

1. Record Nr.	UNINA9910465989803321
Titolo	Teaching intercultural rhetoric and technical communication : theories, curriculum, pedagogies, and practices / / edited by Barry Thatcher and Kirk St.Amant
Pubbl/distr/stampa	London : , : Routledge, , 2017
ISBN	1-315-22360-0 0-89503-416-6
Descrizione fisica	vii, 288 p. : ill
Collana	Baywood's technical communications series
Altri autori (Persone)	St. AmantKirk <1970-> ThatcherBarry <1964->
Disciplina	601.4
Soggetti	Communication of technical information - Study and teaching Technical writing - Study and teaching Intercultural communication - Study and teaching Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published 2011 by Baywood Pub. Co., Inc.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Teaching approaches: introducing intercultural communication to classroom situations : an integrated framework for teaching international communication / Yvonne Cleary -- Seeing difference: teaching intercultural communication through visual rhetoric / Charles Kostelnick -- Technical communication in india: through the lens of intercultural rhetoric / Poornima Padmanabhan -- Globalizing the technical communications classroom: killing two birds with one stone / Emily A. Thrush and Angela Thevenot -- Curricular perspectives: designing and developing courses and programs in intercultural communication : incorporating "shock and aha!" into curriculum design: internationalizing technical communication courses / Shelley L. Smith and Victoria M. Mikelonis -- Teaching technical communication to american students in a study-abroad program / Deborah C. Andrews and Brent Henze -- Global revisions: (re)thinking the future of technical and professional communication competencies / James Melton -- Teaching technical communication in france: challenges and prospects / Dacia Dressen-Hammouda -- Teaching technical communication in

india / Makarand (Mak) Pandit -- Connecting instruction to professional practices: merging the workplace with the classroom : between the lines: reading contextually in the international internship / Lyn F. Gattis -- Iso standards and cross-cultural communication: materials for teachers / Thomas L. Warren -- Technical communication in israel: training for the bleeding edge / Leah Guren -- An overview of technical communication education in new zealand / Richard Draper.

2. Record Nr.

Titolo

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Pubbl/distr/stampa

Artificial Intelligence for Fashion Industry in the Big Data Era / / edited by Sébastien Thomassey, Xianyi Zeng

ISBN

Singapore : , : Springer Singapore : , : Imprint : Springer, , 2018
9789811300806
981-13-0080-1

Edizione

[1st ed. 2018.]

Descrizione fisica

1 online resource (288 pages)

Collana

Springer Series in Fashion Business, , 2366-8776

Disciplina

687.0285

Soggetti

Marketing research
Textile industry
Artificial intelligence
Market Research/Competitive Intelligence
Textile Engineering
Artificial Intelligence

Lingua di pubblicazione

Inglese

Formato

Materiale a stampa

Livello bibliografico

Monografia

Nota di contenuto

AI based fashion sales forecasting methods in big data era -- Enhanced Predictive Models for Purchasing in the Fashion Field by Applying Regression Trees Equipped with Ordinal Logistic Regression -- A Data Mining Based Framework for Multi-Item Markdown Optimization -- Social Media Analytics for decision support in Fashion Buying Processes -- Review of Artificial Intelligence Applications in Garment Manufacturing -- AI for Apparel Manufacturing in Big Data Era: A Focus on Cutting and Sewing -- A Discrete Event Simulation Model with Genetic Algorithm Optimization for Customized Textile Production

Scheduling -- An intelligent fashion replenishment system based on data analytics and expert judgement -- Blockchain based secured traceability system for textile and clothing supply chain -- Artificial intelligence applied to multisensory studies of textile products -- Evaluation of Fashion Design Using Artificial Intelligence Tools -- Garment wearing comfort analysis using data mining technology -- Garment fit evaluation using machine learning technology.

Sommario/riassunto

This book provides an overview of current issues and challenges in the fashion industry and an update on data-driven artificial intelligence (AI) techniques and their potential implementation in response to those challenges. Each chapter starts off with an example of a data-driven AI technique on a particular sector of the fashion industry (design, manufacturing, supply or retailing), before moving on to illustrate its implementation in a real-world application.