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Business Driven Information SystemsISE Business Driven TechnologyEnglish Medium InstructionNumerical Methods in Scientific Computing:Statistics, Telematics Networks and EDI BulletinPlug-In PHP: 100 Power SolutionsMarketing for Sustainable TourismAeneidPractical Distillation ControlStatistics, Telematic Networks, and EDI BulletinSchaum's Outline of Theory and Problems of Vector Analysis and an Introduction to Tensor AnalysisWriting Beyond Pen and ParchmentTransforming Digital WorldsElectronic HRM in the Smart EraThe Dynamic Small Business ManagerThe Flawed Foundations of General Equilibrium TheoryBlended Learning. Enhancing Learning SuccessRecent Advances in Rock Magnetism, Environmental Magnetism and PaleomagnetismGuidelines for Evaluating and Expressing the Uncertainty of NIST Measurement Results (rev. Ed.)Soft Computing for Recognition Based on BiometricsSocial Media Marketing in Tourism and HospitalityNumerical and Physical Aspects of Aerodynamic FlowsProject RetrosightIdea ManA Practical Sanskrit Dictionary with Transliteration, Accentuation, and Etymological Analysis ThroughoutWrite It UpINTRODUCTION TO STATISTICAL QUALITY CONTROL.Network-Centric Collaboration and Supporting FrameworksOptimal ControlAn Etymology of Latin and GreekMaturity and Innovation in Digital LibrariesTheory and Practice of Digital LibrariesElectricity Cost Modeling CalculationsCálculo de balances de materia y energíaThe Malaysia-Japan Model on Technology PartnershipKnowledge Creation and ManagementEnglish Language Education Policy in AsiaMPost-Imperial EnglishEQ-5D Value Sets: Inventory, Comparative Review and User Guide

Business Driven Information Systems

This work addresses the increasingly important role of numerical methods in science and engineering. It combines traditional and well-developed topics with other material such as interval arithmetic, elementary functions, operator series, convergence acceleration, and continued fractions.

ISE Business Driven Technology

This book offers a collection of papers presented in the International Conference on Geomagnetism, Paleomagnetism and Rock Magnetism held in Kazan (Russia) in October 2017. Papers in this book are dedicated to the study of the geomagnetic field through most of the Earth's history as well as planetary and meteorite magnetism, and magnetic signatures of terrestrial impact craters. Recent studies, summaries, and reviews include: 1 - theory of the geomagnetic field, its generation and variations; 2 - experimental data on the geomagnetic field changes; 3 - studies of rock magnetism; 4 - paleotectonic reconstructions and paleoceanography; 5 - magnetostratigraphy; 6 - extraterrestrial magnetism. Summary reports and reviews will be presented by the world's leading experts in the field of geomagnetic studies. Such workshops held by Academic Council have become traditional. They are always attended by leading professionals from Russia, CIS and non-CIS countries. In addition to discussion sessions focused on recent studies and findings, lectures on some basic concepts of geomagnetism will be delivered by leading Russian and foreign scientists

English Medium Instruction

Este texto corresponde a un curso de Estequiometría y Termodinámica. Se supone que los estudiantes han de estar capacitados para saber cómo los balances de materia y energía se transforman en componentes integrales de los sistemas de diseño con ayuda de máquinas calculadoras, que están asumiendo una parte importante y creciente de nuestra experiencia profesional. Sin embargo, se ha procurado no perder de vista los métodos tradicionales.

Numerical Methods in Scientific Computing:

Statistics, Telematics Networks and EDI Bulletin

Plug-In PHP: 100 Power Solutions

This book presents the latest management ideas in knowledge creation and management in readable and non-technical chapters. Knowledge continues to be a critical - perhaps the critical - factor for firms in today's competitive environment. The field of knowledge creation and management has been growing quickly as studies of firms that have successfully applied these tools have proliferated. As a result, far more is known about the field today than in the middle 1990s when the first books for managers began to be published. Leading experts have contributed chapters in their fields of expertise. Each distills his or her subject in a chapter that is accessible to managers who want to learn what can be applied to their organizations without the distracting details of research methodology. Each chapter, however, is based on careful research. The book is organized so that readers can easily find chapters of most interest and value to them. The emphasis is on the practical applications of knowledge to a wide variety of organizations and functional areas. An innovative feature is a website at Hitotsubashi University, home of the Editors-in-Chief, that offers updated examples of knowledge creation and management in practice, current research, and other useful information that will facilitate the readers application of the powerful tools described in this book.

Marketing for Sustainable Tourism

This Dictionary includes the vocabulary of Post-Vedic literature with emphasis on philosophical, grammatical and rhetorical terms. Further this is the only handy dictionary of its kind which breaks a word into its component parts and refers to the roots deducible from sanskrit derivatives alone by way of comparative derivatives alone by way of comparative philological analysis. The work is therefore highly useful for the etymological analysis and linguistic training.

Aeneid

A NEW EDITION OF THE CLASSIC TEXT ON OPTIMAL CONTROL THEORY As a superb introductory text and an indispensable reference, this new edition of Optimal Control will serve the needs of both the professional engineer and the advanced

student in mechanical, electrical, and aerospace engineering. Its coverage encompasses all the fundamental topics as well as the major changes that have occurred in recent years. An abundance of computer simulations using MATLAB and relevant Toolboxes is included to give the reader the actual experience of applying the theory to real-world situations. Major topics covered include: Static Optimization Optimal Control of Discrete-Time Systems Optimal Control of Continuous-Time Systems The Tracking Problem and Other LQR Extensions Final-Time-Free and Constrained Input Control Dynamic Programming Optimal Control for Polynomial Systems Output Feedback and Structured Control Robustness and Multivariable Frequency-Domain Techniques Differential Games Reinforcement Learning and Optimal Adaptive Control

Practical Distillation Control

This project explores the impacts arising from cardiovascular and stroke research funded 15-20 years ago and attempts to draw out aspects of the research, researcher or environment that are associated with high or low impact. The project is a case study-based review of 29 cardiovascular and stroke research grants, funded in Australia, Canada and UK between 1989 and 1993. The case studies focused on the individual grants but considered the development of the investigators and ideas involved in the research projects from initiation to the present day. Grants were selected through a stratified random selection approach that aimed to include both high- and low-impact grants. The key messages are as follows: 1. The cases reveal that a large and diverse range of impacts arose from the 29 grants studied. 2. There are variations between the impacts derived from basic biomedical and clinical research. 3. There is no correlation between knowledge production and wider impacts. 4. The majority of economic impacts identified come from a minority of projects. 5. We identified factors that appear to be associated with high and low impact. This report presents the key observations of the study and an overview of the methods involved. It has been written for funders of biomedical and health research and health services, health researchers, and policy makers in those fields. It will also be of interest to those involved in research and impact evaluation.

Statistics, Telematic Networks, and EDI Bulletin

This book constitutes the refereed proceedings of the 20th International Conference on Asia-Pacific Digital Libraries, ICADL 2018, held in Hamilton, New Zealand, in November 2018. The 20 full, 6 short, and 11 work in progress papers presented in this volume were carefully reviewed and selected from 77 submissions. The papers were organized in topical sections named: topic modeling and semantic analysis; social media, web, and news; heritage and localization; user experience; digital library technology; and use cases and digital librarianship.

Schaum's Outline of Theory and Problems of Vector Analysis and an Introduction to Tensor Analysis

The Microsoft co-founder shares the story of his life while revealing the lessons he has learned throughout his influential career, covering topics that range from his

partnership with Bill Gates and his ambitions for private space travel to his world-changing initiatives and his battle against lymphoma. 80,000 first printing.

Writing Beyond Pen and Parchment

With over 325 Microsoft Office templates and a Business Analysis System that is used worldwide, The Dynamic Small Business Manager-Second Edition is a book that focuses on increasing profits and eliminating day-to-day cash flow worries. The book's practical messages, and tools are understandable and can be immediately applied in your own small business. Written by Frank Vickers, a small business owner with 35 years of small business consulting experience.

Transforming Digital Worlds

This volume aims to critically reflect on the two-decades of the academic developments in the field of electronic HRM (e-HRM), and to analytically envisage its future developments. In this way, the volume greatly inform researchers, practitioners and university graduates about forthcoming developments in the field.

Electronic HRM in the Smart Era

This book constitutes the proceedings of the 13th International Conference on Transforming Digital Worlds, iConference 2018, held in Sheffield, UK, in March 2018. The 42 full papers and 40 short papers presented together with the abstracts of 3 invited talks in this volume were carefully reviewed and selected from 219 submissions. The papers address topics such as social media; communication studies and online communities; mobile information and cloud computing; data mining and data analytics; information retrieval; information behaviour and digital literacy; digital curation; and information education and libraries.

The Dynamic Small Business Manager

How do you write good research articles -- articles that are interesting, compelling, and easy to understand? How do you write papers that influence the field instead of falling into obscurity? Write It Up offers a practical and revealing look at how productive researchers write strong articles. The book's guiding idea is that academics should write to make an impact, not just to get something published somewhere. Your work will be more influential if you approach it reflectively and strategically. Based on his experience as an author, journal editor, and reviewer, Paul Silvia offers systematic approaches to problems like picking journals; cultivating the right tone and style; managing collaborative projects and co-authors; crafting effective Introduction, Method, Results, and Discussion sections; and submitting and resubmitting papers to journals. With its light-hearted style and practical advice, Write It Up will help graduate students struggling with writing their first paper, early career professors who need advice on how to write better articles, and seasoned academic writers looking to refresh their writing strategy or style.

The Flawed Foundations of General Equilibrium Theory

Blended Learning. Enhancing Learning Success

Recent Advances in Rock Magnetism, Environmental Magnetism and Paleomagnetism

This book, as the title suggests, explains how General equilibrium, the dominant conceptual framework in mainstream economics, describes a perfectly impossible world. Even with its counterfactual assumptions taken for granted, it fails on many levels. Under the impressive editorship of Ackerman and Nadal, this book will appeal to students and researchers in economics and related social science disciplines.

Guidelines for Evaluating and Expressing the Uncertainty of NIST Measurement Results (rev. Ed.)

This volume contains revised and edited forms of papers presented at the Symposium on Numerical and Physical Aspects of Aerodynamic Flows, held at the California State University from 19 to 21 January 1981. The Symposium was organized to bring together leading research workers in those aspects of aerodynamic flows represented by the five parts and to fulfill the following purposes : first, to allow the presentation of technical papers which provide a basis for research workers to assess the present status of the subject and to formulate priorities for the future; and second, to promote informal discussion and thereby to assist the communication and development of novel concepts. The format of the content of the volume is similar to that of the Symposium and addresses, in separate parts: Numerical Fluid Dynamics, Interactive Steady Boundary Layers, Singularities in Unsteady Boundary Layers, Transonic Flows, and Experimental Fluid Dynamics. The motivation for most of the work described relates to the internal and external aerodynamics of aircraft and to the development and appraisal of design methods based on numerical solutions to conservation equations in differential forms, for corresponding components. The chapters concerned with numerical fluid dynamics can, perhaps, be interpreted in a more general context, but the emphasis on boundary-layer flows and the special consideration of transonic flows reflects the interest in external flows and the recent advances which have allowed the calculation methods to encompass transonic regions.

Soft Computing for Recognition Based on Biometrics

This volume offers comprehensive 'state-of-the-art' overviews of educational policies concerning the teaching of English in a large number of Asian countries. Each contribution is written by a leading expert and gives a clear assessment of current policies and future trends. Starting with a description of the English education policies in the respective countries, the contributors then delve into the 'nuts and bolts' of the English education policies and how they play out in practice

in the education system, in schools, in the curriculum, and in teaching. Topics covered include the balance between the acquisition of English and the national language, political, cultural, economic and technical factors that strengthen or weaken the learning of English.

Social Media Marketing in Tourism and Hospitality

Ernesto Macaro brings together a wealth of research on the rapidly expanding phenomenon of English Medium Instruction. Against a backdrop of theory, policy documents, and examples of practice, he weaves together research in both secondary and tertiary education, with a particular focus on the key stakeholders involved in EMI: the teachers and the students. Whilst acknowledging that the momentum of EMI is unlikely to be diminished, and identifying its potential benefits, the author raises questions about the ways it has been introduced and developed, and explores how we can arrive at a true cost-benefit analysis of its future impact. "This state-of-the-art monograph presents a wide-ranging, multi-perspectival yet coherent overview of research, policy, and practice of English Medium Instruction around the globe. It gives a thorough, in-depth, and thought-provoking treatment of an educational phenomenon that is spreading on an unprecedented scale." Guangwei Hu, National Institute of Education, Singapore
Additional online resources are available at www.oup.com/elt/teacher/emi
Ernesto Macaro is Professor of Applied Linguistics at the University of Oxford and is the founding Director of the Centre for Research and Development on English Medium Instruction at the university. Oxford Applied Linguistics Series Advisers: Anne Burns and Diane Larsen-Freeman

Numerical and Physical Aspects of Aerodynamic Flows

Results of measurements and conclusions derived from them constitute much of the technical information produced by the National Institute of Standards and Technology (NIST). In July 1992 the Director of NIST appointed an Ad Hoc Committee on Uncertainty Statements and charged it with recommending a policy on this important topic. The Committee concluded that the CIPM approach could be used to provide quantitative expression of measurement that would satisfy NIST's customers' requirements. NIST initially published a Technical Note on this issue in Jan. 1993. This 1994 edition addresses the most important questions raised by recipients concerning some of the points it addressed and some it did not. Illustrations.

Project Retrosight

Idea Man

A Practical Sanskrit Dictionary with Transliteration, Accentuation, and Etymological Analysis Throughout

The selected papers included in this proceedings on Malaysia-Japan Academic

Scholar Conference (MJASC) 2013, are related to nano-science engineering, mechanical engineering, electrical and electronic engineering, computer science, information technology etc. This proceedings will be a source of research findings for Malaysia and Japan specifically, and other countries in general, especially among researchers, industry sectors and government policy makers. It will be served as a resourceful reference and platform to reflect the significant of the Look East Policy outcomes and products.

Write It Up

This book provides an essential guide to the use of the EuroQol Group's value sets for working with EQ-5D data. The EQ-5D is a widely used generic health state descriptive system and facilitates the valuation of health and health gain through its pre-existing value sets. This book brings together a comprehensive inventory of these value sets and their characteristics and offers guidance on how to choose which value set for what purpose.

INTRODUCTION TO STATISTICAL QUALITY CONTROL.

What can stories of magical engraved rings or prophetic inscriptions on walls tell us about how writing was perceived before print transformed the world? Writing beyond Pen and Parchment introduces readers to a Middle Ages where writing is not confined to manuscripts but is inscribed in the broader material world, in textiles and tombs, on weapons or human skin. Drawing on the work done at the Collaborative Research Centre "Material Text Cultures," (SFB 933) this volume presents a comparative overview of how and where text-bearing artefacts appear in medieval German, Old Norse, British, French, Italian and Iberian literary traditions, and also traces the paths inscribed objects chart across multiple linguistic and cultural traditions. The volume's focus on the raw materials and practices that shaped artefacts both mundane or fantastical in medieval narratives offers a fresh perspective on the medieval world that takes seriously the vibrancy of matter as a vital aspect of textual culture often overlooked.

Network-Centric Collaboration and Supporting Frameworks

This book describes bio-inspired models and applications of hybrid intelligent systems using soft computing techniques for image analysis and pattern recognition based on biometrics and other sources. Each section groups papers on a similar subject.

Optimal Control

This book introduces students to vector analysis, a concise way of presenting certain kinds of equations and a natural aid for forming mental pictures of physical and geometrical ideas. Students of the physical sciences and of physics, mechanics, electromagnetic theory, aerodynamics and a number of other fields will find this a rewarding and practical treatment of vector analysis. Key points are made memorable with the hundreds of problems with step-by-step solutions, and many review questions with answers.

An Etymology of Latin and Greek

Maturity and Innovation in Digital Libraries

A "quick look up guide," Electricity Cost Modeling Calculations places the relevant formulae and calculations at the reader's finger tips. In this book, theories are explained in a nutshell and then the calculation is presented and solved in an illustrated, step-by-step fashion. A valuable guide for new engineers, economists (or forecasters), regulators, and policy makers who want to further develop their knowledge of best practice calculations techniques or experienced practitioners (and even managers) who desire to acquire more useful tips, this book offers expert advice for using such cost models to determine optimally-sized distribution systems and optimally-structured power supplying entities. In other words, this book provides an Everything-that-you-want-to-know-about-cost-modelling-for-electric-utilities (but were afraid to ask) approach to modelling the cost of supplying electricity. In addition, the author covers the concept of multiproduct and multistage cost functions, which are appropriate in modelling the cost of supplying electricity. The author has done all the heavy number-crunching, and provides the reader with real-world, practical examples of how to properly quantify the costs associated with providing electric service, thus increasing the accuracy of the results and support for the policy initiatives required to ensure the competitiveness of the power suppliers in this new world in which we are living. The principles contained herein could be employed to assist in the determination of the cost-minimizing amount of output (i.e., electricity), which could then be used to determine whether a merger between two entities makes sense (i.e., would increase profitability). Other examples abound: public regulatory commissions also need help in determining whether mergers (or divestitures) are welfare-enhancing or not; ratemaking policies depend on costs and properly determining the costs of supplying electric (or gas, water, and local telephone) service. Policy makers, too, can benefit in terms of optimal market structure; after all, the premise of deregulation of the electric industry was predicated on the idea that generation could be deregulated. Unfortunately, the economies of vertical integration between the generation. A comprehensive guide to the cost issues surrounding the generation, transmission, and distribution of electricity Real-world examples that are practical, meaningful, and easy to understand Policy implications and suggestions to aid in the formation of the optimal market structure going forward (thus increasing efficiency of electric power suppliers) The principles contained herein could be employed to assist in the determination of the cost-minimizing amount of output

Theory and Practice of Digital Libraries

100 power solutions to real-world problems This practical guide gives you 100 ready-to-run PHP functions for solving most of the main problems you encounter when building a dynamic website with PHP. Every plug-in in the book offers a complete and working solution for a result you can achieve right away, using ready-made code you simply drop into your own program. And there's little or no learning curve, because each one is self-contained and thoroughly documented. Plug-in PHP

is packed with programming tips and suggestions for further adapting the functions to your own needs, and even breaks down all the variables, arrays and functions used by each into at-a-glance tables, accompanied by a screen grab of every function in action. This makes the book extremely easy to use, even for complete beginners to PHP programming. A plug-in for every need No matter what cookbook-style solutions you're looking for, you'll find the perfect functions in this book, and you can have them up and running in just a couple of minutes. For example, here's the complete list of plug-ins which, while comprehensive, simply doesn't do justice to the depth and breadth of help, information, and practical code provided in this book: Wrap Text; Caps Control; Friendly Text; Strip Whitespace; Word Selector; Count Tail; Text Truncate; Spell Check; Remove Accents; Shorten Text; Upload File; Resize Image; Make Thumbnail; Image Alter; Image Crop; Image Enlarge; Image Display; Image Convert; GIF Text; Image Watermark; Relative to Absolute URL; Get Links from URL; Check Links; Directory List; Query Highlight; Rolling Copyright; Embed YouTube Video; Create List; Hit Counter; Referrer Log; Evaluate Expression; Validate Credit Card; Create Captcha; Check Captcha; Validate Text; Validate E-mail; Spam Catch; Send E-mail; BB Code; Pound Code; Check Links; Get Title from URL; Auto Back Links; Create Short URL; Use Short URL; Simple Web Proxy; Page Updated?; HTML to RSS; RSS to HTML; HTML to Mobile; Users Online; Post to Guestbook; Get Guestbook; Post to Chat; View Chat; Send Tweet; Send Direct Tweet; Get Tweets; Replace Smileys; Replace SMS Talk; Add User to DB; Get User from DB; Verify User in DB; Sanitize String; Create Session; Open Session; Close Session; Secure Session; Manage Cookie; Block User by Cookie; Create Google Chart; Curl Get Contents; Fetch Wiki Page; Fetch Flickr Stream; Get Yahoo! Answers; Search Yahoo!; Get Yahoo! Stock News; Get Yahoo! News; Search Google Books; Convert Currency; Ajax Request; Post Ajax Request; Get Ajax Request; Protect E-mail; Toggle Text; Status Message; Slide Show; Input Prompt; Words from Root; Predict Word; Get Country by IP; Bypass Captcha; Get Book from ISBN; Get Amazon Sales Rank; Pattern Match Word; Suggest Spelling; Google Translate; Corner GIF; Rounded Table; Display Bing Map Real world solutions Plug-in PHP has everything you need for processing text; image uploading and manipulation; content management; forms and user input; integrating your website with others; creating chat and messaging services; using MySQL; managing sessions and cookies; dealing with APIs; RSS; and XML; integrating with JavaScript and Ajax; accessing geo-location; spell checking and language translation; and a great deal more. Written by PHP expert with many years of experience developing websites in PHP and writing about PHP development, this invaluable resource draws on the author's personal toolkit of solutions built up over the years. This means they are fast, tried-and-tested functions that have been proven to work in the real world, and they will work for you too.

Electricity Cost Modeling Calculations

Distillation column control has been the the "Lehigh inquisition" and survived! So it subject of many, many papers over the last has been tested by the fire of both actual half century. Several books have been de review by a hard-nosed plant experience and voted to various aspects of the subject. The group of practically oriented skeptics. technology is quite extensive and diffuse. In selecting the authors and the topics, There are also many conflicting opinions the emphasis has

been on keeping the ma about some of the important questions. terial practical and useful, so some subjects We hope that the collection under one that are currently of mathematical and the cover of contributions from many of the oretical interest, but have not been demon leading authorities in the field of distillation strated to have practical importance, have control will help to consolidate, unify, and not been included. clarify some of this vast technology. The The book is divided about half and half contributing authors of this book represent between methodology and specific applica tion examples. Chapters 3 through 14 dis both industrial and academic perspectives, and their cumulative experience in the area cuss techniques and methods that have of distillation control adds up to over 400 proven themselves to be useful tools in at tacking distillation control problems.

Cálculo de balances de materia y energía

CONTRIBUTIONS TO THE SOCIOLOGY OF LANGUAGE brings to students, researchers and practitioners in all of the social and language-related sciences carefully selected book-length publications dealing with sociolinguistic theory, methods, findings and applications. It approaches the study of language in society in its broadest sense, as a truly international and interdisciplinary field in which various approaches, theoretical and empirical, supplement and complement each other. The series invites the attention of linguists, language teachers of all interests, sociologists, political scientists, anthropologists, historians etc. to the development of the sociology of language.

The Malaysia-Japan Model on Technology Partnership

Business Driven Information Systems 2nd edition takes a contemporary approach by discussing how business initiatives should ultimately drive technology choices. This edition offers an impressive variety of new case studies - real world examples of MIS in action- including coverage of Wikileaks, Myki and Apple innovations. Integrated coverage of mobile technologies, cloud computing and social networking reflects the emerging business environments that await today's business graduate. Business Driven Information Systems provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, finance, human resources, accounting, or virtually any other business discipline.

Knowledge Creation and Management

This book constitutes the refereed proceedings of the Second International Conference on Theory and Practice of Digital Libraries, TPDL 2012 - the successor of the ECDL (European Conference on Research and Advanced Technology for Digital Libraries) - held in Paphos, Cyprus, in September 2012. The 23 full papers, 19 short papers, 15 posters and 8 demonstrations presented in this volume were carefully reviewed and selected from 139 submissions. The papers are organized in topical sections on user behavior, mobiles and place, heritage and sustainability, preservation, linked data, analysing and enriching documents, content and metadata quality, folksonomy and ontology, information retrieval, organising collections, as well as extracting and indexing.

English Language Education Policy in Asia

The aim of the Special Issue is to discuss the main current topics concerning marketing for sustainable tourism with reference to territories (i.e., tourism destinations, protected areas, parks and/or natural sites, UNESCO World Heritage Sites, rural regions/areas, etc.) and tourism enterprises and/or organisations (i.e., destination management organisations, hospitality enterprises, restaurant enterprises, cableway companies, travel agencies, etc.). In destinations where natural resources are pull factors for tourism development, the relationships among local actors (public, private, and local community), as well as marketing choices, are essential to develop sustainable tourism products. To this end, the Special Issue encourages papers that analyse marketing strategies adopted by tourism destinations and/or tourism enterprises to avoid overtourism, to manage mass sustainable tourism (as defined by Weaver, 2000), and to encourage and promote sustainable tourism in marginal areas or in territories suffering lack of integration in the tourism offer. Special attention will be given to contributions on the best practices to manage territories and/or enterprises adopting sustainable marketing strategies.

M

Collaborative Networks is a fast developing area, as shown by the already large number of diverse real-world implemented cases and the dynamism of its related involved research community. Being recognized as the most focused scientific and technical conference on Collaborative Networks, PRO-VE continues to offer the opportunity for presentation and discussion of both the latest research developments as well as the practical application case studies.

Post-Imperial English

This book constitutes the refereed proceedings of the 11th International Conference on Blended Learning, ICBL 2018, held in Osaka, Japan, in July/ August 2018. The 35 papers presented were carefully reviewed and selected from 94 submissions. The papers are organized in topical sections named: Experiences in Blended Learning, Content Development for Blended Learning, Assessment for Blended Learning, Computer-Support Collaborative Learning, Improved Flexibility of Learning Processes, Open Educational Resources, and Pedagogical and Psychological Issues.

EQ-5D Value Sets: Inventory, Comparative Review and User Guide

This book describes ongoing developments in social media within the tourism and hospitality sector, highlighting impacts on both the demand and the supply side. It offers a combination of theory and practice, with discussion of real-life business experiences. The book is divided into three parts, the first of which provides an overview of recent trends in social media and user-generated content, clarifies concepts that are often used in an overlapping way and examines the “digitization of word of mouth” via online networks. The second part analyzes the impacts that

social media can have on traveler behavior for each step in the travel process and also on suppliers, highlighting opportunities, threats and strategies. In the third part of the book, future potential trends deriving from the mobile marketing technologies are explored and possible methods for social monitoring by means of key performance indicators are examined. It is considered how engaging customers and prospects by means of social media might increase customer loyalty, foster electronic word-of-mouth communication, and consequently have important effects on corporate sales and revenues. The discussion encompasses methods to measure company performance on each of the social media in order to understand the optimal mix that will support and improve business strategies.

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