

# **Ubiquitous And Pervasive Commerce New Frontiers For Electronic Business Computer Communications And Networks**

"This book offers focused research on the systems and technologies that provide intelligence and expertise to traders and investors and facilitate the agile ordering processes, networking, and regulation of global financial electronic markets"--Provided by publisher.

The authors of this book clearly explain the potential advantages of using Radio Frequency Identification (RFID) technology in a modern manufacturing and supply chain context. Areas of emphasis include integration of RFID data into legacy IT architectures, RFID-MES-ERP integration, and cost-benefit considerations. The presentation is not restricted to intra-company production planning, but also emphasizes the benefits of inter-company collaboration. Six case studies based on SAP's ERP systems and MPDV's MES solution show how to successfully implement cross-company supply chain integration using RFID technology.

This book constitutes the refereed proceedings of the 4th International Conference on Digital Economy, ICDEc 2019, held in Beirut, Lebanon, in April 2019.

The conference was founded in 2016 to discuss innovative research and projects related to the support role of Information System Technologies in the digital transformation process, business innovation and e-commerce. The 31 papers presented in this volume were carefully reviewed and selected from 89 submissions. The theme of ICDEc 2019 was "Digital Economy: Emerging Technologies and Business Innovation". The papers were organized in topical sections named: digital transformation; e-finance; social media communication; intelligent systems; e-commerce and business analytics; e-learning and cloud education; e-commerce and digital economy; data science; digital marketing; and digital business model.

"This book is a compendium of definitions and explanations of concepts and processes within u-commerce"--Provided by publisher.

Throughout the book, theoretical foundations necessary for understanding Electronic Commerce (EC) are presented, ranging from consumer behavior to the economic theory of competition. Furthermore, this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields, including a senior vice president of an e-commerce-related company. The authors provide website resources, numerous exercises, and extensive references to supplement the theoretical

presentations. At the end of each chapter, a list of online resources with links to the websites is also provided. Additionally, extensive, vivid examples from large corporations, small businesses from different industries, and services, governments, and nonprofit agencies from all over the world make concepts come alive in Electronic Commerce. These examples, which were collected by both academicians and practitioners, show the reader the capabilities of EC, its cost and justification, and the innovative ways corporations are using EC in their operations. In this edition (previous editions published by Pearson/Prentice Hall), the authors bring forth the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations, and mobility.

The 21st century has seen a number of advancements in technology, including the use of high performance computing. Computing resources are being used by the science and economy fields for data processing, simulation, and modeling. These innovations aid in the support of production, logistics, and mobility processes. Integrated Information and Computing Systems for Natural, Spatial, and Social Sciences covers a carefully selected spectrum of the most up to date issues, revealing the benefits, dynamism, potential, and challenges of information and computing system application scenarios and components from a wide spectrum of prominent

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disciplines. This comprehensive collection offers important guidance on the development stage of the universal solution to information and computing systems for researchers as well as industry decision makers and developers.

"This book provides a sound grounding in what industrial informatics is and in what directions the field is moving, providing a broad state-of-the-art review and showing connections and gaps in knowledge for those who design and use information technologies in industrial settings"--Provided by publisher.

Ubiquitous and Pervasive Commerce  
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Ambient intelligence is the vision of a technology that will become invisibly embedded in our natural surroundings, present whenever we need it, enabled by simple and effortless interactions, attuned to all our senses, adaptive to users and context-sensitive, and autonomous. High-quality information access and personalized content must be available to everybody, anywhere, and at any time. This book addresses ambient intelligence used to support human contacts and accompany an individual's path through the complicated modern world. From the technical standpoint, distributed electronic intelligence is addressed as hardware vanishing into the background. Devices used for ambient

intelligence are small, low-power, low weight, and (very importantly) low-cost; they collaborate or interact with each other; and they are redundant and error-tolerant. This means that the failure of one device will not cause failure of the whole system. Since wired connections often do not exist, radio methods will play an important role for data transfer. This book addresses various aspects of ambient intelligence, from applications that are imminent since they use essentially existing technologies, to ambitious ideas whose realization is still far away, due to major unsolved technical challenges. The "Encyclopedia of Mobile Computing and Commerce" presents current trends in mobile computing and their commercial applications. Hundreds of internationally renowned scholars and practitioners have written comprehensive articles exploring such topics as location and context awareness, mobile networks, mobile services, the socio impact of mobile technology, and mobile software engineering.

Emerging technologies in education are dramatically reshaping the way we teach, learn, and create meaning—both formally and informally. The use of emerging technologies within educational contexts requires new methodological approaches to teaching, learning, and educational research. This leads educational technology developers, researchers, and practitioners to engage in the

creation of diverse digital learning tools that can be used in a wide range of learning situations and scenarios. Ultimately, the goal of today's digital learning experiences includes situational experiences wherein learners and teachers symbiotically enroll in meaning-making processes. Discussion, critical reflection, and critique of these emerging technologies, tools, environments, processes, and practices require scholars to involve themselves in critical conversation about the challenges and promises afforded by emerging technologies and to engage in deliberate thinking about the critical aspects of these emerging technologies that are drastically reshaping education. The Handbook of Research on Global Education and the Impact of Institutional Policies on Educational Technologies deepens this discussion of emerging technologies in educational contexts and is centered at the intersection of educational technology, learning sciences, and socio-cultural theories. This book engages a critical conversation that will further the discussion about the pedagogical potential of emerging technologies in contemporary classrooms. Covering topics such as communication networks, online learning environments, and preservice teacher education, this text is an essential resource for educational professionals, preservice teachers, professors, teachers, students, and academicians.

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"...a must-read text that provides a historical lens to see how ubicomp has matured into a multidisciplinary endeavor. It will be an essential reference to researchers and those who want to learn more about this evolving field." -From the Foreword, Professor Gregory D. Abowd, Georgia Institute of Technology

First introduced two decades ago, the term ubiquitous computing is now part of the common vernacular. Ubicomp, as it is commonly called, has grown not just quickly but broadly so as to encompass a wealth of concepts and technology that serves any number of purposes across all of human endeavor. While such growth is positive, the newest generation of ubicomp practitioners and researchers, isolated to specific tasks, are in danger of losing their sense of history and the broader perspective that has been so essential to the field's creativity and brilliance. Under the guidance of John Krumm, an original ubicomp pioneer, *Ubiquitous Computing Fundamentals* brings together eleven ubiquitous computing trailblazers who each report on his or her area of expertise. Starting with a historical introduction, the book moves on to summarize a number of self-contained topics. Taking a decidedly human perspective, the book includes discussion on how to observe people in their natural environments and evaluate the critical points where ubiquitous computing technologies can improve their lives. Among a range of topics this book examines: How to

build an infrastructure that supports ubiquitous computing applications Privacy protection in systems that connect personal devices and personal information Moving from the graphical to the ubiquitous computing user interface Techniques that are revolutionizing the way we determine a person's location and understand other sensor measurements While we needn't become expert in every sub-discipline of ubicomp, it is necessary that we appreciate all the perspectives that make up the field and understand how our work can influence and be influenced by those perspectives. This is important, if we are to encourage future generations to be as successfully innovative as the field's originators.

"This multi-volume reference examines critical issues and emerging trends in global business, with topics ranging from managing new information technology in global business operations to ethics and communication strategies"--Provided by publisher. Enhances libraries worldwide through top research compilations from over 250 international authors in the field of e-business.

This book constitutes the refereed proceedings of the International Symposium on Information and Automation, ISIA 2010, held in Guangzhou, China, in November 2010. The 110 revised full papers presented were carefully reviewed and selected from numerous submissions. The symposium provides a forum for researchers, educators, engineers, and

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government officials to present and discuss their latest research results and exchange views on the future research directions in the general areas of Information and Automation.

This new Edition of Electronic Commerce is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. Electronic commerce (EC) describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook , LinkedIn and Instagram, and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart

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commerce and the use of AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb). The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility.

At the core of this book is the interplay between technological and business innovation and social practice. Although the benefits of 50 years of rapid advances in digital telecommunications and computing technology have not benefited everyone equally, they have nevertheless transformed almost every aspect of the way we live. One area where technology has had a clear impact is in the way we conduct business. The rate of change that brings about modernity has been considerably strengthened by technological advances applied to product manufacturing, distribution, financing, and management, which arguably form the substrate for globalization and consumerism. It is thus no surprise that businesses closely monitor advances in technology and invest considerable resources in exploring possible new applications and market opportunities. Yet, consumers' acceptance of new ways of buying and selling depends as much on business and technology as on our society's culture and the culture of the material environment that defines our values, sensibilities, and thus our commitments. Moreover, the rate of technological innovation is such that to the consumer, technology implementation is fully opaque. Nonetheless, opportunities to carry out commerce in novel ways also introduce risk to established social structures, conventions,

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and institutions. In modernity, risk management is one of the core functions of society and to be successful in this, societies depend on their trust of experts. Experts take risks on behalf of society and are responsible for evaluating the full extent of a particular set of hazards including those associated with a particular technology.

Ubiquitous sensors, devices, networks and information are paving the way toward a smart world in which computational intelligence is distributed throughout the physical environment to provide reliable and relevant services to people. This ubiquitous intelligence will change the computing landscape because it will enable new breeds of applications and systems to be developed, and the realm of computing possibilities will be significantly extended. By enhancing everyday objects with intelligence, many tasks and processes could be simplified, the physical spaces where people interact, like workplaces and homes, could become more efficient, safer and more enjoyable. Ubiquitous computing, or pervasive computing, uses these many “smart things” or “u-things” to create smart environments, services and applications. A smart thing can be endowed with different levels of intelligence, and may be c- text-aware, active, interactive, reactive, proactive, assistive, adaptive, automated, sentient, perceptual, cognitive, autonomic and/or thinking. Research on ubiquitous intelligence is an emerging research field covering many disciplines. A series of grand challenges exists to move from the current level of computing services to the smart world of adaptive and intelligent services. Started in 2005, the series of UIC conferences has been held in Taipei, Nagasaki, Three Gorges (China), Hong Kong, Oslo and Brisbane. The proceedings contain the papers presented at the 7th International Conference on Ubiquitous Intelligence and Computing (UIC 2010), held in Xi'an, China, October 26–29, 2010. The conference was

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accompanied by six vibrant workshops on a variety of research challenges within the area of ubiquitous intelligence and computing.

"This book presents a careful blend of conceptual, theoretical and applied research in regards to the relationship between technology and humans, exploring the importance of these interactions, aspects related with trust, communication, data protection, usability concerning organizational change, and e-learning"--Provided by publisher.

Electronic Commerce Management for Business Activities and Global Enterprises: Competitive Advantages is written as an e-commerce textbook for undergraduate and graduate students in various business programs, including information systems, marketing, computer science, and MBA. In addition to serving as a textbook in e-commerce, this book also provides an excellent repository for instructors, researchers, and industry practitioners for their research ideas, theories, and practical experiences. In addition to regular topics traditionally taught in the classroom, this textbook addresses the many new emerging ideas and applications and presents tools and techniques in all aspects of e-commerce development and management in the global economy.

Privacy, Security and Trust within the Context of Pervasive Computing is an edited volume based on a post workshop at the second international conference on Pervasive Computing. The workshop was held April 18-23, 2004, in Vienna, Austria. The goal of the workshop was not to focus on specific, even novel mechanisms, but rather on the interfaces between mechanisms in different technical and social problem spaces. An investigation of the interfaces between the notions of context, privacy, security, and trust will result in a deeper understanding of the "atomic" problems, leading to a more complete understanding of the social and technical issues in pervasive computing.

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In the spirit of Alvin Toffler's acclaimed works peering into the future of the technological society, *Communication Shock* is a concise history of communication technologies and an exploration of the possible social and human impacts of nanotechnology on the ecology of human communication. As we become increasingly more networked with communication technologies, we must come to understand and confront the social impact of these changes. More importantly, we must wisely choose in embracing or rejecting these technologies and exploring how we might do both by striking an appropriate balance. Grounded in communication theory and praxis, *Communication Shock* brings some objectivity to the discussion of technology, maps its development, and encourages a rational conversation about its potential problems and promise. It challenges readers to reach their own conclusions – about the future, imagined and unimaginable, about the fundamental values in conflict, and how one might choose to embrace or contest them to maintain individual autonomy in the face of increasingly ubiquitous marketing and technological change. Present and emerging communications technologies hold the promise for a bold new future, but they also have their inherent risks and drawbacks. Communication shock is the human response, conscious or unconscious, wherein the individual chooses to resist the growing pervasiveness of technology in his or her life by seeking ways to reduce or redirect new technologies or to reject the addition of such technologies altogether. Here is a framework for understanding the potential of the evolving technologies, determining which are essential and which are distractions from the life that one believes to be meaningful, and making informed choices for the life one wishes to live. Provides extensive information about pervasive computing and its implications from various perspectives so that current and future pervasive service providers can make responsible

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decisions about where, when and how to use this technology. This book is the refereed proceedings of the Third International Conference on Ubiquitous Intelligence and Computing, UIC 2006, held in Wuhan, China. The book presents 117 revised full papers together with a keynote paper were carefully reviewed and selected from 382 submissions. The papers are organized in topical sections on smart objects and embedded systems; smart spaces, environments, and platforms; ad-hoc and intelligent networks; sensor networks, and more.

This book constitutes the refereed proceedings of the 13th International Conference on Electronic Commerce and Web Technologies (EC-Web) held in Vienna, Austria, in September 2012. The 15 full and four short papers accepted for EC-Web, selected from 45 submissions, were carefully reviewed based on their originality, quality, relevance, and presentation. They are organized into topical sections on recommender systems, security and trust, mining and semantic services, negotiation, and agents and business services.

"This publication covers the latest innovative research findings involved with the incorporation of technologies into everyday aspects of life"--Provided by publisher.

This comprehensive introduction explores the evolving relationship between new media, advertising and new media consumers. Tracing the shift from 'mass' to 'my' media, Advertising and New Media critically evaluates the social and cultural implications of increased interactivity and consumer creativity for the future of advertising, with examples drawn from the USA, the UK, Europe, Australia and the peoples Republic of China. Features include: evaluation of consumer-generated advertising, including the Coke Mentos phenomenon, and comparative analysis of the Dove 'Real Beauty' and Axe/Lynx 'Effect' campaigns interviews with

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industry practitioners, providing first-hand insights on the impact of new media on advertising.

Advancements in technology have allowed the creation of new tools and innovations that can improve different aspects of life. Mobile technologies are an ever-expanding area of research that can benefit users. Mobile Applications and Solutions for Social Inclusion provides emerging research on the use of mobile technology to assist in improving social inclusion in several domains and for users in their daily lives. While highlighting topics such as alert systems, indoor navigation, and tracking and monitoring, this publication explores the various applications and techniques of mobile solutions in assistive technology. This book is an important resource for researchers, academics, professionals, and students seeking current research on the benefits and uses of mobile devices for end users and community acceptance.

The International Conference on Informatics and Management Science (IMS) 2012 will be held on November 16-19, 2012, in Chongqing, China, which is organized by Chongqing Normal University, Chongqing University, Shanghai Jiao Tong University, Nanyang Technological University, University of Michigan, Chongqing University of Arts and Sciences, and sponsored by National Natural Science Foundation of China (NSFC). The objective of IMS 2012 is to facilitate an exchange of information on best practices for the latest research advances in a range of areas. Informatics and Management Science contains over 600 contributions to suggest and inspire solutions and methods drawing from multiple disciplines including: · Computer Science · Communications and Electrical Engineering · Management Science · Service Science · Business Intelligence

This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th

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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

This two-volume-set constitutes the refereed proceedings of the 6th International Conference on Future Information Technology, FutureTech 2011, held in Crete, Greece, in June 2011. The 123 revised full papers presented in both volumes were carefully reviewed and selected from numerous submissions. The papers are organized in topical sections on future information technology, IT service and cloud computing; social computing, network, and services; forensics for future generation communication environments; intelligent transportation systems and applications; multimedia and

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semantic technologies; information science and technology. The main objective of pervasive computing systems is to create environments where computers become invisible by being seamlessly integrated and connected into our everyday environment, where such embedded computers can then provide information and exercise intelligent control when needed, but without being obtrusive. Pervasive computing and intelligent multimedia technologies are becoming increasingly important to the modern way of living. However, many of their potential applications have not yet been fully realized. Intelligent multimedia allows dynamic selection, composition and presentation of the most appropriate multimedia content based on user preferences. A variety of applications of pervasive computing and intelligent multimedia are being developed for all walks of personal and business life. Pervasive computing (often synonymously called ubiquitous computing, palpable computing or ambient intelligence) is an emerging field of research that brings in revolutionary paradigms for computing models in the 21st century. Pervasive computing is the trend towards increasingly ubiquitous connected computing devices in the environment, a trend being brought about by a convergence of advanced electronic – and particularly, wireless – technologies and the Internet. Recent advances in pervasive computers, networks, telecommunications and information technology, along with the proliferation of multimedia mobile devices – such as laptops, iPods, personal digital assistants (PDAs) and cellular telephones – have further stimulated the development of intelligent pervasive multimedia applications. These key technologies are creating a multimedia revolution that will have significant impact across a wide spectrum of consumer, business, healthcare and governmental domains. The Symposium on Ubiquitous Computing and Ambient Intelligence (UCAI) began as a workshop held in 2003 in

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San Sebastián (Spain) under the Spanish Artificial Intelligence Conference. This event gathered 32 attendees and 18 papers were presented. The second edition, already as a Symposium, took place in Granada (Spain) under the first Spanish Computer Science Conference (CEDI). Later, in 2006, a second workshop was celebrated in Ciudad Real and, in 2007; the second Symposium was organized in Zaragoza by the CEDI conference. Now we continue to work on the organization of this event in Salamanca, a beautiful Spanish city. The European Community and the Sixth and Seventh Framework Programs encourage researchers to explore the generic scope of the Aml vision. In fact, some researchers have a crucial role in this vision. Emile Aarts from Philips describes Ambient Intelligence as "the integration of technology into our environment, so that people can freely and interactively utilize it". This idea agrees with the proposal of Mark Weiser regarding the Ubiquitous Computing paradigm. Today, people living in cities see up to 5000 ads per day, many on public displays. More and more of these public displays are networked and equipped with sensors, making them part of a global infrastructure that is currently emerging. Such displays provide the opportunity to create a benefit for society in the form of immersive experiences and relevant content. In this way, they can overcome the display blindness that evolved over the years. Two main reasons prevent this vision from coming true: first, public displays are stuck with traditional advertising as the driving business model. Second, no common ground exists for researchers or advertisers that outline important challenges. The main contribution of this thesis is presenting a design space for advertising on public displays that identifies important challenges - mainly from an HCI perspective. The results are envisioned to provide a basis for future research and for practitioners to shape future advertisements on public displays in a positive way.

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This book describes a new class of computing devices which are becoming omnipresent in every day life. They make information access and processing easily available for everyone from anywhere at any time. Mobility, wireless connectivity, diversity, and ease-of-use are the magic keywords of Pervasive and Ubiquitous Computing. The book covers these front-end devices as well as their operating systems and the back-end infrastructure which integrate these pervasive components into a seamless IT world. A strong emphasis is placed on the underlying technologies and standards applied when building up pervasive solutions. These fundamental topics include commonly used terms such as XML, WAP, UMTS, GPRS, Bluetooth, Jini, transcoding, and cryptography, to mention just a few. Voice, Web Application Servers, Portals, Web Services, and Synchronized and Device Management are new in the second edition. Besides a comprehensive state-of-the-art description of the Pervasive Computing technology itself, this book gives an overview of today's real-life applications and accompanying service offerings. M-Commerce, e-Business, networked home, travel, and finance are exciting examples of applied Ubiquitous Computing.

"This reference presents a vital compendium of research detailing the latest case studies, architectures, frameworks, methodologies, and research on Grid and Cloud Computing"--

"This book advances the understanding of management methods, information technology, and their joint application in business processes"--Provided by publisher.

Mobile and Wireless Systems Beyond 3G: Managing New Business Opportunities explores new business opportunities and critical issue related to mobile and wireless systems beyond 3G. This book identifies motivations and barriers to the adoption of 3G mobile multimedia services and provides

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an end-user perspective on mobile multimedia services that are likely to emerge with the roll out of Third Generation Mobile Services (3G). Mobile and Wireless Systems beyond 3G: Managing New Business Opportunities presents a single source of up-to-date information about mobile commerce including the technology (hardware and software) involved, security issues and factors driving demand adoption (consumer and business). This book provides researchers and practitioners with a source of knowledge related to this emerging area of business, while also facilitating managers and business leaders' understanding of the industrial evolutionary processes.

A comprehensive overview of the Internet of Things' core concepts, technologies, and applications Internet of Things A to Z offers a holistic approach to the Internet of Things (IoT) model. The Internet of Things refers to uniquely identifiable objects and their virtual representations in an Internet-like structure. Recently, there has been a rapid growth in research on IoT communications and networks, that confirms the scalability and broad reach of the core concepts. With contributions from a panel of international experts, the text offers insight into the ideas, technologies, and applications of this subject. The authors discuss recent developments in the field and the most current and emerging trends in IoT. In addition, the text is filled with examples of innovative applications and real-world case studies. Internet of Things A to Z fills the need for an up-to-date volume on the topic. This important book: Covers in great detail the core concepts, enabling technologies, and implications of the Internet of Things Addresses the business, social, and legal aspects of the Internet of Things Explores the critical topic of security and privacy challenges for both individuals and organizations Includes a discussion of advanced topics such as the need for standards and interoperability Contains contributions from

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an international group of experts in academia, industry, and research Written for ICT researchers, industry professionals, and lifetime IT learners as well as academics and students, Internet of Things A to Z provides a much-needed and comprehensive resource to this burgeoning field.

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