Islands In The Clickstream

#clickstream analytics #niche content strategy #user journey mapping #digital content discovery #web navigation patterns

Exploring 'Islands In The Clickstream' delves into the concept of identifying distinct and valuable content hubs within the vast ocean of online user activity. This involves understanding how users navigate through different sections of a website or the internet at large, recognizing specific niche content areas that attract significant attention. By analyzing clickstream analytics and mapping user journey patterns, businesses can optimize digital content discovery and refine their content marketing strategy to create compelling experiences around these unique online destinations.

The Best of Islands in the Clickstream

A collection of the best mini-essays from the original Islands in the Clickstream published in 2004. The insightful reflections on the impacts of technology are just as pertinent 25 years later.

Richard Thieme's Islands in the Clickstream

CNN called Richard Thieme "a member of the cyber avant-garde". Digital Delirium named him "one of the most creative minds of the digital generation". Now Richard Thieme's wisdom on the social and cultural dimensions of technology is available in a single volume. "Islands in the Clickstream" ranges beyond the impact of technology to spirituality, psychological insight, and social commentary. Now that people are used to living in virtual worlds and move easily between online and offline worlds, they want to connect that experience to the deeper issues of our lives, including spiritual issues. Some examples include "Dreams Engineers Have\

WarDriving and Wireless Penetration Testing

"WarDriving and Wireless Penetration Testing" brings together the premiere wireless penetration testers to outline how successful penetration testing of wireless networks is accomplished, as well as how to defend against these attacks.

Hack the Stack

This book looks at network security in a new and refreshing way. It guides readers step-by-step through the "stack" -- the seven layers of a network. Each chapter focuses on one layer of the stack along with the attacks, vulnerabilities, and exploits that can be found at that layer. The book even includes a chapter on the mythical eighth layer: The people layer. This book is designed to offer readers a deeper understanding of many common vulnerabilities and the ways in which attacker’s exploit, manipulate,

misuse, and abuse protocols and applications. The authors guide the readers through this process by using tools such as Ethereal (sniffer) and Snort (IDS). The sniffer is used to help readers understand how the protocols should work and what the various attacks are doing to break them. IDS is used to demonstrate the format of specific signatures and provide the reader with the skills needed to recognize and detect attacks when they occur. What makes this book unique is that it presents the material in a layer by layer approach which offers the readers a way to learn about exploits in a manner similar to which they most likely originally learned networking. This methodology makes this book a useful tool to not only security professionals but also for networking professionals, application programmers, and others. All of the primary protocols such as IP, ICMP, TCP are discussed but each from a security perspective. The authors convey the mindset of the attacker by examining how seemingly small flaws are often the catalyst of potential threats. The book considers the general kinds of things that may be monitored that would have alerted users of an attack. * Remember being a child and wanting to take something apart, like a phone, to see how it worked? This book is for you then as it details how specific hacker tools and techniques accomplish the things they do. * This book will not only give you knowledge of security tools but will provide you the ability to design more robust security solutions * Anyone can tell you what a tool does but this book shows you how the tool works

IT Ethics Handbook:

The target audience for this book is any IT professional responsible for designing, configuring, deploying or managing information systems. This audience understands that the purpose of ethics in information security is not just morally important; it equals the survival of their business. A perfect example of this is Enron. Enron's ultimate failure due to a glitch in the ethics systems of the business created the most infamous example of an ethics corporate breakdown resulting in disaster. Ethics is no longer a matter of morals anymore when it comes to information security; it is also a matter of success or failure for big business. * This groundbreaking book takes on the difficult ethical issues that IT professional confront every day. * The book provides clear guidelines that can be readily translated into policies and procedures. * This is not a text book. Rather, it provides specific guidelines to System Administrators, Security Consultants and Programmers on how to apply ethical standards to day-to-day operations.

Building a VoIP Network with Nortel's Multimedia Communication Server 5100

The first book published on deploying Voice Over IP (VoIP) products from Nortel Networks, the largest supplier of voice products in the world. This book begins with a discussion of the current protocols used for transmitting converged data over IP as well as an overview of Nortel’s hardware and software solutions for converged networks. In this section, readers will learn how H.323 allows dissimilar communication devices to communicate with each other, and how SIP (Session Initiation Protocol) is used to establish, modify, and terminate multimedia sessions including VOIP telephone calls. This section next introduces the reader to the Multimedia Concentration Server 5100, and Nortel’s entire suite of Multimedia Communications Portfolio (MCP) products. The remaining chapters of the book teach the reader how to design, install, configure, and troubleshoot the entire Nortel product line. · If you are tasked with designing, installing, configuring, and troubleshooting a converged network built with Nortel's Multimedia Concentration Server 5100, and Multimedia Communications Portfolio (MCP) products, then this is the only book you need. · It shows how you'll be able to design, build, secure, and maintaining a cutting-edge converged network to satisfy all of your business requirements · Also covers how to secure your entire multimedia network from malicious attacks

Zen and the Art of Information Security

While security is generally perceived to be a complicated and expensive process, Zen and the Art of Information Security makes security understandable to the average person in a completely non-technical, concise, and entertaining format. Through the use of analogies and just plain common sense, readers see through the hype and become comfortable taking very simple actions to secure themselves. Even highly technical people have misperceptions about security concerns and will also benefit from Ira Winkler’s experiences making security understandable to the business world. Mr. Winkler is one of the most popular and highly rated speakers in the field of security, and lectures to tens of thousands of people a year. Zen and the Art of Information Security is based on one of his most well received international presentations. Written by an internationally renowned author of Spies Among Us who travels the world making security presentations to tens of thousands of people a year This short and concise book is specifically for the business, consumer, and technical user short on time

but looking for the latest information along with reader friendly analogies Describes the REAL security threats that you have to worry about, and more importantly, what to do about them

Google Talking

Nationwide and around the world, instant messaging use is growing, with more than 7 billion instant messages being sent every day worldwide, according to IDC. comScore Media Metrix reports that there are 250 million people across the globe--and nearly 80 million Americans--who regularly use instant messaging as a quick and convenient communications tool. Google Talking takes communication to the next level, combining the awesome power of Text and Voice! This book teaches readers how to blow the lid off of Instant Messaging and Phone calls over the Internet. This book will cover the program “Google Talk in its entirety. From detailed information about each of its features, to a deep-down analysis of how it works. Also, we will cover real techniques from the computer programmers and hackers to bend and tweak the program to do exciting and unexpected things. Google has 41% of the search engine market making it by far the most commonly used search engine The Instant Messaging market has 250 million users world wide Google Talking will be the first book to hit the streets about Google Talk

CD and DVD Forensics

CD and DVD Forensics will take the reader through all facets of handling, examining, and processing CD and DVD evidence for computer forensics. At a time where data forensics is becoming a major part of law enforcement and prosecution in the public sector, and corporate and system security in the private sector, the interest in this subject has just begun to blossom. CD and DVD Forensics is a how to book that will give the reader tools to be able to open CDs and DVDs in an effort to identify evidence of a crime. These tools can be applied in both the public and private sectors. Armed with this information, law enforcement, corporate security, and private investigators will be able to be more effective in their evidence related tasks. To accomplish this the book is divided into four basic parts: (a) CD and DVD physics dealing with the history, construction and technology of CD and DVD media, (b) file systems present on CDs and DVDs and how these are different from that which is found on hard disks, floppy disks and other media, (c) considerations for handling CD and DVD evidence to both recover the maximum amount of information present on a disc and to do so without destroying or altering the disc in any way, and (d) using the InfinaDyne product CD/DVD Inspector to examine discs in detail and collect evidence. This is the first book addressing using the CD/DVD Inspector product in a hands-on manner with a complete step-by-step guide for examining evidence discs See how to open CD's and DVD'd and extract all the crucial evidence they may contain

XSS Attacks

A cross site scripting attack is a very specific type of attack on a web application. It is used by hackers to mimic real sites and fool people into providing personal data. XSS Attacks starts by defining the terms and laying out the ground work. It assumes that the reader is familiar with basic web programming (HTML) and JavaScript. First it discusses the concepts, methodology, and technology that makes XSS a valid concern. It then moves into the various types of XSS attacks, how they are implemented, used, and abused. After XSS is thoroughly explored, the next part provides examples of XSS malware and demonstrates real cases where XSS is a dangerous risk that exposes internet users to remote access, sensitive data theft, and monetary losses. Finally, the book closes by examining the ways developers can avoid XSS vulnerabilities in their web applications, and how users can avoid becoming a victim. The audience is web developers, security practitioners, and managers. XSS Vulnerabilities exist in 8 out of 10 Web sites The authors of this book are the undisputed industry leading authorities Contains independent, bleeding edge research, code listings and exploits that can not be found anywhere else

Firewall Policies and VPN Configurations

A firewall is as good as its policies and the security of its VPN connections. The latest generation of firewalls offers a dizzying array of powerful options; they key to success is to write concise policies that provide the appropriate level of access while maximizing security. This book covers the leading firewall products: Cisco PIX, Check Point NGX, Microsoft ISA Server, Juniper’s NetScreen Firewall, and SonicWall. It describes in plain English what features can be controlled by a policy, and walks the reader through the steps for writing the policy to fit the objective. Because of their vulnerability and their complexity, VPN policies are covered in more depth with numerous tips for troubleshooting remote connections. · The only book that focuses on creating policies that apply to multiple products.

· Included is a bonus chapter on using Ethereal, the most popular protocol analyzer, to monitor and analyze network traffic. · Shows what features can be controlled by a policy, and walks you through the steps for writing the policy to fit the objective at hand

Cyber Adversary Characterization

The wonders and advantages of modern age electronics and the World Wide Web have also, unfortunately, ushered in a new age of terrorism. The growing connectivity among secure and insecure networks has created new opportunities for unauthorized intrusions into sensitive or proprietary computer systems. Some of these vulnerabilities are waiting to be exploited, while numerous others already have. Everyday that a vulnerability or threat goes unchecked greatly increases an attack and the damage it can cause. Who knows what the prospects for a cascade of failures across US infrastructures could lead to. What type of group or individual would exploit this vulnerability, and why would they do it? "Inside the Mind of a Criminal Hacker" sets the stage and cast of characters for examples and scenarios such as this, providing the security specialist a window into the enemy's mind - necessary in order to develop a well configured defense. Written by leading security and counter-terrorism experts, whose experience include first-hand exposure in working with government branches & agencies (such as the FBI, US Army, Department of Homeland Security), this book sets a standard for the fight against the cyber-terrorist. Proving, that at the heart of the very best defense is knowing and understanding your enemy. * This book will demonstrate the motives and motivations of criminal hackers through profiling attackers at post attack and forensic levels. * This book is essential to those who need to truly "know thy enemy" in order to prepare the best defense. * . The breadth of material in "Inside the Criminal Mind" will surprise every security specialist and cyber-terrorist buff of how much they do and (more importantly) don't know about the types of adversaries they stand to face.

The Mezonic Agenda: Hacking the Presidency

The Mezonic Agenda deals with some of the most pressing topics in technology and computer security today including: reverse engineering, cryptography, buffer overflows, and steganography. The book tells the tale of criminal hackers attempting to compromise the results of a presidential election for their own gain. The accompanying CD contains real, working versions of all the applications described in the fictional narrative of the book. Computer users, programmers, IT professionals, and policy makers need to be made aware of the risks involved with deploying new technologies and see how attackers can leverage these technologies for their own purposes. While the story in The Mezonic Agenda is fictional, the technologies, exploits, and hacking techniques are all very real. * The first cyber-thriller" that allows the reader to "hack along" using the accompanying CD which contains working versions of all the applications described in the book. * To be published in October 2004 when interest in the American Presidential election will be at its highest. * Provides IT professionals with the most advanced, timely, and accurate information available on security exploits in a fascinating, fictional narrative.

Wireless Hacking: Projects for Wi-Fi Enthusiasts

Sales of wireless LANs to home users and small businesses will soar this year, with products using IEEE 802.11 (Wi-Fi) technology leading the way, according to a report by Cahners research. Worldwide, consumers will buy 7.3 million wireless LAN nodes--which include client and network hub devices--up from about 4 million last year. This third book in the "HACKING" series from Syngress is written by the SoCalFreeNet Wireless Users Group and will cover 802.11a/b/g ("Wi-Fi) projects teaching these millions of Wi-Fi users how to "mod" and "hack" Wi-Fi access points, network cards, and antennas to run various Linux distributions and create robust Wi-Fi networks. Cahners predicts that wireless LANs next year will gain on Ethernet as the most popular home network technology. Consumers will hook up 10.9 million Ethernet nodes and 7.3 million wireless out of a total of 14.4 million home LAN nodes shipped. This book will show Wi-Fi enthusiasts and consumers of Wi-Fi LANs who want to modify their Wi-Fi hardware how to build and deploy "homebrew Wi-Fi networks, both large and small. Wireless LANs next year will gain on Ethernet as the most popular home network technology. Consumers will hook up 10.9 million Ethernet nodes and 7.3 million wireless clients out of a total of 14.4 million home LAN nodes shipped. This book will use a series of detailed, inter-related projects to teach readers how to modify their Wi-Fi hardware to increase power and performance to match that of far more expensive enterprise networking products. Also features hacks to allow mobile laptop users to actively seek wireless connections everywhere they go! The authors are all members of the San Diego Wireless

Users Group, which is famous for building some of the most innovative and powerful "home brew" Wi-Fi networks in the world.

Linux Journal

For those who know the meaning of Christmas but can't use it in a sentence... This delightful compendium features 126 distinct definitions of the Christmas holiday, with literary quotations. This book is the antidote for people who complain that Christmas has become so commercialized that it is devoid of meaning. The surprising and intriguing entries encourage contemplation and reminiscence. One whimsical example is "Christmas means 'Whiskey': 'Pour a little Christmas in that eggnog, darlin'.' -expression from the American South."

The Collected Lost Meanings of Christmas

Provides an overview of various models of reading the Bible in the Third Millenium.

New Paradigms for Bible Study

Is the doomsday scenario inevitable? With our increasingly diminishing natural habitat and other natural resources, it seems that we are headed in that direction. After centuries of patchwork land planning, out-of-scale development and cookbook methods, it is clear that we need a better way. Authors Silberstein and Maser explore a different scenario in Land-Use Planning for Sustainable Development. The authors review the foundations of current land use practices from historical, constitutional, economic, ecological, and societal perspectives. They analyze the results of these practices and suggest alternative methods for guiding, directing, and controlling the ways in which we modify the landscape. They make the case that we-as humans-have the capacity for community with all life and can ultimately embrace the notion that individual well-being is wrapped up in the well-being of the whole, and that social change can occur before major disasters require it. This is the first book to incorporate land-use planning with sustainability. The authors offer a perspective that opens a range of possibilities for changing current methods. They tackle the difficult dilemma of creating consensus among people-tapping the powers of mind, intuition, and experience in developing a sustainable community. Using sustainability as a framework, Silberstein and Maser present the underlying concepts of sustainable land-use planning. With Land-Use Planning for Sustainable Development, you will discover an array of ideas for modifying conventional planning for and regulation of the development of land.

Land-Use Planning for Sustainable Development

Security Smarts for the Self-Guided IT Professional “An extraordinarily thorough and sophisticated explanation of why you need to measure the effectiveness of your security program and how to do it. A must-have for any quality security program!” —Dave Cullinane, CISSP, CISO & VP, Global Fraud, Risk & Security, eBay Learn how to communicate the value of an information security program, enable investment planning and decision making, and drive necessary change to improve the security of your organization. Security Metrics: A Beginner's Guide explains, step by step, how to develop and implement a successful security metrics program. This practical resource covers project management, communication, analytics tools, identifying targets, defining objectives, obtaining stakeholder buy-in, metrics automation, data quality, and resourcing. You'll also get details on cloud-based security metrics and process improvement. Templates, checklists, and examples give you the hands-on help you need to get started right away. Security Metrics: A Beginner's Guide features: Lingo--Common security terms defined so that you're in the know on the job IMHO--Frank and relevant opinions based on the author's years of industry experience Budget Note--Tips for getting security technologies and processes into your organization's budget In Actual Practice--Exceptions to the rules of security explained in real-world contexts Your Plan--Customizable checklists you can use on the job now Into Action--Tips on how, why, and when to apply new skills and techniques at work Caroline Wong, CISSP, was formerly the Chief of Staff for the Global Information Security Team at eBay, where she built the security metrics program from the ground up. She has been a featured speaker at RSA, ITWeb Summit, Metricon, the Executive Women's Forum, ISC2, and the Information Security Forum.

Security Metrics, A Beginner's Guide

Every 3rd issue is a quarterly cumulation.

Australian Journal of Chemistry

The first, step-by-step guide to building Web-enabled data warehouses The Web can be an incredibly rich source of customer data, and right now companies across industry sectors are hustling to get up and running with data warehouses capable of capturing the clickstream data from their Web sites. This allows companies to track exactly where a customer is going, or "clicking to," on their site in order to gain meaningful information about that customer's preferences. Following Ralph Kimball's The Data Webhouse Toolkit (0-471-37680-9) where he provides the blueprint, Clickstream Data Warehousing fills developers in on all the technical details that go into building a Web-enabled data warehouse. The authors review all key architectural and design issues that developers need to masterfully build a Webhouse using examples to illustrate key points. Companion Web site features code examples from the book and links to related Web sites.

Wake Up and Smell the Competition

Can a person be transformed by the power of love - even if they come from another planet? Jack Teufel arrives in a flash of light in the middle of a bitter Midwest winter. He comes, he insists, from "the Skein," a intelligent network that cobwebs the universe. Jack prepares for his role on earth by studying cable TV, the Internet, and other media so he can broadcast interactions with humans to a vast pan-galactic audience for whom "humans are the funniest species in the universe ... and the sexiest." Populated by a host of memorable characters, FOAM is wildly satirical as well as deeply touching. This unusual book may shock you, will make you laugh, and may challenge your reality - but you will never forget it. Before it was fashionable, Richard Thieme wrote about technology in his online column, "Islands in the Clickstream, reaching thousands in sixty countries. He has spoken around the world for hundreds of audiences, including the NSA, the FBI, the Secret Service, the Pentagon, Microsoft, Johnson Controls, Medtronic, and GE. When a friend at NSA warned that, "The only way you can tell the truth is through fiction," he returned to writing stories, 19 of which are collected in "Mind Games." He was a contributing author to the critically extolled "UFOs and Government: A Historical Inquiry," a research project hailed as "a triumph of sober, conscientious scholarship unlikely to be equaled for years to come." He has lived in diverse cultures and altered states while creating personas on the page and stage and off. He lives in Milwaukee WI with his wife Shirley.

The Catholic Periodical and Literature Index

"Nineteen stories of brave new worlds and alternate realities"--Cover.

The British National Bibliography

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Book Review Index

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Clickstream Data Warehousing

This volume contains papers presented at the 6th International Conference on ModelingDecisions-forArti?cialIntelligence(MDAI2009),heldinAwajiIsland, Japan, November 30 – December 2, 2009. This conference followed MDAI 2004 (Barcelona, Catalonia), MDAI 2005 (Tsukuba, Japan), MDAI 2006 (Tarragona, Catalonia), MDAI 2007 (Kitakyushu, Japan), and MDAI 2008 (Sabadell, C- alonia) with proceedings also published in the LNAI series (Vols. 3131, 3558, 3885, 4617, and 5285). The aim of this conference was to provide a forum for researchers to d- cuss the theory and tools for modeling decisions, as well as applications that encompass decision-making processes and information-fusion techniques. The organizers received 61 papers from 15 di?erent countries, from Asia, Europe,an-dAmerica,28ofwhicharepublishedinthis volume.Eachsubmission received at least two reviews from the Program Committee and a few external reviewers. We would like to express our gratitude to them for their work. The plenary talks presented at the conference are also included in this volume. The conference was supported by the Commemorative Organization for The JapanWorldExposition'70,the TsutomuNakauchiFoundation,HyogoInter- tional Association, the Institute of Systems, Control and Information Engineers (ISCIE),the OperationsResearchSocietyofJapan(ORSJ),the UNESCO Chair in Data Privacy, the Japan Society for Fuzzy Theory and Intelligent Informatics (SOFT), the Catalan Association for Arti?cial Intelligence (ACIA), the Eu- pean Society for Fuzzy Logic and Technology (EUSFLAT), and the Spanish MEC (ARES - CONSOLIDER INGENIO 2010 CSD2007-00004).

Modeling Browsing and Purchase on the Internet Using Clickstream Data

Marketing has changed substantially in the last few years. With more and more research conducted in marketing and consumer behaviour fields, and technological advances and applications occurring on a regular basis, the future of marketing opens up a world of exciting opportunities. Going beyond a state-of-the-art view of the discipline, this innovative volume focuses on the advances being made in many different areas such as; critical thinking, new paradigms, novel conceptualisations, as well as key technological innovations with a direct impact on the theory and practice of marketing. Each chapter presents an expert overview, and an analytical and engaging discussion of the topic, as well as introducing a specific research agenda paving the way for the future. The Routledge Companion to the Future of Marketing provides the reader with a comprehensive set of visionary insights into the future of marketing. This prestigious collection aims to challenge the mindset of marketing scholars, transforming current thinking into new perspectives and advances in marketing knowledge. Foreword Wayne S. DeSarbo, Smeal College of Business, Pennsylvania State Univerity, USA "The Future of Marketing" presents 22 different chapters written by some of the top scholars in the field of Marketing. These 22 chapters are organized into four topical areas: (1) New paradigms and philosophical insights (Chapters 1-5), (2) Contributions from other scientific fields (Chapters 6-9), (3) Reconnecting with consumers and markets (Chapters 10-17), and (4) New methodological insights in scholarly research in the field (Chapters 18-22). Thus, there are a number of diverse areas treated here ranging from futuristic managerial philosophies to state of the art qualitative and quantitative methodologies applicable to the various types of Marketing problems to be faced in the future. There are a number of implicit guidelines (and future research areas and needs) that can be gleaned for (quantitative) modelers in terms of the issues and considerations that their constructed models should explicitly accommodate in future empirical endeavors: Heterogeneity When modeling consumer perceptions, preferences, utility structures, choices, etc., it is important to avoid potential masking issues that aggregate models are subject to in many cases. In the simple case, consider a regression scenario where there are two equal sized segments whose utility functions (as a function of price) are opposite reflections of each other. Aggregating the sample in one large analysis yields a non-significant price elasticity coefficient, whereas estimating separate utility functions by segment displays the true structure in the data. While

latent structure and hierarchical Bayesian methods have been developed for disaggregate analyses, a number of methodological issues exist with such existent approaches that provide fertile ground for future research. Competition Many quantitative models are estimated at a brand level and reflect only the efforts of that sole brand. For example, in many customer satisfaction studies, attention is often paid to the consumers of a particular client brand or service in an effort to portray their performance and derive the important drivers of satisfaction. Financial optimization models are then often constructed to examine where a company should invest its resources to best improve sales, retention, word of mouth, loyalty, etc. These studies need to occur in a fully competitive setting where one derives a full picture of the competitive market place. Managers need to know the relative importance of the drivers of satisfaction for their brand/service as well as for their competitors. In addition, knowledge of the relative performance of their brand relative to competitors is necessary information for strategy formation. Ideally, one would hope to see modeling efforts which also examine cross effects in terms of how Brand A’s policy affects other brands. Over time, competitive dynamics are also important as discussed next. Dynamics As seen in the various chapters, this can assume many different manifestations. Related to the previous category above related to competition, it is often necessary to examine competitive dynamics as opposed to comparative statics where the modeler of the future examines simultaneous and/or sequential optimization by each of the competitors in a market place in a game theoretic context. In such a manner, it will not be the case that all competitors end up enacting the same exact identical strategies. Alternatively, the models of the future should be adaptive and have the ability to "learn" from past data, as well as benefit from informed managerial expert input and constraints. Parameter values that change/adapt during the duration of the data are also a desirable feature. Non-Linearity Traditional linear response functions do not typically yield realistic normative managerial guidelines or optimized solutions. End point solutions that suggest "all or none" types of resource allocations are useless in most realistic Marketing applications. A large amount of work is required in this area as Marketing often lacks the strong theory necessary to provide such insight regarding the models that are constructed. In addition, multiple objective functions need to be accommodated with the use of multicriterion optimization methods Endogeneity Often times, there are hidden effects embedded in the various independent variables the Marketer believes are exogenous and truly independent. These may be due to effect of lagged variables, managerial decision making practice, etc. To ignore such effects, threatens the integrity of the models Marketers construct. For example, in traditional regression models, such endogeneity often produces a correlation between the independent variable in question and the error term, often resulting in biased estimates when employing ordinary least-squares estimation. Moderation/Mediation There are times particularly in regression approaches where the relationships between two variables are affected by values of a third variable. In such cases, we need to employ selected interaction effects to measure such moderated effects. Interaction effects are often needed to model the synergistic or catalytic effects of various independent variables. Alternatively, in a mediation regression model, rather than hypothesizing a direct causal relationship between the independent variable and the dependent variable, a mediational model hypothesizes that the independent variable influences the mediator variable, which in turn influences the dependent variable. Thus, such moderator and mediator variables serve to clarify the nature of the relationship between the independent and dependent variables. Marketers need to be aware of such potential inter-relationships. Models Guided by Theory Ideally, the models we construct should be more than just data analytic structures which approximate the relationships found in the data. Where possible, models should be constructed on the basis of available sound Marketing theory describing the process being modeled. One of the advantages of structural equation models is that one can utilize such a methodology to test and implement some a priori theory describing the relationship or causal nature of various inter-related constructs. This feature has been lacking in the general modeling efforts to date. A major reason for this is due to the lack of adequate theory development for most of the processes encountered in Marketing. For example, we have no solid Marketing theory regarding the structure of marketing mix response models. Thus progress must be advanced in such areas so that the models we construct are more robust and explainable. I wish to personally thank the co-editors and various authors of the "Future of Marketing" for opening the door to get a glimpse of the future in the field of Marketing. The hope is that this new book will provide fresh ideas to guide future research to improve the field of Marketing and define the next generation of research efforts as the torch gets passed to future generations.

Foam

Edited in collaboration with the Academy of Marketing Science, this book contains the full proceedings of the 2014 Academy of Marketing Science World Marketing Congress held in Lima, Peru. The key

challenge for marketers during the last two decades has been assuring high satisfaction and strong customer loyalty. Today, consumers' ever-changing desires, instantaneous communication through social media and mobile technology and an unstable global economic climate all come together to stir up market turbulence. This volume explores how traditional and modern marketing practices facilitate development of new and innovative products, help create increased product/service differentiation, ensure better service quality, and most of all, create value for stakeholders even in such a turbulent business environment. Showcasing cross-cultural research from academics, scholars and practitioners from around the world, this volume provides insight and strategies for various marketing issues in today's emerging markets. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Mind Games

An index to library and information science literature.

Foam

"The only way you can tell the truth is through fiction," a veteran NSA senior told Richard Thieme. Mobius: A Memoir does just that. It is about a spy but not a typical "spy novel;" it is a love story but definitely not a "romance." Mobius is a stunning exploration of the impact of a life of deception and professional intelligence work which illuminates the world in which we all now live. Fiction that preceded Mobius includes 35 short stories, 19 of which are collected in "Mind Games," and the novel "FOAM." As a security researcher said, "Richard Thieme knows what he is talking about." A senior Technical Director at NSA noted, "The depth, complexity, and texture of Thieme's thought processes break the mold."

Foam

Governments around the world have had to deal with the UFO phenomenon for a good part of a century. How and why they did so is the subject of UFOs and Government, a history that for the first time tells the story from the perspective of the governments themselves. It's a perspective that reveals a great deal about what we citizens have seen, and puzzled over, from the "outside" for so many years. The story, which is unmasked by the governments' own documents, explains much that is new, or at least not commonly known, about the seriousness with which the military and intelligence communities approached the UFO problem internally. Those approaches were not taken lightly. In fact, they were considered matters of national security. At the same time, the story reveals how a subject with such apparent depth of experience and interest became treated as if it were a triviality. And it explains why one government, the United States government, deemed it wise, and perhaps even necessary, to treat it so. Though the book focuses primarily on the U. S. government's response to the UFO phenomenon, also included is the treatment of the subject by the governments of Sweden, Australia, France, Spain, and other countries. This large-format, fully illustrated book is the result of a team effort that called itself "The UFO History Group," a collection of veteran UFO historians and researchers who spent more than four years researching, consulting, writing, and editing to present a work of historical scholarship on government response to the UFO phenomenon. Michael Swords was the primary author of the United States chapters. The work was coordinated and edited by Robert Powell. Clas Svahn, Vicente-Juan Ballester Olmos, Bill Chalker, and Robert Powell contributed country chapters. Jan Aldrich was the primary content consultant, with additional content consultation and writing coming from Barry Greenwood and Richard Thieme. Steve Purcell was the primary photo illustration editor. From the foreword by Jerome Clark: "While UFOs and Government revisits an often unhappy history, the reading of it is far from an unhappy experience. The authors, eloquent, intelligent, sophisticated, and conscientious, provide us with the first credible, comprehensive overview of official UFO history in many years... Most of the current volume deals with U.S. military and intelligence responses to the UFO phenomenon, but it also features richly informative chapters that expand the story across the

international arena. If you're looking for an example of a nation that dealt productively with the UFO reports that came its official way, you will take heart in the chapter on the French projects... From here on, every responsible treatment of UFOs and government will have to cite UFOs and Government prominently among its sources... this is the real story as accurately as it can be reconstructed in the second decade of the new century. I expect to keep my copy close at hand and to return to it often. While it cannot be said of many books, UFO-themed or otherwise, this is among the essential ones. Stray from it at your peril."

Modeling Decisions for Artificial Intelligence

This book constitutes the refereed post-proceedings of the third Asian Simulation Conference, AsiaSim 2004, held in Jeju Island, Korea in October 2004. The 78 revised full papers presented together with 2 invited keynote papers were carefully reviewed and selected from 178 submissions; after the conference, the papers went through another round of revision. The papers are organized in topical sections on modeling and simulation methodology, manufacturing, aerospace simulation, military simulation, medical simulation, general applications, network simulation and modeling, e-business simulation, numerical simulation, traffic simulation, transportation, virtual reality, engineering applications, and DEVS modeling and simulation.

The Routledge Companion to the Future of Marketing

How does the internet really work? This book explains the technology behind it all, in simple question and answer format.

Mobius

We seem to be living in the age of A.I. Everywhere you look, companies are touting their most recent A.I., machine learning, and deep learning breakthroughs, even when they are far short of anything that could be touted as a “breakthrough.” “A.I.” has eclipsed “Blockchain” and “Crypto” as the buzzword of today. Indeed, one of the best ways to raise VC funding is to stick ‘AI’ or ‘ML’ at the front of your prospectus and “.ai” at the end of your website. Separating fact from fiction is more important than it has ever been. The A.I. Marketer breaks down A.I., machine learning, and deep learning into five unique use cases—sound, time series, text, image, and video—and also reveals how marketing executives can utilize this powerful technology to help them more finely tune their marketing campaigns, better segment their customers, increase lead generation, and foster strong customer loyalty. Today, “Personalization”—the process of utilizing mobile, social, geo-location data, web morphing, context and even affective computing to tailor messages and experiences to an individual interacting with them—is becoming the optimum word in a radically new customer intelligence environment. The A.I. Marketer explains this complex technology in simple to understand terms and then shows how marketers can utilize the psychology of personalization with A.I. to both create more effective marketing campaigns as well as increase customer loyalty. Pearson shows companies how to avoid Adobe’s warning of not using industrial-age technology in the digital era. Pearson also reveals how to create a platform of technology that seamlessly integrates EDW and real-time streaming data with social media content. Analytical models and neural nets can then be built on both commerical and open source technology to better understand the customer, thereby strengthening the brand and, just as importantly, increasing ROI.

Marketing Challenges in a Turbulent Business Environment

Library Literature & Information Science