and evaluating it for best results. This is essential reading for both advertising and marketing practitioners, and marketing students.

Strategic Stability in the Post-Cold War World and the Future of Nuclear Disarmament Melvin L. Best, Jr. 2013-04-17 This Report contains a Consensus Report and the papers submitted to the April 6 -10, 1995 NATO Advanced Research Workshop on Strategic Stability In The Post-Cold War World And The Future Of Nuclear Disarmament, held in Washington D. C. , United States Of America of at The Airlie Conference Center. The workshop was sponsored by the NATO Division Scientific and Environmental Affairs as part of its ongoing outreach programme to widen and deepen scientific contacts between NATO member countries and the Cooperation Partner countries of the former Warsaw Treaty Organization. The participants recognize that the collapse of the former Soviet Union has left a conceptual vacuum in the definition of a new world order. Never before have the components of world order all changed so rapidly, so deeply, or so globally. As Henry Kissinger points out, the emergence of the new world order will have answered three fundamental questions:" What are the basic units of the international order? What are their means of interacting? and What are the

goals on behalf of which they interact? " The main question is whether the establishment and maintenance of an international system will turn out to be a conscious design, or the outgrowth of a test of strength. The concept of a planning framework that could shape or govern these interactions is emerging and may now be at hand. Capturing this emerging framework is the thrust of this NATO-sponsored Advanced Research Workshop.

Science, Strategy and War Frans P.B. Osinga 2007-01-24 John Boyd is often known exclusively for the so-called 'OODA' loop model he developed. This model refers to a decision-making process and to the idea that military victory goes to the side that can complete the cycle from observation to action the fastest. This book aims to redress this state of affairs and re-examines John Boyd's original contribution to strategic theory. By highlighting diverse sources that shaped Boyd's thinking, and by offering a comprehensive overview of Boyd's work, this volume demonstrates that the common interpretation of the meaning of Boyd's OODA loop concept is incomplete. It also shows that Boyd's work is much more comprehensive, richer and deeper than is generally thought. With his ideas featuring in the literature on Network Centric Warfare, a key element of the US and NATO's so-called 'military transformation' programmes, as well as in the debate on Fourth Generation Warfare, Boyd continues to exert a strong influence on Western military thinking. Dr Osinga demonstrates how Boyd's work can help us to understand the new strategic threats in the post- 9/11 world, and establishes why John Boyd should be regarded as one of the most important (post)modern strategic theorists.

Cybernetic Revolutionaries Eden Medina 2014-01-10 A historical study of Chile's twin experiments with cybernetics and socialism, and what they tell us about the relationship of technology and politics. In *Cybernetic Revolutionaries*, Eden Medina tells the history of two intersecting utopian visions, one political and one technological. The first was Chile's experiment with peaceful socialist change under Salvador Allende; the second was the simultaneous attempt to build a computer system that would manage Chile's economy. Neither vision was fully realized—Allende's government ended with a violent military coup; the system, known as Project Cybersyn, was never completely implemented—but they hold lessons for today about the relationship between technology and politics. Drawing on extensive archival material and interviews, Medina examines the cybernetic system envisioned by the Chilean government—which was to feature holistic system design, decentralized management, human-computer interaction, a national telex network, near real-time control of the growing industrial sector, and modeling the behavior of dynamic systems. She also describes, and documents with photographs, the network's Star Trek-like operations room, which featured swivel chairs with armrest control panels, a wall of screens displaying data, and flashing red lights to indicate economic emergencies. Studying project Cybersyn today helps us understand not only the technological ambitions of a government in the midst of political change but also

the limitations of the Chilean revolution. This history further shows how human attempts to combine the political and the technological with the goal of creating a more just society can open new technological, intellectual, and political possibilities. Technologies, Medina writes, are historical texts; when we read them we are reading history. Thinking about Deterrence Air Univeristy Press 2014-09-01 With many scholars and analysts questioning the relevance of deterrence as a valid strategic concept, this volume moves beyond Cold War nuclear deterrence to show the many ways in which deterrence is applicable to contemporary security. It examines the possibility of applying deterrence theory and practice to space, to cyberspace, and against non-state actors. It also examines the role of nuclear deterrence in the twenty-first century and reaches surprising conclusions.

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