

Module Information Nanyang Msc Marketing Science

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interactive systems in the mobile ubiquitous and virtual environments are at a stage of development where designers and developers are keen to find out more about design use and usability of these systems ubiquitous computing design implementation and usability highlights the emergent usability theories techniques tools and best practices in these environments this book shows that usable and useful systems are able to be achieved in ways that will improve usability to enhance user experiences research on the usability issues for young children teenagers adults and the elderly is presented with different techniques for the mobile ubiquitous and virtual environments

healthcare practitioners and managers increasingly find themselves in clinical situations where

they have to think fast and process myriad diagnostic test results medications and past treatment responses in order to make decisions effective problem solving in the clinical environment or classroom simulated lab depends on a healthcare professional s immediate access to fresh information unable to consult a library for information the healthcare practitioner must learn to effectively manage knowledge while thinking on their toes knowledge management km holds the key to this dilemma in the healthcare environment km places value on the tacit knowledge that individuals hold within an institution and often makes use of it to free up the collective wisdom of individuals within an organization healthcare knowledge management issues advances and successes will explore the nature of km within contemporary healthcare institutions and associated organizations it will provide readers with an understanding of approaches to the critical nature and use of knowledge by investigating healthcare based km systems designed to demystify the km process and demonstrate its applicability in healthcare this text offers contemporary and clinically relevant lessons for future organizational implementations the editors of this book have assembled a group of international contributors that reflects the diversity of km applications in the healthcare sector while many km texts suffer from pitching theoretical issues at too technical a level healthcare knowledge management approaches the topic from the more versatile twin perspectives of both academia and commerce this unique text is integrative in nature a practical guide to managing and developing km that is underpinned by theory and research

in the age of corporate responsibility green technology and sustainability continue to grip the consciousness of businesses however the development of appropriate business driven green computing applications requires an awareness of the best practices of the green agenda green computing strategies for competitive advantage and business sustainability provides emerging research on maintaining an eco friendly environment regarding cloud computing and promoting reusability while highlighting competitive advantages power consumption and project evaluation readers will learn about various techniques for reducing energy consumption in cloud performance and information technology systems this book is a vital resource for academics researchers students professionals and managers interested in novel trends in green computing applications and technology

reference and information services if it may still be referred to by this term is an evolving outreach service in libraries this is not only due to google and the internet but also other technological advances afford users online access to a plethora of content free and proprietary this evolution has also caused a shift in the theories and practices especially core functions and values of reference and information services as library schools seek greater alignment with practitioners and libraries on the forefront of these changes as academics and practitioners work together to educate library students on the kinds of changes happening in reference and information services they are rethinking their curriculum and assignments to incorporate real world challenges adaptive to user needs likewise libraries may work through their regional library consortia to plan professional development workshops or training sessions to teach new skills and methods of approach required for such changing services here s a tool for library school instructors library students professional development instructors and current librarians poised to change which specifically addresses the pedagogy of reference and information services in flux it will help answer questions such as how may we better educate a new and

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