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the internet and online communications including social media have had a marked impact on how businesses in both business to consumer b2c and business to business b2b environments engage with their audiences paid advertising efforts have for some companies taken a back seat to marketing in ways that leverage online communication to

influence their audiences driving people to their websites where they may engage with the brand and ultimately make a purchase decision influencer marketing has become a big buzzword in this new environment it s a term that refers to leveraging the influence of key people and businesses to support your brand and spread the word about your products and services through their own social channels influencer marketing means different things to different people and is approached in a variety of ways in this book digital marketing experts share their definitions best practices and case examples to help you determine whether this form of marketing would work for you and if so how to make it happen

this book examines technological and social events during 2011 and 2012 a period that saw the rise of the hacktivist the move to mobile platforms and the ubiquity of social networks it covers key technological issues such as hacking cyber crime cyber security and cyber warfare the internet smart phones electronic security and information privacy this book traces the rise into prominence of these issues while also exploring the resulting cultural reaction the authors analysis forms the basis of a discussion on future technological directions and their potential impact on society the book includes forewords by professor margaret gardner ao vice chancellor and president of rmit university and by professor robyn owens deputy vice chancellor research at the university of western australia security and the networked society provides a reference for professionals and industry analysts studying digital technologies advanced level students in computer science and electrical engineering will also find this book useful as a thought provoking resource

after a long time of neglect artificial intelligence is once again at the center of most of our political economic and socio cultural debates recent advances in the field of artifical neural networks have led to a renaissance of dystopian and utopian speculations on an ai rendered future algorithmic technologies are deployed for identifying potential terrorists through vast surveillance networks for producing sentencing guidelines and recidivism risk profiles in criminal justice systems for demographic and psychographic targeting of bodies for advertising or propaganda and more generally for automating the analysis of language text and images against this background the aim of this book is to discuss the heterogenous conditions implications and effects of modern ai and internet technologies in terms of their political dimension what does it mean to critically investigate efforts of net politics in the age of machine learning algorithms

the most interesting book ever written about google the washington post delivers the inside story behind the most successful and admired technology company of our time now updated with a new afterword google is arguably the most important company in the world today with such pervasive influence that its name is a verb the company founded by two stanford graduate students larry page and sergey brin has become a tech giant known the world over since

starting with its search engine google has moved into mobile phones computer operating systems power utilities self driving cars all while remaining the most powerful company in the advertising business granted unprecedented access to the company levy disclosed that the key to google s success in all these businesses lay in its engineering mindset and adoption of certain internet values such as speed openness experimentation and risk taking levy discloses details behind google s relationship with china including how brin disagreed with his colleagues on the china strategy and why its social networking initiative failed the first time google tried chasing a successful competitor he examines google s rocky relationship with government regulators particularly in the eu and how it has responded when employees left the company for smaller nimbler start ups in the plex is the most authoritative and in many ways the most entertaining james gleick the new york book review account of google to date and offers an instructive primer on how the minds behind the world s most influential internet company function richard waters the wall street journal

this an extended extract of digital vertigo to be published on may 22nd 2012 you can follow andrew keen ajkeen in digital vertigo andrew keen presents today s social media revolution as the most wrenching cultural transformation since the industrial revolution fusing a fast paced historical narrative with front line stories from today s online networking revolution and critiques of social companies likegroupon zynga and linkedin keen argues that the social media transformation is weakening disorienting and dividing us rather than establishing the dawn of a new egalitarian and communal age the tragic paradox of life in the social media age keen says is the incompatibility between our internet longings for community and friendship and our equally powerful desire for online individual freedom by exposing the shallow core of social networks andrew keen shows us that the more electronically connected we become the lonelier and less powerful we seem to be

in digital vertigo andrew keen presents today s social media revolution as the most wrenching cultural transformation since the industrial revolution fusing a fast paced historical narrative with front line stories from today s online networking revolution and critiques of social companies likegroupon zynga and linkedin keen argues that the social media transformation is weakening disorienting and dividing us rather than establishing the dawn of a new egalitarian and communal age the tragic paradox of life in the social media age keen says is the incompatibility between our internet longings for community and friendship and our equally powerful desire for online individual freedom by exposing the shallow core of social networks andrew keen shows us that the more electronically connected we become the lonelier and less powerful we seem to be praise forthe cult of the amateur a shrewdly argued jeremiad against the digerati effort to dethrone cultural and political gatekeepers and replace experts with the wisdom of the crowd keen writes with acuity and passion new york times a staggering new book by andrew keen he is an english born digital

media entrepreneur and silicon valley insider who really knows his stuff and he writes with the passion of a man who can at last see the dangers he has helped unleash his book will come as a real shock to many it certainly did to me a n wilson the daily mail

from the leading theorist of the metaverse comes the eagerly anticipated revised and updated account of the next internet what the metaverse is what it will take to build it and what it means for all of us a hudson booksellers amazon guardian financial times economist and bytedance toutiao best book of the year in this substantially revised and updated edition of his internationally best selling book pioneering theorist and entrepreneur matthew ball goes beyond the hype cycle to present a definitive account of the future of the internet the metaverse according to ball s industry shaping definition is a persistent and interconnected network of 3d virtual worlds that will eventually serve as the gateway to most online experiences and underpin much of the physical world as ball recounts the metaverse is a thirty year old term and the core ideas and technologies behind it have been in development for nearly a century only recently however did this fantastical concept begin to leap from the pages of science fiction and depths of national research labs to the forefront of consumer technology industrial engineering healthcare education dating and more from the history of video games and virtual reality to proto metaverses such as second life fortnite and roblox to generative ai and the groundbreaking films and television series of the walt disney company ball points out that the metaverse is already emerging around us and doesn t require a headset still there are many breakthroughs required to fully realize the metaverse and he describes each in approachable but expert detail ball also lays out how governmental policy the philosophy of big tech leaders artificial general intelligence economics and human rights will shape the development of the metaverse famous for his ability to bring clarity to complex and misunderstood topics ball demonstrates that the race to build the metaverse also known as the spatial or immersive internet is only accelerating the metaverse will endure as an indispensable guide for enthusiasts tech aficionados and anyone curious about the profound transformations underway in our increasingly interconnected world

invisible is the term used to describe all of the information available on the world wide that cannot be found by using generalpurpose search engines this book describes how you can get this information and how you can use it for study and research purposes

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