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With over 4000 entries, including key terms and concepts covering advertising, sales promotion, public relations, direct marketing, personal selling and e-marketing, this text reflects the changing dynamics of the marketing profession. Access to government information faces many roadblocks in developing and emerging economies due to lack of appropriate legal frameworks and other requisite information laws. However, there is hope that many countries are now recognizing the importance of providing access to public information resources. Digital Access and E-Government: Perspectives from Developing and Emerging Countries explores the relationships that exist between access to information laws and e-government. It shares the strategies used in encouraging access to information in a variety of jurisdictions and environments, to be of use to e-government designers and practitioners, policymakers, and university professors.

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The rapid development of information communication technologies (ICTs) is having a profound impact across numerous aspects of social, economic, and cultural activity worldwide, and keeping pace with the associated effects, implications, opportunities, and pitfalls has been challenging to researchers in diverse realms ranging from education to competitive intelligence.

Business Data Communications, 6/e, is ideal for use in Business Data Communications, Data Communications, and introductory Networking for Business courses. Business Data Communications, 6/e, covers the fundamentals of data communications, networking, distributed applications, and network management and security. Stallings presents these concepts in a way that relates specifically to the business environment and the concerns of business management and staff, structuring his text around requirements, ingredients, and applications. While making liberal use of real-world case studies and charts and graphs to provide a business perspective, the book also provides the student with a solid grasp of the technical foundation of business data communications. Throughout the text, references to the interactive, online animations supply a powerful tool in understanding complex protocol mechanisms. The Sixth Edition maintains Stallings' superlative support for either a research projects or modeling projects component in the course. The diverse set of projects and student exercises enables the instructor to use the book as a component in a rich and varied learning experience and to tailor a course plan to meet the specific needs of the instructor and students.

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