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War: What is it good for? Video Games and the Law The ... Casino and Gaming Business Market Research Handbook Gamification: Concepts, Methodologies, Tools, and Applications CISO COMPASS Die Inkorporation des eSports in das deutsche Rechtssystem Strukturen und Facilities Hearts and Mines ██████████ West Africa and the U.S. War on Terror Enhancing Board Effectiveness Enforcing Cybersecurity in Developing and Emerging Economies Mach keinen Quatsch Games Industry Management The Challenges Of Governance In A Complex World The Metaverse Economy Winning the Uncertainty Game The Politics of Childhoods Real and Imagined Summary of World Broadcasts The Governance of Insurance Undertakings Managing Cyber Attacks in International Law, Business, and Relations Money Games Confrontations Lost in China? Gambling Dynamism Mining in the Asia-Pacific Catastrophic Injuries in Sports and Recreation The Experience of Democracy and Bureaucracy in South Korea Defence Force Journal India and China in Africa Level Up Religion Re-imagining Communication in Africa and the Caribbean The Monfort Plan Changing the Rules of the Game Virtual Reality Erfolgsfaktoren von In-Game-Advertising Computerspiele im Diskurs: Aggression, Amokläufe und Sucht Open Strategy A Century of Excellence Annual Department of Defense Bibliography of Logistics Studies and Related Documents

War: What is it good for?

2014-04-03

war is one of the greatest human evils it has ruined livelihoods provoked unspeakable atrocities and left countless millions dead it has caused economic chaos and widespread deprivation and the misery it causes poisons foreign policy for future generations but argues bestselling historian ian morris in the very long term war has in fact been a good thing in his trademark style combining inter disciplinary insights scientific methods and fascinating stories morris shows that paradoxically war is the only human invention that has allowed us to construct peaceful societies without war we would never have built the huge nation states which now keep us relatively safe from random acts of violence and which have given us previously unimaginable wealth it is thanks to war that we live longer and more comfortable lives than ever before and yet if we continue waging war with ever more deadly weaponry we will destroy everything we have achieved so our struggles to manage warfare make the coming decades the most decisive in the history of our civilisation in war what is it good for morris brilliantly dissects humanity s history of warfare to draw startling conclusions about our future

Video Games and the Law

2017-01-12

the video game industry is big business not only in terms of the substantial revenue generated through retail sales of games themselves but also in terms of the size and value of parallel and secondary markets consider any popular video game today and you most likely are looking at a franchise that includes not only the game itself and all of its variants but also toys books movies and more with legions of fans that interact with the industry in myriad ways surveying the legal landscape of this emergent industry ron gard and elizabeth townsend gard shed light on the many important topics where law is playing an important role in examining these issues video games and the law is both a legal and a cultural look at the development of the video game industry and the role that law has played so far in this industry s ability to thrive and grow

The ... Casino and Gaming Business Market Research Handbook

2003

serious games provide a unique opportunity to engage students more fully than traditional teaching approaches understanding the best way to utilize games and play in an educational setting is imperative

for effectual learning in the twenty first century gamification concepts methodologies tools and applications investigates the use of games in education both inside and outside of the classroom and how this field once thought to be detrimental to student learning can be used to augment more formal models this four volume reference work is a premier source for educators administrators software designers and all stakeholders in all levels of education

Gamification: Concepts, Methodologies, Tools, and Applications

2015-03-31

todd fitzgerald co author of the ground breaking isc 2 ciso leadership essential principles for success information security governance simplified from the boardroom to the keyboard co author for the e c council ciso body of knowledge and contributor to many others including official isc 2 guide to the cissp cbk cobit 5 for information security and isaca csx cybersecurity fundamental certification is back with this new book incorporating practical experience in leading building and sustaining an information security cybersecurity program ciso compass includes personal pragmatic perspectives and lessons learned of over 75 award winning cisos security leaders professional association leaders and cybersecurity standard setters who have fought the tough battle todd has also for the first time adapted the mckinsey 7s framework strategy structure systems shared values staff skills and style for organizational effectiveness to the practice of leading cybersecurity to structure the content to ensure comprehensive coverage by the ciso and security leaders to key issues impacting the delivery of the cybersecurity strategy and demonstrate to the board of directors due diligence the insights will assist the security leader to create programs appreciated and supported by the organization capable of industry peer award winning recognition enhance cybersecurity maturity gain confidence by senior management and avoid pitfalls the book is a comprehensive soup to nuts book enabling security leaders to effectively protect information assets and build award winning programs by covering topics such as developing cybersecurity strategy emerging trends and technologies cybersecurity organization structure and reporting models leveraging current incidents security control frameworks risk management laws and regulations data protection and privacy meaningful policies and procedures multi generational workforce team dynamics soft skills and communicating with the board of directors and executive management the book is valuable to current and future security leaders as a valuable resource and an integral part of any college program for information cybersecurity

CISO COMPASS

2018-11-21

das kompetitive spielen von computerspielen sog esport hat enorm an bedeutung gewonnen diese digitale materie stellt daher nun auch normgeber vor herausforderungen das werk nimmt sich dieser an und leitet einen deskriptiven esport begriff her der als grundlage für taugliche regulierung dienen kann im anschluss untersucht es das bisherige staatliche esport recht und kritisiert dieses im hinblick auf

die regelungsweise den anwendungsbereich die verfassungsmäßigkeit und die praxistauglichkeit im anschluss werden verschiedene möglichkeiten dargestellt und bewertet wie der esport bestmöglich in das deutsche rechtssystem implementiert werden kann dies hat auch auswirkungen auf das sportrecht da der esport fehler in diesem aufzeigt

Die Inkorporation des eSports in das deutsche Rechtssystem

2022-10-28

e sport wächst in seiner gesellschaftlichen und auch wirtschaftlichen relevanz immer mehr vereine unternehmen und andere stakeholder beschäftigen sich mit dem elektronischen sport und versuchen einen platz am tisch zu ergattern der sechste band der esportpedia bietet diesen menschen und allen anderen interessierten einen Überblick über strukturen infrastruktur und facilites im e sport dies reicht von großprojekten über eine verlinkung zum traditionellen sport bis hin zu politischen strukturen nicht endemischen marken sowie vereinen clans und verbänden abgerundet wird das ganze mit praxisbeispielen und erfolgsgeschichten

Strukturen und Facilities

2024-01-22

the us security state is everywhere in cultural products in army supported news stories tv shows and video games in cia influenced blockbusters and comics and in state department ads broadcasts and websites hearts and mines examines the rise and reach of the us empire s culture industry a nexus between the us s security state and media firms and the source of cultural products that promote american strategic interests around the world building on herbert i schiller s classic study of us empire and communications tanner mirrlees interrogates the symbiotic geopolitical and economic relationships between the us state and media firms that drive the production of imperial culture

Hearts and Mines

2016-01-15

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2009-04

since the terrorist attacks on the american homeland on september 11 2001 fighting the menace has become the frontier issue on the u s national security agenda in the case of the african continent the united states has and continues to accord major attention to the west african sub region this book evaluates where we can place west africa within the broader crucible of the u s war on terrorism establishes the key elements of the u s counter terrorism policy in west africa examines the u s counter terrorism strategies in west africa and evaluates if they are being pursued both at the bilateral and multilateral levels in the region interrogates the relationship between stability in the sub region and the waging of the u s war on terrorism specifically the book examines the crises of underdevelopment cultural economic environmental political security and social in the sub region especially their impact on shaping the conditions that provide the taproots of terrorism clearly addressing these multidimensional crises of underdevelopment is pivotal to the success of the u s war on terrorism in the sub region this book will be of great interest to students and scholars of terrorism homeland security african studies conflict management and political violence

West Africa and the U.S. War on Terror

2013-05-07

enhancing board effectiveness seeks to examine the conceptualization and role of the board in a variety of contexts and articulate solutions for improving the effectiveness of the board especially in developing and emerging markets enhancing board effectiveness with therefore address the following central questions to what extent is the concept and role of the board evolving what rights powers responsibilities and other contemporary and historical experiences can enhance the effectiveness of the board especially in the particular contexts of developing and emerging markets what socio economic political regulatory and institutional factors actors influence the effectiveness of the board and how can the policies and practices of such actors exert such influences in what ways can a reconstructed concept of the board serve as a tool for theoretical analytical regulatory and pragmatic assessment of its effectiveness in examining this issues enhancing board effectiveness will investigate theoretical socio economic historical empirical regulatory comparative and inter disciplinary approaches academics in the relevant fields of accounting behavioural psychology economics development studies financial regulation law and management organizational studies political economy and public administration will find this book of high interest

Enhancing Board Effectiveness

2019-03-07

this unique innovative examination of cyberspace policies and strategies and their relation to cyber laws and regulations in developing and emerging economies uses economic political and social perspectives as a vehicle for analysis with cyber risk at the top of the global agenda as high profile breaches increase worries that cybersecurity attacks might compromise the world economy this analysis becomes relevant across disciplines

Enforcing Cybersecurity in Developing and Emerging Economies

2019

mach keinen quatsch ist die unglaubliche und atemberaubende erzählung von drei jungen aus der provinz die eines der erfolgreichsten deutschen start ups aufgebaut haben daniel der stratege janosch der strippenzieher und oliver der gelassene coder ihre freundschaft hält den laden zusammen was sie nicht können lernen sie schnell no limits ehrlich sympathisch und auf den punkt erzählen sie ihre geschichte mit dem abstand den sie in den wilden zeiten ihres start ups nie hatten das spiel idle miner tycoon 150 millionen spieler weltweit eine geschichte die man so nie erfinden könnte eine geschichte von der alle start ups träumen wenn sie auf die reise gehen drei junge studenten in karlsruhe studium erste start up erfahrungen in ihrer wg herrscht enge bewerbungsgespräche erden im kleinen badezimmer geführt pizzaschachteln stapeln sich an der eingangstür die drei versuchen die ganz große nummer ein handyspiel für die ganze welt größtenwahn sagen die einen inkompetent die anderen investoren blocken ab wird eh nichts die szene belächelt sie doch das spornt sie an unerschrocken unbeirrbar volle pulle erste kleine erfolge jeden tag werden es mehr spieler jede user reaktionen wird akribisch bearbeitet dann der umzug nach berlin ihre büros werden zweimal ausgeraubt egal weiter die firma wächst schneller als alle es erwarten würden immer nach dem motto mach keinen quatsch am ende in der suite eines londoner nobelhotels firma und spiel sind verkauft neue türen gehen auf ab in ein neues abenteuer

Mach keinen Quatsch

2022-08-23

dieses buch dokumentiert und analysiert die marktorientierte unternehmensführung in der games branche sowie die damit einhergehenden managementprozesse unternehmensgründungen werden unter

branchenrelevanten aspekten dargestellt die erstellung von businessplänen das gewinnen von pitches sowie die möglichkeiten der unternehmensfinanzierung werden aufgezeigt und durch konkrete handlungsempfehlungen abgerundet die zusammenstellung von teams und die erfolgsorientierte unternehmensführung werden praxisnah erläutert zahlreiche strategische und taktisch operative analysen die für die erfolgreiche vermarktung von videogames entscheidend sind werden anhand von über 100 fallbeispielen dokumentiert managemententscheidungen einschließlich der games unternehmen electronic arts ubisoft cd projekt crytek koch media deck 13 und king digital entertainment werden im kontext des unternehmerischen erfolgs beleuchtet die vertriebskanäle der digitalen und physischen distribution werden analysiert die jüngsten entwicklungen bei online und mobile games werden ebenso aufgezeigt wie die distribution von games im stationären handel ein gelungenes buch für studierende mit schwerpunkt games management aber auch für unternehmensgründer manager und investoren der games branche

Games Industry Management

2016-07-25

peter ho former head of the singapore civil service was the institute of policy studies 2016 17 s r nathan fellow for the study of singapore this book collects the four ips nathan lectures that he delivered between april and may 2017 and gathers highlights of his dialogues with the audience ho surveys the increasingly complex world and suggests what governments can do to prepare for the future even as no one can predict it he uses metaphors such as the black elephant and concepts like the dialectic of governance to explain how a systematic approach to thinking about the future can help countries in general and singapore in particular build resilience and develop a comparative advantage in the face of uncertainty and rapid change the ips nathan lectures series was launched in 2014 as part of the s r nathan fellowship for the study of singapore its primary goal is to promote public understanding and discourse of issues of critical national interest contents forewordlecture i hunting black swans taming black elephants governance in a complex world q alecture ii governing in the anthropocene risk resilience imagination innovation q alecture iii the paradox of singapore and the dialectic of governance q alecture iv the future governance unintended consequences and the redemption of hope q a readership general public professionals students researchers diplomats and foreign visitors interested in knowing more about singapore and what lies ahead for the city state keywords complexity governance government singapore singapore civil service technology risk resilience dialectic future futures thinking innovation imagination scenario planning anthropocene paradox hopereview key features mr peter ho s ideas on governance and complexity are broad ranging and deep however it was mostly civil servants who had been able to hear him share his views prior to this lecture seriesaccessible academia the content is targeted at youth and the general public and thus unlocks the knowledge of academia to be accessed by the public

The Challenges Of Governance In A Complex World

2017-12-04

the metaverse economy equips fintech professionals with an in depth understanding of the emergent economic models in the metaverse and across web3 in this book fintech and metaverse experts arun krishnakumar and theodora lau help technology and financial services professionals prepare for the convergence of several technology paradigms web3 non fungible tokens nfts game and finance gamefi and the metaverse the metaverse economy provides an overview of the types of economic models that companies can use to scale business in web3 offering balanced insight into the complex world of the metaverse the book demystifies the technology and economic paradigms that have triggered the rise of the metaverse the book also focuses on the convergence of these economic models into a unified system that competes directly with traditional frameworks the authors break down the new qualitative and quantitative attributes professionals must consider to capture the opportunities of the market the metaverse economy tackles popular questions many financial services professionals have about market shares value permanence the ownership economy and play to earn models packed with case studies from some of the biggest brands in blockchain defi nfts and gaming the book helps finance professionals understand the risks associated with the metaverse and prepare for what lies ahead

The Metaverse Economy

2023-08-03

this book is about the challenges that emerge for organizations from an ever faster changing world while useful at their time several management tools including classic strategic planning processes will no longer suffice to address these challenges in a timely and comprehensive fashion while individual management tools are still valid to solve specific problems they need to be employed based on a clear understanding of what the greater challenge is and how they need to be combined and prioritized with other approaches in order to do so companies can apply the clarity of thinking from the military with regard to which leadership level is responsible for what and how these levels need to interact in order to produce a single aligned response to an outside opportunity or threat finally the tool of business wargaming while known for some time proves to be an ideal approach to quickly and effectively bring all leadership levels together align them around a common objective and lay the groundwork for effective implementation of targeted responses that will keep the organization competitive and in the game for the long run the book offers a comprehensive introduction to business wargaming including a historical account a classification of different types of games and a number of specific real world examples this book is targeted at practicing managers dealing with the aforementioned challenges as well as for students of business and strategy at every level

Winning the Uncertainty Game

2020-12-29

the second volume of priscilla alderson s popular and renowned book childhoods real and imagined relates dialectical critical realism to childhood by demonstrating their relevance and value to each other alderson presents a practical introductory guide for applying critical realism to research about children and young people each chapter summarises key themes from several academic disciplines and policy areas ranging from climate change and social justice between generations to neoliberalism social reform and imagining utopias children s and adults views and experiences are reviewed and whereas the first volume deals with more personal and local aspects of childhood this volume widens the scope into debates about global politics which so seldom mention children each chapter demonstrates how children and young people are an integral part of the whole of society and are often especially affected by policies and events this book is written for everyone who is researching studying or teaching about childhood or who cares for and works with children and young people as well as those interested in critical realist approaches

The Politics of Childhoods Real and Imagined

2015-11-23

this open access volume of the aida europe research series on insurance law and regulation brings together contributions from authors with different legal cultures it aims to identify the legal issues that arise from the intersection of two disciplines insurance law and corporate company law these legal issues are examined mainly from the perspective of european union eu law however there are also contributions from other legal systems enriching the perspective with which to approach these issues

Summary of World Broadcasts

1995

this book presents a novel framework to reconceptualize internet governance and better manage cyber attacks specifically it makes an original contribution by examining the potential of polycentric regulation to increase accountability through bottom up action it also provides a synthesis of the current state of cybersecurity research bringing features of the cloak and dagger world of cyber attacks to light and comparing and contrasting the cyber threat to all relevant stakeholders throughout the book cybersecurity is treated holistically covering outstanding issues in law science economics and politics

this interdisciplinary approach is an exemplar of how strategies from different disciplines as well as the private and public sectors may cross pollinate to enhance cybersecurity case studies and examples illustrate what is at stake and identify best practices the book discusses technical issues of internet governance and cybersecurity while presenting the material in an informal straightforward manner the book is designed to inform readers about the interplay of internet governance and cybersecurity and the potential of polycentric regulation to help foster cyber peace

The Governance of Insurance Undertakings

2022-03-14

money games is a riveting tale of one of the most successful buyout deals ever the acquisition and turnaround of what used to be korea s largest bank by the american firm newbridge capital full of intrigue and suspense this insider s account is told by the chief architect of the deal itself the celebrated author and private equity investor weijian shan with billions of dollars at stake and the nation s economic future on the line newbridge capital sought to become the first foreign firm in history to take control of one of korea s most beloved financial institutions in a proud country still reeling from a humiliating international monetary fund bailout in the asian financial crisis newbridge capital had to muster every ounce of skill determination and patience to bring the deal to closing shan takes readers inside the battle to win control of the bank a delicate often exasperating process that meant balancing the goals of newbridge with those of the government bank employees and korea s powerful industrial titans finally the author describes how newbridge transformed and rebuilt the struggling bank into a shining example of modern banking as well as a massively profitable investment in the secret world of private equity few buyouts have been written about with such clarity detail and insight and none with such completeness covering not only the dealmaking but also the transformation and eventual exit of the investment for anyone who has ever wondered how private equity investors strike bargains turn around businesses and create immense value or anyone interested in a captivating story of high stakes money making this book is a must read

Managing Cyber Attacks in International Law, Business, and Relations

2014-07-10

book delisted

Money Games

2023-02-22

since 1997 the walls of law around hong kong have come under attack this book examines the strategies of resistance

Confrontations

2020-05-15

four years after the actual implementation of its casino deregulation policy macao has surpassed las vegas as the world s top gambling destination in terms of annual turnover also various recent surveys have put macao at the very top of the list in terms of per capita gdp as its economy grew shortly after the resumption of chinese sovereignty how could a tiny city without any natural resources on the southern coast of china have managed to achieve such a miraculous level of development this book presents an unparalleled study of macao s economic dynamism and its gambling industry not only by merging historical and current developments but also by presenting solid subjective and objective indicators and evidence it offers an indispensable resource for students researchers and general readers looking to understand macao s gambling miracle

Lost in China?

2015-04-30

this book provides the most comprehensive survey of mining activity and the principal challenges confronting the resources industry in the asia pacific region today and presents new theoretical and practical insights into the political and business risks faced by mining companies operating in the region from both academic and corporate perspectives it focuses on the exploration production and trade of the principal commodities coal iron ore uranium oil and gas and gold as well as the emerging commodities unconventional gas and rare earth minerals provides the reader with a valuable understanding of resource activity in the region in addition it also integrates and draws attention to eight key issue areas which have the potential to pose significant risks challenges and opportunities for the industry going forward which include sustainable development resource governance and economic contributions declining ore grades and territorial expansion community aspects of mining mining and indigenous peoples climate change and impact assessment the contributors to this volume are experts in their respective fields and the diversity of voices makes this book a must read for scholars industry participants

investors and policy makers with an interest in mining in the asia pacific

Gambling Dynamism

2013-11-29

catastrophic injuries in sport and recreation is an essential reference guide to safe participation in a wide variety of sports and recreational activities a masterful achievement of methodology it is the first complete epidemiological study and analysis of all catastrophic injuries in all sports and recreational activities that occurred within a large defined geographical area with a large population ten million people within the province of ontario between 1986 and 1995 concentrating on injuries that resulted in death or long term disability the contributors identify both the personal risk factors for participants and the societal risk factors that are important causes for these kinds of injuries providing detailed analysis of 2154 case studies the contributors demonstrate what went wrong in each event and show how each injury could have been prevented recommending specific prevention strategies for a wide range of injuries catastrophic injuries in sport and recreation is a practical medical reference for athletes and doctors alike

Mining in the Asia-Pacific

2017-09-06

this title explores ways in which bureaucracy may not only be compatible with democracy but more ambitiously the conditions under which it can enhance it examining the systems and institutions of the korean bureaucracy the national election commission the police force local government the ceiling recruitment strategy and procurement policy

Catastrophic Injuries in Sports and Recreation

2008-01-01

with their phenomenal growth rates india and china are surging ahead as world economic powers due to increasing instability in the middle east they have turned to africa to procure oil to fuel their industrialisation process africa s economy stands to be impacted in various ways due to the increasing interaction with these asian giants this book analyses the acquisition of oil blocks by indian and chinese oil corporations in eleven west african countries it describes the differences in how india and china mobilise oil externally to meet their respective goals and objectives the book examines the rate of

return on capital rate of interest on loans and the ease of availability of loans the difference in the level of technology and ability to acquire technology project management skills risk aversion valuation of the asset and the difference in the economic political and diplomatic support received by the chinese and indian oil companies from their respective governments it is argued that the difference in the relative economic and political power of india and china accounts for the ability of chinese oil companies to outbid their indian competitors and or be preferred as partners by international oil companies containing interviews from indian and chinese oil company executives government officials industry officials former diplomats and scholars and academics from india china and the uk this book makes a valuable contribution to existing literature on india china and the oil industry in west africa it will be a valuable resource for academics in the field of international relations foreign policy analysis asian business and economics

The Experience of Democracy and Bureaucracy in South Korea

2017-10-12

digital games have moved from being a peculiar marginal phenomenon to become an established element of popular culture however the interfaces between digital games and religion are still largely unknown the present volume closes this gap on the one hand examining the publication reception and production of religious content in digital games and on the other inquiring into the ways in which the representatives of religion are responding to the medium of digital games the foundations for religious studies research into digital games that are developed here represent an initial systematic contribution to a field of research that is currently arising through a synthesis of religious studies and game studies the volume also provides information about the significance potential and risks of digital games particularly for the field of religion but without reproducing distortingly enthusiastic or overanxious patterns of interpretation

Defence Force Journal

1982

this book advances alternative approaches to understanding media culture and technology in two vibrant regions of the global south bringing together scholars from africa and the caribbean it traverses the domains of communication theory digital technology strategy media practice reforms and corporate and cultural renewal the first section tackles research and technology with new conceptual thinking from the south the book then looks at emerging approaches to community digital networks online diaspora entertainment and video gaming strategies the volume then explores reforms in policy and professional practice including in broadcast television online newspapers media philanthropy and business news reporting its final section examines the role of village based folk media the power of popular music in political opposition and new approaches to overcoming neo colonial propaganda and external corporate hegemony this book therefore engages critically with the central issues of how we communicate

produce entertain and build communities in 21st century africa and the caribbean

India and China in Africa

2016-12-19

the monfort plan is a five year forward looking plan to eradicate extreme poverty from the developing world and details how microfinance has made a difference to developing countries this book proposes a new institution based in the developing world with the potential to provide a basic free and universal service in the areas of water sanitation healthcare and education to the extreme poor worldwide the provision will be subject to a certain degree of conditionality in areas ranging from corruption to legal environment the new institution will be established in a new international territory based within a specific country in subsaharan africa and will emerge in 2015 in the monfort plan author jaime pozuelo monfort engineers and designs a solution to lessen the burden of poverty in order to do so he relies on the social sciences to bring about innovation and forward looking economic policies and financial instruments in the context of a paradigm shift this book presents a multidisciplinary approach to policymaking that combines a range of fields in the social sciences looking at the history behind the marshall plan the formation of the european union and the bretton woods institutions in order to determine how a marshall plan for africa and the creation of new institutions in the developing world could work we live a moment of crisis in which creative policymaking might prove useful when proposing outcomes for a revitalized framework for capitalism to thrive and better serve the world walks you through the technicalities of the new architecture of capitalism in a straightforward manner provides a holistic view of how microfinance combined with the right economic policies and financial instruments could help change the world for the poor contains sweeping and detailed recommendations on how to build a new capitalist paradigm that helps elevate the poor and improve the human condition incorporating commentary from some of the top minds in the field of microfinance this book puts the method of microfinance in perspective

Level Up Religion

2017-06-28

the computer games industry is one of the most vibrant industries today whose potential for growth seems inexhaustible this book adopts a multi disciplinary approach and captures emerging trends as well as the issues and challenges faced by businesses their managers and their workforce in the games industry

Re-imagining Communication in Africa and the Caribbean

2021-01-30

technological advancement in graphics and other human motion tracking hardware has promoted pushing virtual reality closer to reality and thus usage of virtual reality has been extended to various fields the most typical fields for the application of virtual reality are medicine and engineering the reviews in this book describe the latest virtual reality related knowledge in these two fields such as advanced human computer interaction and virtual reality technologies evaluation tools for cognition and behavior medical and surgical treatment neuroscience and neuro rehabilitation assistant tools for overcoming mental illnesses educational and industrial uses in addition the considerations for virtual worlds in human society are discussed this book will serve as a state of the art resource for researchers who are interested in developing a beneficial technology for human society

The Monfort Plan

2010-03-18

studienarbeit aus dem jahr 2009 im fachbereich medien kommunikation medienökonomie management note 1 0 ludwig maximilians universität münchen veranstaltung medienrecht und medienethik sprache deutsch abstract das marketing des 21 jahrhunderts ist fortwährenden veränderungen unterworfen die flächendeckende verbreitung neuer technologien wie breitbandinternet digitales fernsehen oder smartphones ermöglichen unternehmen neue kommunikationsmöglichkeiten aufgrund der bidirektionalität der meisten technologien wird die interaktive werbebotschaft an den konsumenten transferiert doch der zunehmende wettbewerbsdruck führt zu sättigungstendenzen und einer reizüberflutung der medien bei den konsumenten daher ist es für unternehmen immer schwieriger mit der werbebotschaft bis zu ihren kunden durchzudringen von allen angebotenen werbeinformationen nimmt ein durchschnittlicher rezipient nur ein prozent überhaupt wahr dabei handelt es sich bei der zahl der konsumenten die sich der werbung restlos verweigern weitestgehend um eine dunkelziffer dieses negative reaktanzverhalten zeigt sich z b durch das webzappen ganzer werbeblöcke während des fernsehkonzums die klassische werbung hat ihre wachstumsgrenzen erreicht und zwingt unternehmen sich auf die suche nach innovativen werbemaßnahmen zu begeben bis vor einigen jahren boten die meisten video und computerspiele eine weitaus werbefreie welt von sublimen und kaleidoskopischen markenbotschaften befreit wurden damals ghettokämpfereien im wohnzimmer ausgetragen rundenzeiten verbessert außerirdische bekämpft kräuter gefressen oder geister vernichtet dem ist heute nicht mehr so die werbetreibende wirtschaft hat erkannt dass video und computerspiele ein interessanter transportkanal für ihre botschaften sind die gründe dafür sind polykausal seit den 1990er jahren befinden sich die digitalen spiele an konsole und pc auf der popularitätspyramide der freizeitunterhaltung zunehmend im oberen drittel in den usa haben bereits 2005 video und computerspiele einen zeitlichen nutzungsgrad erreicht der dem des internets gleichkommt und den der literalen medien überholt hat die ausgaben

der werbetreibenden bleiben hierbei allerdings noch auf der strecke dennoch wird die implementierung von werbung in video und computerspielen dass sogenannte in game advertising kurz iga trotz aktueller digitaleuphorien beispielsweise durch second life eine software die im grunde kein computerspiel ist und darum in dieser arbeit nur eine laterale rolle spielt noch von vielen unternehmen mit skepsis betrachtet

Changing the Rules of the Game

2013-10-24

dieses fachbuch ist eine umfassende abhandlung zur debatte um die negativen auswirkungen von computerspielen aggressionen amokläufe und sucht die kontroverse debatte zur beziehung zwischen computerspielen und aggression wird hier auf grundlage neuster wissenschaftlicher erkenntnisse aufgearbeitet darüber hinaus inspirierte die aufnahme in die aktuellste version des klassifikationssystems dsm für internet gaming disorder computerspielsucht eine vielzahl wissenschaftlicher veröffentlichungen welche hier übersichtlich zusammengetragen werden in diesem buch finden sie die antworten auf folgende fragen welche symptome machen eine computerspielabhängigkeit aus und welche therapiemöglichkeiten gibt es geht computerspielsucht mit veränderungen im gehirn und der persönlichkei einher gibt es eine kausale beziehung zwischen computerspielen einerseits und aggressivität und amokläufen andererseits die autoren kommen dabei nach sichtung der studienlage zu überraschenden erkenntnissen dieses buch unterstützt psychologen psychotherapeuten psychiatern pädagogen therapeuten lehrkräfte und eltern die welt der computerspiele zu navigieren

Virtual Reality

2011-01-08

how smart companies are opening up strategic initiatives to involve front line employees experts suppliers customers entrepreneurs and even competitors why are some of the world s most successful companies able to stay ahead of disruption adopting and implementing innovative strategies while others struggle it s not because they hire a new ceo or expensive consultants but rather because these pioneering companies have adopted a new way of strategizing instead of keeping strategic deliberations within the c suite they open up strategic initiatives to a diverse group of stakeholders front line employees experts suppliers customers entrepreneurs and even competitors open strategy presents a new philosophy key tools step by step advice and fascinating case studies from companies that range from barclays to adidas to guide business leaders in this groundbreaking approach to strategy the authors business strategy experts from both academia and management consulting introduce tools for each of the three stages of strategy making idea generation plan formulation and implementation these are digital tools including strategy contests which allow the widest participation hybrid digital in person tools including a nightmare competitor challenge a workshop tool that gamifies the business model development process and tools that help companies implement and sustain open strategy efforts

open strategy has an astonishing track record a survey of 200 business leaders shows that although open strategy techniques were deployed for only 30 percent of their initiatives those same initiatives generated 50 percent of their revenues and profits this book offers a roadmap for this kind of success

Erfolgsfaktoren von In-Game-Advertising

2009-04-27

profiles the many legendary professors who taught at the college and features memories and reflections from dozens of former students

Computerspiele im Diskurs: Aggression, Amokläufe und Sucht

2019-01-18

Open Strategy

2021-10-12

A Century of Excellence

2005

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