

1. Record Nr.	UNINA9910145763803321
Titolo	Services for UMTS [[electronic resource]] : creating killer applications in 3G // edited by Tomi T. Ahonen, Joe Barrett
Pubbl/distr/stampa	Chichester, : Wiley, c2002
ISBN	1-280-26886-7 9786610268863 0-470-02478-X 0-470-01417-2
Descrizione fisica	1 online resource (392 p.)
Altri autori (Persone)	AhonenTomi T BarrettJoe <1956->
Disciplina	384.534 621.3845
Soggetti	Mobile communication systems Personal communication service systems Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Foreword; Acknowledgements; List of Contributors; 1 Intro to Services for UMTS - The Future Starts Here; 1.1 Enriching the experience. From ears to eyes; 1.2 Fixed internets, second generations, and UMTS; 1.3 Recent service trends; 1.4 Money lessons from the fixed internet; 1.5 The end of the beginning; 2 Attributes of Services for UMTS - What Makes for Desirable Services; 2.1 Competition from old economy and beyond; 2.2 Micro-payments; 2.3 Further attributes; 2.4 Service creation aides; 2.5 At last on attributes; 3 The 5 M's of Services for UMTS - Killer Wanted 3.1 The 5 M's of UMTS service definition 3.2 Testing the 5 M's: the Mobile Ring Tone; 3.3 Using the 5 M's; 3.4 Finally on the 5 M's; 4 Services to Address Movement Needs - Escaping the Fixed Place; 4.1 Adding value to travelling life; 4.2 Business to employee (B2E) services; 4.3 Business to business (B2B) services; 4.4 Order entry; 4.5 Telehealth (telemedicine); 4.6 Messaging; 4.7 Organiser synchronisation; 4.8 Virtual PDA; 4.9 Moving beyond movement; 5 Services to Address

Moment Needs - Expanding the Concept of Time; 5.1 Mobile information; 5.2 Mobile entertainment; 5.3 Music 5.4 Mobile banking 5.5 Mobile games; 5.6 Adult entertainment; 5.7 Last moment on moment; 6 Services to Address the ""Me"" Needs - Extending Me and My Community; 6.1 Rich calls; 6.2 WTA (Wireless Telephony Application); 6.3 Video calls; 6.4 Show Me; 6.5 SIP (Session Initiation Protocol); 6.6 Social messaging; 6.7 Standards and protocols to help customise services; 6.8 Profile management; 6.9 Me, myself and I; 7 Services to Address Money Needs - Expending Financial Resources; 7.1 Mobile commerce (mCommerce); 7.2 Buying and consuming digital content; 7.3 Intangible services 7.4 Brick and mortar store purchases 7.5 mAd (Mobile Advertising); 7.6 Adver-tainment?; 7.7 Forwarding Ads and coupons; 7.8 Free trials; 7.9 AdPay (PromoPay); 7.10 Show me the money; 8 Services to Address Machine Needs - Empowering Gadgets and Devices; 8.1 In-car telematics; 8.2 Remote metering; 8.3 Remote control; 8.4 Shutting off the machines; 9 Types of UMTS Services - Categorising the Future; 9.1 Comparing 2G networks and UMTS; 9.2 Why the Mobile Internet will be successful; 9.3 Evolution of services from 2G to UMTS; 9.4 Categorisation of Services for UMTS; 9.5 Interpersonal communications 9.6 Infotainment 9.7 Corporate services; 9.8 Consumer enterprise; 9.9 Psychology of service creation; 9.10 Typing up types; 10 Marketing UMTS Services - Segment, Segment, Segment !!; 10.1 How the marketing environment evolves with UMTS; 10.2 Retailer analogy; 10.3 Segmentation; 10.4 Segmentation model on UMTS service usage; 10.5 New segmentation methods; 10.6 Segmentation of initial network operator selection; 10.7 The UMTS operator brand; 10.8 Loyalty schemes; 10.9 Don't forget the UMTS distribution channel; 10.10 Preparing for launch; 10.11 Marking off marketing 11 Competitiveness in UMTS - The Winner Takes It All

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#### Sommario/riassunto

UMTS is not about Technology, it is about Services...The UMTS or 3G environment is the ultimate convergence of fixed and mobile, voice and data, content and delivery. The result will be the largest and most complex communications system that man has designed. If you want a challenge then this is the industry to be in. Services for UMTS (Universal Mobile Telecommunication System) or 3G (3rd Generation mobile networks) is a book about the near future, where UMTS allows mobile phones and other devices for communication, entertainment, personalised services, utility and fun to be us

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2. Record Nr.	UNINA9910794996603321
Titolo	Intentionality and action / / edited by Jesus Padilla Galvez and Margit Gaffal
Pubbl/distr/stampa	Berlin, [Germany] : , : De Gruyter, , 2017 ©2017
ISBN	3-11-055910-2 3-11-056028-3
Descrizione fisica	1 online resource (186 pages)
Collana	Aporia ; ; Volume 10
Disciplina	128/.4
Soggetti	Intentionality (Philosophy) Intention (Logic) Act (Philosophy)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Frontmatter -- Table of Contents -- Intentionality and Action -- Intentionality, Reasons and Motives -- Road Safety -- Intentionality in Husserl's Logical Investigations -- Commitment (Verbindlichkeit) -- The Paradox of Intentionality -- Intentionality and Monitoring -- Wittgenstein's Philosophy of Psychology on Intention -- Intention and 'Absicht' -- Reasons and First-Person Authority -- On the Very Idea of a (Natural) Intentional Relation -- Husserlian Ethics -- Abbreviations of Wittgenstein's Works -- Index -- List of contributors
Sommario/riassunto	The book links the concept of intention to human action. It provides answers to questions like: Why do we act intentionally? Which impact do reasons and motives have on our decisions? Certain events are identified as intentional actions when they are considered as being rationalized by reasons. The linguistic description of such events enables us to reveal the structure of intention. The mental and the linguistic constitute irreducible ways of understanding events. Among the topics discussed are intentionality, actions, the linguistic form to talk about intentionality and actions, Brentano's view of intentionality, the phenomenological approach to intention and Wittgenstein's

proposals. The contributions by Wolfgang Künne, Peter Simons, Christian Bermes, Kevin Mulligan, Severin Schroeder, António Marques, Margit Gaffal, Michel Le Du, Jesús Padilla Gálvez, Bernhard Obsieger and Amir Horowitz show that actions and decisions are guided by intentional considerations.

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