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Nota di contenuto	Cover; Marketing to Millennials; Title; Copyright; Dedication; Contents; List of Figures; Foreword; Acknowledgments; CHAPTER 1: Who Are They?; The Participation Economy; The Old Framework vs. the Participation Framework; Friends Have Influence; Birth of the "Digital Native"; Optimistic Despite the Roller-Coaster Economy; The Millennial Mindset; Chapter 1: Key Takeaways; CHAPTER 2: The New Rules of Marketing to Millennials; The "What" Generation?; An Enigma Generation?; Begin a Relationship Now, If You Haven't Already; Younger and Older Millennials: A Difference? Six Distinct Millennial SegmentsMillennial Guys and Gals; Chapter 2: Key Takeaways; CHAPTER 3: Engage These Early Adopters of New Technologies; The Household CTO; "I Know More Than My CEO"; The Mobile Moment of Truth; Chapter 3: Key Takeaways; CHAPTER 4: Build a Listening and Participation Strategy; The Participation Economy; The "Right" Strategy; Engagement (New) vs. Interruption (Old); Interaction (New) vs. Reaction (Old); Engaged Participants (New) vs. Heavy Users (Old); Personal Gestures (New) vs. Big Promises (Old); Active Cocreators (New) vs. Passive Consumers (Old) Chapter 4: Key TakeawaysCHAPTER 5: Make Them Look Good Among

Their Peers; Hyperconnected and Always On the Go; Information Hungry; Gotta Look Good!; People Care About What I Say, Where I Am, and What I'm Doing; So What Does This All Mean?; Chapter 5: Key Takeaways; CHAPTER 6: Design a Sense of Fun and Adventure; Market Disrupters Win Big; Comedy Natives; Generation Innovation; The Parent Trap; Chapter 6: Key Takeaways; CHAPTER 7: Don't Give Them a Reason to Cheat on You; The Price Needs to Be Right; What Ever Happened to Brand Loyalty?; Up the Fun Factor; Rewards Work; Coupons Are King Excellent Customer Service Matters, TooTake Their Feedback to Heart; Brands That Care; Chapter 7: Key Takeaways; CHAPTER 8: Epilogue; Keep Up with Technology Trends; Engage Millennials in Everything You Do; Strive for Content Excellence; Good Content Is Key; No Brand Can Afford to Ignore Millennials; Notes; Index; About the Authors

Sommario/riassunto

Millennials are the crucial consumers of today and tomorrow-and marketing to them requires a brand new approach.

2. Record Nr.

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Titolo

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Disciplina

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Soggetti

Mathematics - Data processing
Application software
Computer engineering
Computer networks
Software engineering
Data structures (Computer science)
Information theory
Data protection
Computational Mathematics and Numerical Analysis
Computer and Information Systems Applications
Computer Engineering and Networks
Software Engineering

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Nota di contenuto	<p>Understanding Privacy-preserving Techniques in Digital Cryptocurrencies -- LNBFSM: A Food Safety Management System Using Blockchain and Lightning Network -- Reputation-based Trustworthy Supply Chain Management Using Smart Contract -- Content-aware Anomaly Detection with Network Representation Learning -- Blockchain Based Data Integrity Verification for Cloud Storage with T-Merkle Tree -- IM-ACS An Access Control Scheme Supporting Informal non-Malleable Security in Mobile Media Sharing System -- Blockchain-Based Secure and Privacy-Preserving Clinical Data Sharing and Integration -- Blockchain Meets DAG: A BlockDAG Consensus Mechanism -- Dynamic Co-located VM Detection and Membership Update for Residency Aware Inter-VM Communication in Virtualized Clouds -- An attack-immune trusted architecture for supervisory intelligent terminal -- A simulation study on block generation algorithm based on TPS model -- Improving iForest for Hydrological Time Series Anomaly Detection -- Machine Learning-based Attack Detection Method in Hadoop -- Profiling-based Big Data Workflow Optimization in a Cross-Layer Coupled Design Framework -- Detection of Loose Tracking Behavior over Trajectory Data -- Behavioral fault modeling and analysis with BIP: A Wheel Brake System Case Study -- H2P: A Novel Model to Study the Propagation of Modern Hybrid Worm in Hierarchical Networks -- Design of six-rotor drone based on target detection for intelligent agriculture -- Consensus in Lens of Consortium Blockchain: An Empirical Study -- Collaborative design service system based on ceramic cloud service platform -- Towards NoC protection of HT-Greyhole attack -- Cross-Shard Transaction Processing in Sharding Blockchains -- Lexicon-Enhanced Transformer With Pointing For Domains Specific Generative Question Answering -- Design of Smart Home System Based on Collaborative Edge Computing and Cloud Computing -- Classification of Depression Based on Local Binary Pattern and Singular Spectrum Analysis -- Cloud Allocation and Consolidation Based on a Scalability Metric -- Adversarial Attacks on Deep Learning Models of Computer Vision: A Survey -- PLRS: Personalized literature hybrid recommendation system with paper influence- FleetChain: A Secure Scalable and Responsive Blockchain Achieving Optimal Sharding -- DSBFT: A Delegation based Scalable Byzantine False Tolerance Consensus Mechanism -- A Privacy-Preserving Approach for Continuous Data Publication -- Web Attack Detection based on User Behaviour Semantics -- A Supervised Anonymous Issuance scheme of Central Bank Digital Currency based on Blockchain -- IncreAIBMF: Incremental Learning for Encrypted Mobile Application Identification -- A Multi-Level Features Fusion Network for Detecting Obstructive Sleep Apnea Hypopnea Syndrome -- BIMP: Blockchain-Based Incentive Mechanism With Privacy Preserving in Location Proof -- Indoor Positioning and Prediction in Smart Elderly Care: Model, System and Applications -- Research on Stylization</p>

Algorithm of Ceramic Decorative Pattern Based on Ceramic Cloud Design Service Platform- Blockchain Consensus Mechanisms and Their Applications in IoT: A Literature Survey -- Towards A secure Communication of Data in IoT Networks: A Technical Research Report -- B Efficient Thermography Guided Learning for Breast Cancer Detection -- PTangle: A Parallel Detector for Unverified Blockchain Transactions -- DOS-GAN: A Distributed Over-Sampling Method Based on Generative Adversarial Networks For Distributed Class-Imbalance Learning -- Effective Sentiment Analysis for Multimodal Review Data on the Web -- Digital Currency Investment Strategy Framework Based on Ranking- Authentication Study for Brain-based Computer Interfaces using Music Stimulations -- An Ensemble Learning Approach to Detect Malwares Based on Static Information -- Automatic Medical Image Report Generation With Multi-View and Multi-Modal Attention Mechanism.

Sommario/riassunto

This three-volume set LNCS 12452, 12453, and 12454 constitutes the proceedings of the 20th International Conference on Algorithms and Architectures for Parallel Processing, ICA3PP 2020, in New York City, NY, USA, in October 2020. The total of 142 full papers and 5 short papers included in this proceedings volumes was carefully reviewed and selected from 495 submissions. ICA3PP is covering the many dimensions of parallel algorithms and architectures, encompassing fundamental theoretical approaches, practical experimental projects, and commercial components and systems. As applications of computing systems have permeated in every aspects of daily life, the power of computing system has become increasingly critical. This conference provides a forum for academics and practitioners from countries around the world to exchange ideas for improving the efficiency, performance, reliability, security and interoperability of computing systems and applications. ICA3PP 2020 focuson two broad areas of parallel and distributed computing, i.e. architectures, algorithms and networks, and systems and applications.
