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| 1. Record Nr. | UNINA9910300652503321 |
| Autore | Wicklund Phillip |
| Titolo | Practical Sitecore 8 Configuration and Strategy : A User Guide for Sitecore's Content and Marketing Capabilities / / by Phillip Wicklund |
| Pubbl/distr/stampa | Berkeley, CA : , : Apress : , : Imprint : Apress, , 2015 |
| ISBN | 9781484212363 1484212363 |
| Edizione | [1st ed. 2015.] |
| Descrizione fisica | 1 online resource (327 p.) |
| Disciplina | 004 |
| Soggetti | Application software Computer science Computers Computer Applications Computer Science, general Information Systems and Communication Service |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di contenuto | Practical Sitecore 8 Configuration and Strategy; Contents at a Glance; Contents; About the Author; About the Technical Reviewers; Acknowledgments; Introduction; How This Book Is Structured; Contacting the Author; Chapter 1: Introduction to Sitecore 8; Web Content Management: A Brief History; Web 2.0; R.I.P. WCM-Long Live CXP; Key Priorities for a Customer Experience Platform; Easy to Use; Real-Time Personalization; Single View of the Customer; Search Engine Optimization; E-Mail and Automation; Multilingual Support; Omnichannel Support; Social Media Support; Mobile Support Integration FlexibilityDeveloper Friendly; Enterprise Grade; Key Features and Capabilities of Sitecore; Sitecore Solution Architecture; Channel Layer; Web; Email; Mobile; Social; Commerce; Print; Apps; Federated; Management Layer; Sitecore AIDA Layer; Sitecore Database Layer; Integration Layer; Unified Content Management; Analytics and Experience Optimization; Experience Automation; Experience Profiles; Experience Personalization; Federated Experience Manager; Email Experience Manager; Print Experience Manager; Quick Tour of the |

Sitecore Admin GUI; What's New in Sitecore 8?; Summary
Chapter 2: Managing ContentThe Sitecore Hierarchy; Templates; Content; Layouts and Components; Content Editing Fundamentals; Getting Started; Managing Rich Media; Working in the Experience Editor; A Brief Tour; Home Tab; View Tab; Experience Tab; Advanced and Optimization Tabs; Previewing, Exploring, and Debugging; Working with Components; Managing Thousands of Items with Buckets; Converting an Item to a Bucket; Searching a Bucket; Archiving Content and the Recycle Bin; Recycle Bin Settings; Archiving Content; Content Versions and Multilingual Language Support; Managing Multiple Versions
Content Language TranslationContent Cloning; Workflows and Publishing Overview; Summary; Chapter 3: Experience Personalization; What Is Personalization?; Rules-Based vs. Predictive Personalization; It All Starts with Personas; The Persona Workshop; Creating a Persona Journey; Predictive Personalization Terminology; Personalization Testing in the Experience Explorer; Configuring Personalization; Configuring Ad-Hoc Personalization; Configuring Persona-Based Personalization; Summary; Chapter 4: Experience Optimization; Experience Optimization Considerations; What Is A/B and Multivariate Testing?
Good Expectations (1% Rule)Landing Pages vs. Corporate Web Site; Calculating Statistical Significance; Optimization Gamification; Running Your First A/B Test; Creating a New Page Test; Creating a Multivariate Page-Level Test; Summary; Chapter 5: Marketing Campaigns; Sitecore Marketing Automation; A Looking Glass and a Rudder; Tactical (t) versus Transformational (T); Sitecore Marketing Building Blocks; Events, Failure Events, and Goals; Outcomes; Campaigns; Engagement Plans; Taxonomies; Creating Your First Engagement Plan; Email Experience Manager; Summary; Chapter 6: Web Forms for Marketers
Overview of Web Forms for Marketers

Sommario/riassunto

Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities offers a comprehensive overview of Sitecore's web content management solutions, and provides step-by-step guidance for configuring Sitecore's personalization, testing, and marketing automation capabilities. The book highlights strategies and best practices—taking it beyond just the "how to" procedures that can be found elsewhere. Sitecore was recently recognized as one of the most reputable and reliable web content management solutions (WCMS) in the marketplace. Thousands of companies use Sitecore to help manage their web and mobile digital properties. But because Sitecore is a very large and complex platform, marketers and end users often have difficulty coming up to speed on the technology. Practical Sitecore 8 Configuration and Strategy provides the solution you need to get started using Sitecore today. Practical Sitecore 8 Configuration and Strategy: Brings you up to speed on Sitecore without requiring a training class Provides the information in a clear, logical outline that takes users from simple, foundational concepts to more advanced concepts at the end Rounds out existing sources of documentation with strategies and best practices from real-world experience.

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| 2. Record Nr. | UNINA9910299578103321 |
| Autore | Arakha Manoranjan |
| Titolo | Interfacial Phenomena on Biological Membranes // by Manoranjan Arakha, Suman Jha |
| Pubbl/distr/stampa | Cham : , : Springer International Publishing : , : Imprint : Springer, , 2018 |
| ISBN | 3-319-73326-5 |
| Edizione | [1st ed. 2018.] |
| Descrizione fisica | 1 online resource (VIII, 151 p. 79 illus., 65 illus. in color.) |
| Collana | Series in BioEngineering, , 2196-887X |
| Disciplina | 612.01583 |
| Soggetti | Biomaterials Biophysics Biomedical engineering Nanotechnology Biomedical Engineering and Bioengineering |
| 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 | Introduction -- Synthesis and characterization of nanoparticles -- Effect of interfacial potential on antimicrobial propensity of ZnONPs -- Effect of surface functionality on antimicrobial propensity of IONPs -- Effect of ZnONP surface defects on cytotoxic and antimicrobial propensities -- Effect of interfacial assembly of antimicrobial peptide on conformational and functional dynamics of the peptide -- Effect of globular protein interfacial assembly on conformational dynamics of the protein. |
| Sommario/riassunto | This book focuses on important interfacial phenomena, such as interfacial potential and interfacial multi-functionality, responsible for determining the fate of nanoparticles inside the biological milieu. Additionally, this book explores the role of surface defects in photocatalytic nanoparticles in defining the nanoparticle interaction to biological membrane and cytotoxic propensity. The authors describe the interfacial assembly of peptide/protein on conformational/functional dynamics of the peptide/protein, which may be adopted as an approach to moderate the protein misfolding diseases. |

