

1. Record Nr.	UNISA996466657703316
Autore	Defant Andreas
Titolo	Classical Summation in Commutative and Noncommutative L_p -Spaces [[electronic resource] /] / by Andreas Defant
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2011
ISBN	3-642-20438-4
Edizione	[1st ed. 2011.]
Descrizione fisica	1 online resource (VIII, 171 p. 17 illus.)
Collana	Lecture Notes in Mathematics, , 0075-8434 ; ; 2021
Disciplina	515
Soggetti	Mathematical analysis Analysis (Mathematics) Functional analysis Fourier analysis Probabilities Analysis Functional Analysis Fourier Analysis Probability Theory and Stochastic Processes
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	1 Introduction -- 2 Commutative Theory -- 3 Noncommutative Theory.
Sommario/riassunto	The aim of this research is to develop a systematic scheme that makes it possible to transform important parts of the by now classical theory of summation of general orthonormal series into a similar theory for series in noncommutative L_p -spaces constructed over a noncommutative measure space (a von Neumann algebra of operators acting on a Hilbert space together with a faithful normal state on this algebra).

2. Record Nr.	UNINA9910795973003321
Autore	Berman Margo <1947->
Titolo	The copywriter's toolkit [[electronic resource]] : the complete guide to strategic advertising copy // Margo Berman
Pubbl/distr/stampa	Chichester, West Sussex, U.K. ; ; Malden, Mass., : Wiley-Blackwell, 2012
ISBN	9781444360806 1444360809
Descrizione fisica	xix, 376 p. : ill. (some col.)
Classificazione	674 674.35 659.13/2
Disciplina	659.13/2
Soggetti	Advertising copy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Machine generated contents note: Introduction Acknowledgments Chapter 1. The Persuasive Word: Strategy: The ABC's - Audience, Benefits & Creative Briefs Chapter 2: The Strategic Word: Strategy Categories Chapter 3. The Chosen Word: Writing Techniques Chapter 4: The Sticky Word: Headline and Slogan Techniques Chapter 5. The Written Word: Print (ads, brochures, catalogues) Chapter 6. The Spoken Word: Radio Chapter 7. The Animated Word: TV Chapter 8. The Delivered Word and Abridged Word: Direct Mail, Mobile & Small-Space Writing Chapter 9. The Ambient and Moving Word: Out-of-Home & Transit Chapter 10. The Online Communal Word: Digital Dialogue, Virtual Community, Blogging Chapter 11. The Online Word: Websites Chapter 12. The Buzz Word: Interactive Engagement, Social Media, Viral Marketing Chapter 13. The Multimedia and Multilingual Word: Integrated Campaigns Chapter 14. The Global Word: International Campaigns Suggested Reading.
Sommario/riassunto	"It doesn't matter whether you're a student, novice, or seasoned professional, this book will hone your copywriting skills. Beginning with strategy and technique, each following chapter focuses on writing for a specific medium: from print and broadcast through ambient and digital media. Writing examples are shown using industry standard formats.

You'll quickly see how radio scripts differ from TV scripts, how television storyboards are best presented, and how print copy is typed up to facilitate typesetting. Copywriters from global agencies share their writing secrets and offer copy tips for every medium. Special callout boxes will make major points easy to remember and simple to apply. Glossaries are listed in relevant chapters and checklists summarize the principles for fast reference. Written from a real-world perspective by an award-winning copywriter/producer/director, this comprehensive guide is what every writer needs to create powerful, strategic ad copy"--

3. Record Nr.	UNINA9910254845903321
Titolo	Game Theory for Networks : 6th International Conference, GameNets 2016, Kelowna, BC, Canada, May 11-12, 2016, Revised Selected Papers // edited by Julian Cheng, Ekram Hossain, Haijun Zhang, Walid Saad, Mainak Chatterjee
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2017
ISBN	3-319-47509-6
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (X, 147 p. 40 illus.)
Collana	Lecture Notes of the Institute for Computer Sciences, Social Informatics and Telecommunications Engineering, , 1867-822X ; ; 174
Disciplina	004.6
Soggetti	Computer networks Artificial intelligence Numerical analysis Electronic commerce Application software Computer Communication Networks Artificial Intelligence Numerical Analysis e-Commerce and e-Business Computer and Information Systems Applications
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

Nota di contenuto

Strategic Seeding of Rival Opinions -- Data Preservation in Base Station-less Sensor Networks: A Game Theoretic Approach -- Energy Efficient Clustering and Beamforming for Cooperative Multicell Networks -- Cross-Monotonic Game for Self-Organized Context-Aware Placement of Services with Information Producers and Consumers -- Tracking areas planning with cooperative game in heterogeneous and small cell networks -- A Mechanism Design Approach for Influence Maximization -- Energy Efficient Channel Sharing and Power Optimization for Device-to-Device Networks Game Theory in Wireless Networks -- Distributed Sharing Base Stations for Greening: A Population Game Approach -- Weighted Voting Game Based Relay Node Management In VANETs -- The Study and Field Trial of Coordinated Multi-Point Design and Analysis of Economic Games -- Revenue Sharing of ISP and CP in a Competitive Environment -- An Incentive Mechanism for P2P Network Using Accumulated-Payoff Based Snowdrift Game Model -- Joint Power Control and Subchannel Allocation for D2D Communications Underlying Cellular Networks: A Coalitional Game Perspective.

Sommario/riassunto

This book constitutes the refereed proceedings of the 6th International Conference on Game Theory for Networks, GameNets 2016, held in Kelowna, Canada, in May 2016. The 13 papers were carefully selected from 26 submissions and cover topics such as algorithmic game theory, game models and theories, game theories in wireless networks, design and analysis of economic games. .
