Assignment 1 Ocw Mit

This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. Supplementary material includes an Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM; EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition in Cyberspace. the following="" tutorials="" are="" not="" related="" to="" any="" specific="" chapter.="" they="" cover="" the="" essentials="" ec="" technologies="" and="" provide="" a="" guide="" relevant="" resources.="" p

The purpose of this volume is to shape conceptual tools to understand the impact of new information and communication technologies (ICTs) on the organization of universities. Traditional research-based universities, the most typical representatives of the higher education system, find themselves challenged by the speed and the wide range of technical innovations, but also by a vast array of implicit assumptions and explicit promises associated with the distribution of digital media. The author observes that as universities increasingly use digital media (computers and the Internet) to accomplish their tasks, a transformation takes place in an evolutionary rather than in a revolutionary way. Using the University of Klagenfurt as an in-depth case study, he explores such dynamic issues as how digital media affect the practice of research, the preservation and dissemination of knowledge (for example, through publishing and archiving), and delivery of education at universities. More broadly, he considers issues of organizational culture and design, administration, and leadership as universities integrate digital technologies into all aspects of their operations.

As the world rapidly moves online, sectors from management, industry, government, and education have broadly begun to virtualize the way people interact and learn. Virtual Learning Environments: Concepts, Methodologies, Tools and Applications is a three-volume compendium of the latest research, case studies, theories, and methodologies within the field of virtual learning environments. As networks get faster, cheaper, safer, and more reliable, their applications grow at a rate that makes it difficult for the typical practitioner to keep abreast. With a wide range of subjects, spanning from authors across the globe and with applications at different levels of education and higher learning, this reference guide serves academics and practitioners alike, indexed and categorized easily for study and application.

Covers a range of approaches to applying social media in teaching arts and science courses. This title covers collaborative social media in writing courses, the use of wikis as a platform for co-creation of digital content, and powerful data sharing.

This book presents twelve papers on the use of Languages for Specific Purposes (LSPs) throughout history. From Antiquity to the present time, contributors analyse how LSPs emerged both in Europe and in other parts of the world, such as Judea, North America, and China. The historical aspect of LSPs has generally not been studied in depth, despite being part of the global understanding of the phenomenon. All aspects of professional life are tackled in this book, including administration, commerce, diplomacy, medicine, legal studies, geography, sociology, mathematics and history. This volume will naturally appeal to historians but also to linguists, sociologists, and anyone interested in languages used in a professional context. It offers a better understanding of where LSPs come from, how they emerged and how they tend to become real specialties in the teaching of modern languages.

This is the most authoritative and accessible single-volume reference book on applied mathematics. Featuring numerous entries by leading experts and organized thematically, it introduces readers to applied mathematics and its uses; explains key concepts; describes important equations, laws, and functions; looks at exciting areas of research; covers modeling and simulation; explores areas of application; and more. Modeled on the popular Princeton Companion to Mathematics, this volume is an indispensable resource for undergraduate and graduate students, researchers, and practitioners in other disciplines seeking a user-friendly reference book on applied mathematics. Features nearly 200 entries organized thematically and written by an international team of distinguished contributors Presents the major ideas and branches of applied mathematics in a clear and accessible way Explains important mathematical concepts, methods, equations, and applications Introduces the language of applied mathematics and the goals of applied mathematical research Gives a wide range of examples of mathematical modeling Covers continuum mechanics, dynamical systems, numerical analysis, discrete and combinatorial mathematics, mathematical physics, and much more Explores the connections between applied mathematics and other disciplines Includes suggestions for further reading, cross-references, and a comprehensive index

?????Recent Advances in Computational SciencesSelected Papers from the International Workshop on Computational Sciences and Its Education, Beijing, China, 29-31 August 2005World Scientific

This volume presents the refereed papers given at the International Conference on Managing the Asian Century, held in Singapore in July 2013. The proceedings of this conference include

original papers contributed by researchers from many countries on different continents. The papers cover multi-disciplinary areas such as management, the social sciences, development economics, banking & finance, engineering management, and education, all in connection with the development of countries in Asia. Further, the papers are based on the 9 tracks at the conference: Transnational Education Antecedents of Asia's Competitiveness Emerging Trends in Banking, Finance and Accounting Business and Revenue Models in the Gaming Industry Psychological Issues in Asia Emerging Retail and Service Industries Entrepreneurship, Creativity and Innovation Systems Thinking and Systems Practices Tourism Initiatives, Relationships and Issues in the Asia-Pacific Region

A growing number of universities and other educational institutions record videos of regularly scheduled classes and lectures to provide students with additional resources for their study. However, the video alone is not necessarily the same than a carefully prepared educational video. The main issue is that they are typically not post-processed in an editorial sense. That is, the videos often contain longer periods of silence or inactivity, unnecessary repetitions, spontaneous interaction with students, or even corrections of prior false statements or mistakes. Furthermore, there is often no summary or table of contents of the video, unlike with educational videos that supplement a certain curriculum and are well scripted and edited. Thus, the plain recording of a lecture is a good start but far from a good e-learning resource. This thesis describes a system that can close the gap between a plain video recording and useful e-learning resource by producing automatic summaries and providing an interactive lecture browser that can visualize automatically extracted key phrases and their importance on an augmented time line. The lecture browser depends on four tasks: automatic speech recognition, automatic extraction and ranking of key phrases, extractive speech summarization, and the visualization of the phrases and their salience. These tasks as well as the contribution to the state of the art are described in detail and evaluated on a newly acquired corpus of academic spoken English, the LMELectures. A first user study shows that students using the lecture browser can solve a topic localization task about 29 % faster than students that are provided with the video only.

More and more educational scenarios and learning landscapes are developed using blogs, wikis, podcasts and e-portfolios. Web 2.0 tools give learners more control, by allowing them to easily create, share or reuse their own learning materials, and these tools also enable social learning networks that bridge the border between formal and informal learning. However, practices of strategic innovation of universities, faculty development, assessment, evaluation and quality assurance have not fully accommodated these changes in technology and teaching. Ehlers and Schneckenberg present strategic approaches for innovation in universities. The contributions explore new models for developing and engaging faculty in technology-enhanced education, and they detail underlying reasons for why quality assessment and evaluation in new – and often informal – learning scenarios have to change. Their book is a practical guide for educators, aimed at answering these questions. It describes what E-learning 2.0 is, which basic elements of Web 2.0 it builds on, and how E-learning 2.0 differs from Learning 1.0. The book also details a number of quality methods and examples, such as self-assessment, peer-review, social recommendation, and peer-learning, using illustrative cases and giving practical recommendations. Overall, it offers a step-by-step guide for educators so that they can choose their own quality assurance or assessment methods, or develop their own evaluation methodology for specific learning scenarios. The book addresses everyone involved in higher education – university leaders, chief information officers, change and quality assurance managers, and faculty developers. Pedagogical advisers and consultants will find new insights and practices for the integration and management of novel learning technologies in higher education. The volume fosters in lecturers and teachers a sound understanding of the need and strategy for change, and it provides them with practical recommendations on competence and quality methodologies.

This book is the first comprehensive account of developments in open and distance non-formal education in developing countries for over more than 20 years. It includes many instructive and inspiring examples of how international agencies such as UNESCO, FAO, WHO, UNICEF, USAID and the Commonwealth of Learning and national providers are using radio, TV, online and mobile learning, telecentres and other means to achieve the Education for All, Millennium Development and Sustainable Development Goals. It describes the educational needs of the world's most disadvantaged, vulnerable and least formally educated children, youth and adult populations, including the disabled, refugees and prisoners. It also reports on the successes, outcomes, constraints and shortcomings of using open and distance methods and technology to deliver literacy and numeracy programmes, equivalency, 'second chance' or alternative schooling, life skills and rural community development programmes and income generation and vocational training outside the framework of the formal education system. It concludes with suggestions for the extension and improvement of such lifelong learning. Designed to encourage further research and development in these capacity-building practices outside the established formal system, this is a must-read for all policy-makers, managers, educators, students and researchers interested in non-formal education for individuals, families and communities in the developing world.

This book presents state-of-the-art lectures delivered by international academic and industrial experts in the field of computational science and its education, covering a wide spectrum from theory to practice. Topics include new developments in finite element method (FEM), finite volume method and Spline theory, such as Moving Mesh Methods, Galerkin and Discontinuous Galerkin Schemes, Shape Gradient Methods, Mixed FEMs, Superconvergence techniques and Fourier spectral approximations with applications in multidimensional fluid dynamics; Maxwell equations in discrepancy media; and phase-field equations. It also discusses some interesting topics related to Stokes equations, Schrodinger equations, wavelet analysis and approximation theory. Contemporary teaching issues in curriculum reform also form an integral part of the book. This book will therefore be of significant interest and value to all graduates, research scientists and practitioners facing complex computational problems. Administrators and policymakers will find it is an addition to their mathematics curriculum reform libraries.

Training is both a teaching and a learning experience, and just about everyone has had that experience. Training involves acquiring knowledge and skills. This newly acquired training information is meant to be applicable to specific activities, tasks, and jobs. In modern times, where jobs are increasingly more complex, training workers to perform successfully is of more importance than ever. The range of contexts in which training is required includes industrial, corporate, military, artistic, and sporting, at all levels from assembly line to executive function. The required training can take place in a variety of ways and settings, including the classroom, the laboratory, the studio, the playing field, and the work environment itself. The general goal of this book is to describe the current state of research on training using cognitive psychology to build a complete empirical and theoretical picture of the training process. The book focuses on training cognition, as opposed to physical or fitness training. It attempts to show how to optimize training efficiency, durability, and generalizability. The book includes a review of relevant cognitive psychological literature, a summary of recent laboratory experiments, a presentation of original theoretical ideas, and a discussion of possible applications to real-world training

settings.

This volume provides a guide to what we know about the interplay between prosody-stress, phrasing, and melody-and interpretation-felicity in discourse, inferences, and emphasis. Speakers can modulate the meaning and effects of their utterances by changing the location of stress or of pauses, and by choosing the melody of their sentences. Although these factors often do not change the literal meaning of what is said, linguists have in recent years found tools and models to describe these more elusive aspects of linguistic meaning. This volume provides a guide to what we know about the interplay between prosody-stress, phrasing, and melody-and interpretation-felicity in discourse, inferences, and emphasis. Daniel Buring presents the main phenomena involved, and introduces the details of current formal analyses of prosodic structure, relevant aspects of discourse structure, intonational meaning, and, most importantly, the relations between them. He explains and compares the most influential theories in these areas, and outlines the questions that remain open for future research. This wide-ranging book involves aspects of phonetics, phonology, syntax, semantics, and pragmatics, and will be of interest to researchers and students in all of these fields, from advanced undergraduate level upwards.

Technology is more than just "Computer Class;" it is a literacy that must be threaded throughout the fabric of a school. In a 1:1 environment, you're preparing students to be responsible citizens of the physical and digital worlds. But it's easy to get overwhelmed with devices; you have to have a plan for technology that keeps learning at center stage. Here you'll find a solid plan for designing a technology initiative that fuels student learning. Real-life examples, lessons, and interviews with stakeholders show you Why a 1:1 program is not only achievable but also beneficial and necessary How to choose the right devices The best ways to prepare teachers through professional development Best practices for instruction and personalization in a 1:1 environment It's more essential than ever to integrate digital and information literacy into the fabric of our schools. This practical resource will get you started on the journey.

In this second book of what will be a four-volume series, the authors present, in a mathematically rigorous way, the essential foundations of both the theory and practice of algorithms, approximation, and optimization—essential topics in modern applied and computational mathematics. This material is the introductory framework upon which algorithm analysis, optimization, probability, statistics, machine learning, and control theory are built. This text gives a unified treatment of several topics that do not usually appear together: the theory and analysis of algorithms for mathematicians and data science students; probability and its applications; the theory and applications of approximation, including Fourier series, wavelets, and polynomial approximation; and the theory and practice of optimization, including dynamic optimization. When used in concert with the free supplemental lab materials, Foundations of Applied Mathematics, Volume 2: Algorithms, Approximation, Optimization teaches not only the theory but also the computational practice of modern mathematical methods. Exercises and examples build upon each other in a way that continually reinforces previous ideas, allowing students to retain learned concepts while achieving a greater depth. The mathematically rigorous lab content guides students to technical proficiency and answers the age-old question "When am I going to use this?" This textbook is geared toward advanced undergraduate and beginning graduate students in mathematics, data science, and machine learning.

Around the globe, there is an increasingly urgent need to provide opportunities for learners to embrace complexity; to develop the many skills and habits of mind that are relevant to today's complex and interconnected world; and to make learning more connected to our rapidly changing workplace and society. This presents an opportunity to (1) leverage new paradigms for understanding the structure and function of teaching and learning communities, and (2) to promote new approaches to developing methods, curricular materials, and resources. Network science - the study of connectivity - can play an important role in these activities, both as an important subject in teaching and learning and as a way to develop interconnected curricula. Since 2010, an international community of network science researchers and educators has come together to raise the global level of network literacy by applying ideas from network science to teaching and learning. Network Science in Education - which refers to both this community and to its activities - has evolved in response to the escalating activity in the field of network science and the need for people to be able to access the field through education channels. Network Science In Education: Transformational Approaches in Teaching and Learning appeals to both instructors and professionals, while offering case studies from a wide variety of activities that have been developed around the globe: the creation of entirely new courses and degree programs; tools for K-20 learners, teachers, and the general public; and in-depth analysis of selected programs. As network-based pedagogy and the community of practice continues to grow, we hope that the book's readers will join this vibrant network education community to build on these nascent ideas and help deepen the understanding of networks for all learners.

This book provides a comprehensive introduction to the conversational interface, which is becoming the main mode of interaction with virtual personal assistants, smart devices, various types of wearable, and social robots. The book consists of four parts. Part I presents the background to conversational interfaces, examining past and present work on spoken language interaction with computers. Part II covers the various technologies that are required to build a conversational interface along with practical chapters and exercises using open source tools. Part III looks at interactions with smart devices, wearables, and robots, and discusses the role of emotion and personality in the conversational interface. Part IV examines methods for evaluating conversational interfaces and discusses future directions.

In the current educational environment, there has been a shift towards online learning as a replacement for the traditional in-person classroom experience. With this new environment comes new technologies, benefits, and challenges for providing courses to students through an entirely digital environment. With this shift comes the necessary research on how to utilize these online courses and how to develop effective online educational materials that fit student needs and encourage student learning, motivation, and success. The optimization of these online tools requires a deeper look into curriculum, instructional design, teaching techniques, and new models for student assessment and evaluation. Information on how to create valuable online course content, engaging lesson plans for the digital space, and meaningful student activities online are only a few of many current topics of interest for promoting student achievement through online learning. The Research Anthology on Developing Effective Online Learning Courses provides multiple perspectives on how to develop engaging and effective online learning courses in the wake of the rapid digitalization of education. This book includes topics focused on online learners, online course content, effective online instruction strategies, and instructional design for the online environment. This reference work is ideal for curriculum developers, instructional designers, IT consultants, deans, chairs, teachers, administrators, academicians, researchers, and

students interested in the latest research on how to create online learning courses that promote student success.

"This set of books represents a detailed compendium of authoritative, research-based entries that define the contemporary state of knowledge on technology"--Provided by publisher.

Capitalise on big data to add value to your small business Written by bestselling author and big data expert Bernard Marr, Big Data For Small Business For Dummies helps you understand what big data actually is—and how you can analyse and use it to improve your business. Free of confusing jargon and complemented with lots of step-by-step guidance and helpful advice, it quickly and painlessly helps you get the most from using big data in a small business. Business data has been around for a long time. Unfortunately, it was trapped away in overcrowded filing cabinets and on archaic floppy disks. Now, thanks to technology and new tools that display complex databases in a much simpler manner, small businesses can benefit from the big data that's been hiding right under their noses. With the help of this friendly guide, you'll discover how to get your hands on big data to develop new offerings, products and services; understand technological change; create an infrastructure; develop strategies; and make smarter business decisions. Shows you how to use big data to make sense of user activity on social networks and customer transactions Demonstrates how to capture, store, search, share, analyse and visualise analytics Helps you turn your data into actionable insights Explains how to use big data to your advantage in order to transform your small business If you're a small business owner or employee, Big Data For Small Business For Dummies helps you harness the hottest commodity on the market today in order to take your company to new heights.

Drawing on the work of Eleanor Duckworth, this volume examines Critical Exploration in the Classroom (CEC)—a learning-teaching research practice that positions teachers as researchers of their students' sense-making and learners as theorizers and investigators. By integrating CEC into their teacher education classrooms, chapter authors have found that they can reliably unsettle their teacher candidates' understandings about the nature of teaching and learning and recenter their attention on the intellectual originality and creativity of all young people. In this way, CEC provides valuable tools in the work of creating more equitable and democratic classrooms. Such tools are needed in a broader environment that overvalues instrumental approaches to achieving specified learning outcomes. Readers will find practices that empower and sustain the deep intellectual engagement of all learners. Integrating classroom narratives and other forms of documentation, this resource illustrates the kinds of profound changes in understanding that have occurred for teacher candidates as a result of working with CEC. Book Features: Opens both the teacher educator and teacher candidates to new ways of teaching, learning, and being in classrooms.Demonstrates how the practice works to counter deficit thinking by revealing students' brilliance.Uses narratives and other forms of documentation to characterize the potential of CEC within a diverse array of teacher education classrooms.Portrays the many ways in which CEC has been integrated into different disciplinary and institutional settings, illustrating the common intellectual and interpersonal dynamics at work.Chapter authors all studied Critical Exploration in the Classroom (CEC) with its originator, Eleanor Duckworth. Contributors: Elizabeth Cavicchi, Eleanor Duckworth, Fiona Hughes-McDonnell, Keri Gelenian, Houman Harouni, Yeh Hsueh, Susan Rauchwerk, Lisa Schneier, William Shorr, Bonnie Hao-Kuo Tai

It is shown theoretically that the buoy can be designed to have a greater heave response than that of the height of a passing wave resulting in an increase in generated power from the linear generator. ???????????

1. Introduction 2. Syntax 3. Operational semantics 4. Denotational semantics 5. Fixed points 6. FL: a functional language 7. Naming 8. State 9. Control 10. Data 11. Simple types 12. Polymorphism and higher-order types 13. Type reconstruction 14. Abstract types 15. Modules 16. Effects describe progran behavior 17. Compilation 18. Garbage collection.

An essential guide for teaching and learning computational art and design: exercises, assignments, interviews, and more than 170 illustrations of creative work. This book is an essential resource for art educators and practitioners who want to explore code as a creative medium, and serves as a guide for computer scientists transitioning from STEM to STEAM in their syllabi or practice. It provides a collection of classic creative coding prompts and assignments, accompanied by annotated examples of both classic and contemporary projects, and more than 170 illustrations of creative work, and features a set of interviews with leading educators. Picking up where standard programming guides leave off, the authors highlight alternative programming pedagogies suitable for the art- and design-oriented classroom, including teaching approaches, resources, and community support structures.

The rapid evolution of information technology (IT) is transforming our society and its institutions. For the most knowledge-intensive entities of all, research universities, profound IT-related challenges and opportunities will emerge in the next decade or so. Yet, there is a sense that some of the most significant issues are not well understood by academic administrators, faculty, and those who support or depend on the institutionâ€™s activities. This study identifies those information technologies likely to evolve in the near term (a decade or less) that could ultimately have a major impact on the research university. It also examines the possible implications of these technologies for the research universityâ€"its activities (learning, research, outreach) and its organization, management, and financingâ€"and for the broader higher education enterprise. The authoring committee urges research universities and their constituents to develop new strategies to ensure that they survive and thrive in the digital age.

Through stories and a breakdown of how-tos, The Dance of Parenting will get you thinking about your parenting experience in a new way. It offers simply laid out parenting skills to help you energize and strengthen your parenting dance. It will accompany you as you develop your enlightened, thriving inner choreographer.

The year's finest mathematics writing from around the world This annual anthology brings together the year's finest mathematics writing from around the world. Featuring promising new voices alongside some of the foremost names in the field, The Best Writing on Mathematics 2016 makes available to a wide audience many articles not easily found anywhere else—and you don't need to be a mathematician to enjoy them. These writings offer surprising insights into the nature, meaning, and practice of mathematics today. They delve into the history, philosophy, teaching, and everyday occurrences of math, and take readers behind the scenes of today's hottest mathematical debates. Here Burkard Polster shows how to invent your own variants of the Spot It! card game, Steven Strogatz presents young Albert Einstein's proof of the Pythagorean Theorem, Joseph Dauben and Marjorie Senechal find a treasure trove of math in New York's Metropolitan Museum of Art, and Andrew Gelman explains why much scientific research based on statistical testing is spurious. In other essays, Brian Greene discusses the evolving assumptions of the physicists who developed the mathematical underpinnings of string theory, Jorge Almeida examines the misperceptions of people who attempt to predict lottery results, and Ian Stewart offers advice to authors who aspire to write successful math books for general readers. And there's much, much more. In addition to presenting the year's most memorable writings on mathematics, this must-have anthology includes a bibliography of other notable writings and an introduction by the editor, Mircea Pitici. This book belongs on the shelf of anyone interested in where math has taken us—and where it is headed.

Digital classrooms have become a common addition to curriculums in higher education; however, such learning systems are only successful if students are properly motivated to learn.

Optimizing Student Engagement in Online Learning Environments is a critical scholarly resource that examines the importance of motivation in digital classrooms and outlines methods to reengage learners. Featuring coverage on a broad range of topics such as motivational strategies, learning assessment, and student involvement, this book is geared toward academicians, researchers, and students seeking current research on the importance of maintaining ambition among learners in digital classrooms.

The Internet Encyclopedia in a 3-volume reference work on the internet as a business tool, IT platform, and communications and commerce medium.

The arrival of the COVID-19 pandemic throughout the globe at the end of 2019 turned global business upside down. It forced the closure of many businesses, disrupted global supply chains, reduced travel across borders, and created fear about face-to-face interactions. As the lockdowns in many countries created uncertainty about the future business activities, global business leaders were scrambling to find new strategies to safely re-establish their business relationships with their stakeholders. The existing historical economic, social, and racial injustice in the American society toward Black, Indigenous, and People of Color was compounded by the COVID-19. This led the movements of the Black Lives Matter to reenergize and become a global phenomenon. The horrific and sad death of George Floyd and many others triggered huge global movements to demand respect for human rights and dignity for all. Additionally, climate change and environmental degradation have caused unprecedented forests fires, more frequent and damaging hurricanes, and migration demand a revived global business book. This third edition of Global Business: An Economic, Social, and Environmental Perspective incorporates global business issues related to COVID-19, the economic and social injustice of BIPOC, and environmental degradation where it is appropriate. The reader will understand the impact of these critical global business issues discussed in the book through examples, case studies and thought-provoking discussions. These challenges require businesses, governments, and the active engagement of citizens to succeed. The aim of this book is to bring these issues for discussion and action by these stakeholders. Each chapter includes supplementary PowerPoint slides, Test-Bank, and Teaching notes that are available for instructors only.

Published in association with ELIG, the aim of this new book series is to focus on key trends and innovations - pedagogic, technological, and commercial - which are either impacting, or have the potential to impactm the ways in which digital learning and education is understood, developed and delivered within academic, public and private sectors.

This is the second edition of the Global Marketing Management System (GMMS). The GMMS approach (GMMS book + GMMSO4 software) provides a rigorous theoretical base and a comprehensive, systematic and integrative planning process designed to guide students and managers alike through the decision-making process of a company seeking global market opportunities. The book aims to provide a structure, platform, tools and a systematic step-by-step process designed to support the creation of a strategic and applied oriented methodology to global business planning and strategy formulation. It introduces the GMMS process as a demonstration of a successful application of using web-based tools in teaching international business. The book also facilitates the ability of students to enhance their understanding of decision making in international management and bridge the gap between theory and practice. More about GMMSO GMMSO4 Student User Guide (2 MB) What is GMMS? For Professors (2 MB) What is GMMS? For Consultants and SMEs (2 MB) Contents:The Global Marketing Management System:Introduction:Globalization and the Need for a Global Business EducationProject-based Learning and GMMSOUnderstanding the Firm's Strategic Position:Information ScanningPerforming a Firm Level Strategic AnalysisSummaryThe Search for Global Markets:The Decision Making ProcessPreliminary Screening of MarketsThe Process of Screening Countries Using Three Separate Screening Matrices Performing an in-Depth Market Analysis of the Two Best MarketsMarket and Company Sales PotentialAnalyzing Market/Country Specific Competitive AnalysisIdentification of Country-entry Conditions for the FirmAnalysis of Financial and Market Entry ConditionsCreating an Entry Strategy into a Selected Market:Selecting an Entry Mode into the Target MarketThe Business Environment of the Selected MarketCreating a Marketing Plan with Its Firm Specific Goals and ObjectivesDeveloping a Product StrategyDeveloping a Pricing StrategyCreation of a Promotional StrategyDeveloping of a Distribution StrategyCreation of a Financial StrategyCreating the Organizational Structure for the New MarketUnderstanding Exit Strategy and ScenariosSummaryThe GMMSO4 Software System:GMMSO4:What Is GMMSO?Bridge the GapBenefitsBackground to the Development of the Online Version of the GMMS MethodLearning OutcomesCase Study:Lafkiotis Winery Entry into United States: A Report Created by Using the GMMSO4 SystemLafkiotis Winery's Strategic AnalysisThe Search for Global MarketEntry Strategy into the US Market Readership: Students, instructors, researchers and professionals working in the fields of marketing management, global strategy and international business.

This book explores the life and work of Mary Elizabeth Barber, a British-born settler scientist who lived in the Cape during the nineteenth century. It provides a lens into a range of subjects within the history of knowledge and science, gender and social history, postcolonial, critical heritage and archival studies. The book examines the international importance of the life and works of a marginalized scientist, the instrumentalisation of science to settlers' political concerns and reveals the pivotal but largely silenced contribution of indigenous African experts. Including a variety of material, visual and textual sources, this study explores how these artefacts are archived and displayed in museums and critically analyses their content and silences. The book traces Barber's legacy across three continents in collections and archives, offering insights into the politics of memory and history-making. At the same time, it forges a nuanced argument, incorporating study of the North and South, the history of science and social history, and the past and the present.