

1. Record Nr.	UNINA9910147051303321
Titolo	Health informatics : point-of-care medical device communication. Part 30200, Transport profile-- cable connected // IEEE Engineering in Medicine and Biology Society IEEE 1073 Standard Committee, Institute of Electrical and Electronics Engineers, IEEE-SA Standards Board
Pubbl/distr/stampa	Piscataway, NJ : , : Institute of Electrical and Electronics Engineers, , 2004
Edizione	[First edition.]
Descrizione fisica	1 online resource (x, 69 pages) : illustrations
Disciplina	610.28
Soggetti	Medical electronics - Standards Medical instruments and apparatus - Standards
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This standard replaces IEEE Std 1073.3.2-2000. A connection-oriented transport profile and physical layer suitable for medical device communications in legacy devices is established. Communications services and protocols consistent with specifications of the Infrared Data Association are defined. These communication services and protocols are optimized for use in patient-connected bedside medical devices.

2. Record Nr.	UNINA9910252712103321
Autore	Feng Wei
Titolo	Discursive Constructions of Corporate Identities by Chinese Banks on Sina Weibo : An Integrated Sociolinguistics Approach / / by Wei Feng
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Springer, , 2017
ISBN	981-10-4469-4
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XVI, 152 p. 4 illus. in color.)
Disciplina	306.44
Soggetti	Sociolinguistics Discourse analysis Communication Discourse Analysis Media and Communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Chapter 1 Introduction -- Chapter 2 Literature Review -- Chapter 3 Theoretical Framework and Research Methods -- Chapter 4 Heterogeneous Corporate Identities of Banks on Sina Weibo -- Chapter 5 Framing Who We Are: Impression Management Strategies of Corporate Identity Construction on the Sina Weibo -- Chapter 6 Followers' Co-Constructing Banks' Corporate Identity on Weibo -- Chapter 7 Cross-Bank Variations in Corporate Identity Construction -- Chapter 8 Conclusion -- Bibliography -- Appendix.
Sommario/riassunto	This book addresses the discursive construction of corporate identities in social media on the part of Chinese corporations, particularly highlighting how followers of corporate social media co-create corporate identities during firm-follower interactions. Toward this end, it pursues an integrated sociolinguistics approach combining e.g. thematic analysis, interactional analysis and in-depth interviews. Readers will also find extensive information on the brand-new dialogic framework of corporate identity formation. The book offers an insightful and revealing guide for both practitioners/trainers and teachers in corporate communication who are faced with the challenges of managing public relations and corporate images in the age of social

media. It can also serve as a valuable case study for those readers who are fascinated by the Chinese economy and discourse analysis of the Chinese language.
