

1. Record Nr.	UNINA9910220042303321
Autore	Marc Wittmann
Titolo	Sub- and Supra-Second Timing: Brain, Learning and Development
Pubbl/distr/stampa	Frontiers Media SA, 2016
Descrizione fisica	1 online resource (162 p.)
Collana	Frontiers Research Topics
Soggetti	Psychology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>Time perception in the range of milliseconds to a few seconds is essential for many important sensory and perceptual tasks including speech perception, motion perception, motor coordination, and cross-modal interaction. For the brain to be in synchrony with the environment, the physical differences in the speeds of light and sound, as well as stimuli from other modalities such as odors, must be processed and coordinated (Poppel & Bao 2014; Bao et al., 2015). Time is a subjective feeling that is modulated by emotional states which trigger temporal distortions (temporal dilation vs. contraction) (Wittmann et al., 2014), hence give rise to subjective time that may be different to event time as initially registered in the brain. Recent research suggests that time perception in a multisensory world is subject to prior task experience and shaped by (statistical) learning processes. Humans are active learners. That is, the engagement of the own body in a timing task within a perceptual-action loop will make a noticeable difference in timing performance, as compared to when humans only passively perceive the same perceptual scenario (Bao et al., 2015; Chen & Vroomen, 2013). This Research Topic of "Sub-and Supra-Second Timing: Brain, Learning and Development" has integrated sixteen submissions of novel research on sub- and supra-timing. We have categorized the papers in this topic into the following four themes, from which we can deduce trends of research about multisensory timing in the sub- and supra-second range: Sensory</p>

timing, interaction and reliability Adaptive representation of time, learning and temporal prediction Sensorimotor synchronization, embodiment and coordination Perspective of psychological moment and temporal organization Overall, the collections in "Sub-and Supra-Second Timing: Brain, Learning and Development" show some recent trends and debates in multisensory timing research as well as provide a venue to inspire future work in multisensory timing.

2. Record Nr.	UNINA9910150228703321
Autore	Chaffey Dave <1963->
Titolo	E-business & e-commerce management : strategy, implementation and practice / Dave Chaffey
Pubbl/distr/stampa	[Place of publication not identified], : Pearson/Financial Times Prentice Hall, 2011
ISBN	0273752065
Edizione	[5th edition.]
Descrizione fisica	1 online resource (xxxi, 733 pages) : \$b colour illustrations, colour map
Disciplina	658.8/72
Soggetti	Electronic commerce - Computer networks Business enterprises
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Cover -- E-Business & E-Commerce Management -- Brief contents -- Contents -- Preface -- Guided tour -- About the author -- Author Acknowledgements -- Publisher's acknowledgements -- Part 1 Introduction -- Introduction to e-business and e-commerce -- Learning outcomes -- Management issues -- Links to other chapters -- Introduction -- The impact of electronic communications on traditional businesses -- Managing social media -- Real-world e-Business experiences -- What is the difference between e-commerce and e-business? -- E-commerce defined -- E-business defined -- Case Study 1.1 A short history of Facebook -- Business or consumer models of e-commerce transactions -- E-business opportunities -- Business adoption of digital technologies for e-commerce and e-

business -- Drivers of business Internet adoption -- Case Study 1.2 North West Supplies extends its reach online -- E-business risks and barriers to business adoption -- Evaluating an organization's e-business capabilities -- Drivers of consumer Internet adoption -- Barriers to consumer Internet adoption -- Case Study 1.3 eBay - the world's largest e-business -- Summary -- Exercises -- References -- Further reading -- Web links -- Marketplace analysis for e-commerce -- Learning outcomes -- Management issues -- Links to other chapters -- Introduction -- Real-world e-business: More Than -- The e-commerce environment -- Strategic agility -- Online marketplace analysis -- Location of trading in the marketplace -- Review of marketplace channel structures -- Location of trading in the marketplace -- The importance of multi-channel marketplace models -- Commercial arrangement for transactions -- Different types of online intermediary -- Summary of the types of intermediary -- The importance of search engines -- Business models for e-commerce -- Revenue models.

Online publisher and intermediary revenue models -- Focus on Auction business models -- Focus on Internet start-up companies -- From 'bricks and mortar' to 'clicks and mortar' -- Assessing e-businesses -- Valuing Internet start-ups -- Case Study 2.1 i-to-i - a global marketplace for a start-up company -- Why dot-coms failed -- Case Study 2.2 Zopa launches a new lending model -- Summary -- Exercises -- References -- Further reading -- Web links -- E-business infrastructure -- Learning outcomes -- Management issues -- Links to other chapters -- Introduction -- E-business infrastructure components -- Real-world e-business: lastminute.com -- Internet technology -- Hosting of websites and e-business services -- The Internet timeline -- Just how big is the Internet? -- Case Study 3.1 Innovation at Google -- Intranets and extranets -- Web technology -- Internet-access software applications -- Augmented reality -- Blogs and blogging -- Electronic mail or e-mail -- Feeds -- How does it work? Internet standards -- Networking standards -- The HTTP protocol -- Uniform resource locators (URLs) -- Domain names -- Web presentation and data exchange standards -- Audio and video standards -- Focus on Internet governance -- Managing e-business infrastructure -- Managing hardware and systems software infrastructure -- Managing Internet service and hosting providers -- Managing employee access to the Internet and e-mail -- Managing e-business applications infrastructure -- Focus on Web services, SaaS and service-oriented architecture (SOA) -- Benefits of web services or SaaS -- Challenges of deploying SaaS -- Case Study 3.2 New architecture or just new hype? -- EDI -- Focus on Mobile commerce -- Wireless Internet access standards -- Wireless access devices -- Popularity of applications of mobile communications -- Mobile apps -- Summary -- Exercises -- References.

Further reading -- Web links -- E-environment -- Learning outcomes -- Management issues -- Links to other chapters -- Introduction -- Real-world e-business: Lingo24 -- Social and legal factors -- Factors governing e-commerce service adoption -- Privacy and trust in e-commerce -- Other e-commerce legislation -- Environmental and green issues related to Internet usage -- Taxation -- Freedom-restrictive legislation -- Economic and competitive factors -- Focus on E-commerce and globalization -- Case Study 4.1 The implications of globalization for consumer attitudes -- The implications of e-commerce for international B2B trading -- Political factors -- Internet governance -- E-government -- Technological innovation and technology assessment -- Approaches to identifying emerging

technology -- Summary -- Exercises -- References -- Further reading -- Web links -- Part 2 Strategy and applications -- E-business strategy -- Learning outcomes -- Management issues -- Links to other chapters -- Introduction -- Real-world e-business: Standard Life -- What is e-business strategy? -- The imperative for e-business strategy -- E-channel strategies -- Strategy process models for e-business -- Strategic analysis -- Resource and process analysis -- Competitive environment analysis -- Assessing competitive threats -- Co-opetition -- Competitor analysis -- Strategic objectives -- Defining vision and mission -- How can e-business create business value? -- Case Study 5.1 Capital One creates value through e-business -- Objective setting -- Case Study 5.2 Setting the Internet revenue contribution at Sandvik Steel -- Strategy definition -- Decision 1: E-business channel priorities -- Decision 2: Market and product development strategies -- Decision 3: Positioning and differentiation strategies -- Decision 4: Business, service and revenue models. Decision 5: Marketplace restructuring -- Decision 6: Supply-chain management capabilities -- Decision 7: Internal knowledge management capabilities -- Decision 8: Organizational resourcing and capabilities -- Strategy implementation -- Failed e-business strategies -- E-business strategy implementation success factors for SMEs -- Case Study 5.3 Boo hoo - learning from the largest European dot-com failure -- Focus on Aligning and impacting e-business strategies -- Elements of IS strategy -- Investment appraisal -- Summary -- Exercises -- References -- Further reading -- Web links -- Supply chain management -- Learning outcomes -- Management issues -- Links to other chapters -- Introduction -- Problems of supply chain management -- What is supply chain management? -- Using technology to support supply chain management - an example -- A simple model of a supply chain -- Case Study 6.1 Shell Chemicals redefines its customers' supply chains -- What is logistics? -- Push and pull supply chain models -- Focus on The value chain -- Restructuring the internal value chain -- The value stream -- Value chain analysis -- Value networks -- Towards the virtual organization -- Options for restructuring the supply chain -- Using e-business to restructure the supply chain -- Technology options and standards for supply chain management -- Adoption rates of e-business applications -- Case Study 6.2 Argos uses e-supply chain management to improve customer convenience -- IS-supported downstream supply chain management -- Outbound logistics management -- IS infrastructure for supply chain management -- Supply chain management implementation -- Data standardization and exchange -- The supply chain management strategy process -- Goal-setting and performance management for e-SCM -- Managing partnerships -- Managing global distribution. Case Study 6.3 RFID: keeping track starts its move to a faster track -- Summary -- Exercises -- References -- Further reading -- Web links -- E-procurement -- Learning outcomes -- Management issues -- Links to other chapters -- Introduction -- What is e-procurement? -- Understanding the procurement process -- Types of procurement -- Participants in different types of e-procurement -- Drivers of e-procurement -- Examples of the benefits of e-procurement -- Case Study 7.1 Cambridge Consultants reduce costs through e-procurement -- Focus on Estimating e-procurement costs -- The impact of cost savings on profitability -- Barriers and risks of e-procurement adoption -- Implementing e-procurement -- Integrating company systems with supplier systems -- Focus on B2B marketplaces -- Case Study 7.2 Covisint - a typical history of a B2B marketplace? -- Types of marketplace -- The future of e-procurement -- Summary -- Exercises

-- References -- Further reading -- Web links -- E-marketing -- Learning outcomes -- Management issues -- Links to other chapters -- Introduction -- Chapter structure -- Real-world e-business: Guess -- What is e-marketing? -- Marketing defined -- E-marketing defined -- E-marketing planning -- Is a separate e-marketing plan required? -- Situation analysis -- Demand analysis -- Competitor analysis -- Intermediary analysis -- Internal marketing audit -- Objective setting -- Case Study 8.1 The e-evolution of easyJet's online revenue contribution -- Strategy -- Market and product positioning -- Target market strategies -- Focus on Characteristics of digital media communications -- Tactics -- Product -- Case Study 8.2 Dell gets closer to its customers online -- Price -- Place -- Promotion -- People, process and physical evidence -- Focus on Online branding -- The importance of brand online -- Actions -- Control. Case Study 8.3 The new Napster changes the music marketing mix.

Sommario/riassunto

This bestselling textbook offers a comprehensive introduction to the theory and practice of e-business and e-commerce management. The author, Dave Chaffey, brings his trademarks of authority, clarity of expression and teaching expertise to bear on a subject in which he actively lectures and consults. Popular for its cutting-edge and contemporary coverage, this text offers an international approach and a good balance between the technical and managerial topics of central importance to developing an understanding of this subject. It is an engaging read, packed with real-life examples and case studies. Developed for students studying e-business or e-commerce at undergraduate or postgraduate level, and also used by many business managers, this is the essential text to keep pace with technology, strategy and implementation.
