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*Advances in Database Technology - EDBT 2002* Christian S. Jensen,Keith G. Jeffery,Jaroslav Pokorny,Simonas Saltenis,Elisa Bertino,Klemens Böhm,Matthias Jarke,2003-07-31 The Eighth International Conference on Extending Database Technology EDBT 2002 was held in Prague Czech Republic March 25 27 2002 It marks the 50th anniversary of Charles University s Faculty of Mathematics and Physics and is the most recent in a series of conferences dedicated to the dissemination and exchange of the latest advances in data management Previous conferences occurred in Konstanz Valencia Avignon Cambridge Vienna and Venice The topical theme of this year s conference is Data Management in the New Millennium which encourages the community to see beyond the management of massive databases by conventional database management systems and to extend database technology to support new services and application areas The intention is to spur greater interest in more integrated solutions to user problems which often implies the consideration of data management issues in entire information systems infrastructures There is data almost everywhere and data access is needed almost always and everywhere New technologies services and app cations that involve the broader notion of data management are emerging more rapidly than ever and the database community has much to o er The call for papers attracted numerous submissions including 207 research papers which is a new record for EDBT The program committee selected 36 research papers 6 industrial and applications papers 13 software demos and 6 tutorials for presentation at the conference In addition the conference program includes three keynote speeches by Jari Ahola Ian Horrocks and Hans J org Schek and a panel    Step-by-Step Publishing Guides Judy Penz Sheluk,2024-01-19 Whether you re an aspiring author a traditionally published author considering a change or merely curious Step by Step Publishing Guides is a must have reference book covering everything from business basics and publishing platforms to post publication sales and marketing strategies This two volume box set includes the Award winning Finding YOUR Path to Publication and Self publishing The Ins Outs of Going Indie Inside you ll find an honest unbiased look at the pros and cons of five publishing paths traditional independent hybrid self publishing and social publishing as well as an in depth look at self publishing all while guiding you through the process one easy to understand step at a time    iPhone Game Development Chris Craft,Jamey McElveen,2009-10-27 New Apple Developer Series A technical and business guide to creating and selling iPhone games If you ve always wanted to develop a cool iPhone game application and sell it for big bucks this book is for you iPhone Game Development covers all technical and commercial bases from how to sign up for the Apple Development Program master the development tools in the iPhone SDK publish your game to the App Store and convince people to buy it You ll find full coverage of Cocoa Touch and other great features of the iPhone SDK plus pages of real world examples with step by step explanations The book also includes loads of royalty free code you can use for commercial development Apple s iPhone is not only a mobile phone it s also a game platform rivaling big names like Nintendo and Sony anyone can sign up for the Apple

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Weinstein,2022-11-08 Drive revenue and grow your business by using the powerful concept of scarcity Scarcity isn t just one of the key principles of influence it s arguably the most powerful invoking the kind of primal instincts that were essential to our ancestors survival It s also the explanation for why in the mid 1990 s 29 99 Tickle Me Elmo dolls were being scalped for 7 000 apiece And yet for all its power scarcity is a principle that s little understood even as it s frequently employed in sales and marketing campaigns Research on scarcity is published mainly in academic journals not easily accessible to the mainstream public and often written from an economic rather than psychological point of view In The Power of Scarcity Dr Mindy Weinstein leverages her deep expertise in both marketing and psychology to reveal how this influence principle can be used to boost sales win negotiations spark action develop community build customer loyalty and more As a digital marketer and doctor of philosophy in psychology she brings both practical and academic insights to explain the psychology behind scarcity why it has such an immense impact on decision making and how used correctly and ethically it can influence the people who buy your products or services In these pages you ll gain a deeper understanding of why and how scarcity works in business and specifically how different types of scarcity messages supply related demand related time related or limited edition affect our brains You ll see it in action from multiple perspectives through case studies research findings and eye opening interviews with current and former executives from brands that include McDonald s Harry David and 1 800 Flowers as well as real life customers firsthand experiences For anyone involved in sales and marketing today The Power of Scarcity is a rare find combining the best research on the subject as well as hands on tactical ways to apply the psychology behind it to knowledgeably harness that power to bolster your business

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