

1. Record Nr.	UNINA9910144581003321
Autore	Pollock Jeffrey T
Titolo	Adaptive information [[electronic resource] ] : improving business through semantic interoperability, grid computing, and enterprise integration // Jeffrey T. Pollock, Ralph Hodgson
Pubbl/distr/stampa	Hoboken, N.J., : Wiley-Interscience, c2004
ISBN	1-280-54218-7 9786610542185 0-470-35817-3 0-471-71421-6 0-471-71420-8
Descrizione fisica	1 online resource (440 p.)
Collana	Wiley series in systems engineering and management
Altri autori (Persone)	HodgsonRalph <1945->
Disciplina	005.7/13 005.713
Soggetti	Middleware Enterprise application integration (Computer systems) Semantic integration (Computer systems) Computational grids (Computer systems) Business enterprises - Data processing Information resources management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Adaptive Information; Contents at a Glance; Contents; List of Illustrations; List of Tables and Other Sidebar Elements; Foreword; Preface; How This Book Will Help; Road Map; Guide to The Reader; Book Iconography and Picture Key; Pedagogical Elements in the Text; Acknowledgments; Part 1 Why Semantic Interoperability?; 1. Semantic Interoperability Gives IT Meaning; Does IT Matter Anymore?; Semantic Interoperability: 15-Year Overnight Success; Semantic Interoperability vs. the Semantic Web; Differing Uses of the Term "Interoperability"; The Third Wave; Strategies for Competitive Advantage Mergers and AcquisitionsCorporate Consolidation; Increased IT

Spending, Increased Agility?; Business and Application Impacts; Key Industries and Vertical Markets; Key Processes and Application Areas; The Information Explosion; Information Matters More Than Ever; Data Rich, Information Poor; Information Dominance; Systemic Barriers to IT Innovation; The Speed of Change Barrier; Entrenched IT Infrastructures; Fuzzy Data, Fuzzy Process; The "H" Factor; Summary and Conclusions; 2. Information Infrastructure Issues and Problems; Limitations of Current Technology Approaches  
Off-the-Shelf Integration Products Web Services and Service-Oriented Architectures; Data Warehouses and Metadata Management; Portals; Systems Integrators-Custom Solutions; Standard Data Vocabularies; Traditional Application Integration; Key Components; Disadvantages and Concerns; Application Integration Trend: Target the Vertical Markets; Integration's Core Issue; Application Integration as Plumbing; Why Connecting Systems is Necessary; The Coupling Question; Business Process Plumbing; Service-Oriented Plumbing; Why Plumbing is Insufficient; Enterprise Content, not Plumbing, is King  
Enterprise Information Data Structures Continuum of Knowledge; Final Thoughts on Overcoming Information Infrastructure Problems; Semantic Information Interoperability; 3. Promise of Frictionless Information; Organic Middleware: "Software, Integrate Thyself!"; A Tough Road Forward; Organic Middleware Hinges On Semantic Interoperability; Fragmented Industry Efforts and Organic Computing; Autonomic Computing; Semantic Web; Semantic Web Services; Service Grid; Model-Driven Architecture; Intelligent Agents; Achieving Synthesis; Intelligence Information Sharing in the Twenty-First Century Information Sharing Imperative Information Sharing Conundrum; Toward a Pragmatic Solution: Semantic Interoperability; Semantic Interoperability Framework Characteristics; Dynamic; Real Time; Loosely Coupled; Highly Flexible; Secure; Open; Service Oriented; Information-Centric; Autonomic; Developing a Semantic Interoperability Solution Architecture; Design Time; Run Time; Final Thoughts on Frictionless Information; Part 2 Semantic Interoperability Primer; 4. Foundations in Data Semantics; Introduction; The Great Debate; Plato and Aristotle Argue About Truth; Kant Searches For What is Knowable C.S. Peirce Redefines Logic and Meaning

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## Sommario/riassunto

New Paradigm for considering application integration and B2B problems  
Heightens the importance of conveying meaning between systems  
Addresses movement in the EAI space toward more data handling capabilities  
Offers a solution for the multitude of managers disconnected with the latest technologies  
Leverages the technical advances made in complex data integration over 15 years  
Shifts the focus from technology solutions to information solutions  
Relies heavily on the use of practical examples, tips, definitions, and soapbox excerpts throughout the main body of text

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2. Record Nr.	UNINA9910788551003321
Autore	Plag Ingo
Titolo	Introduction to English linguistics [[electronic resource] /] / by Ingo Plag ... [et al.]
Pubbl/distr/stampa	Berlin ; ; New York, : Mouton de Gruyter, c2007
ISBN	3-11-019834-7
Edizione	[1st. ed.]
Descrizione fisica	1 online resource (260 p.)
Classificazione	HF 100
Disciplina	420
Soggetti	English language Linguistics English language - Grammar
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [238]-242) and index.
Nota di contenuto	Front matter -- Preface -- Table of Contents -- Abbreviations and notational conventions -- Introduction: what this book is about and how it can be used -- Chapter 1. The sounds: phonetics -- Chapter 2. The sound system: phonology -- Chapter 3. The structure of words: morphology -- Chapter 4. The structure of sentences: syntax -- Chapter 5. The meaning of words and sentences: semantics -- Chapter 6. Studying language in use: Pragmatics -- Chapter 7. Extensions and applications: historical linguistics, sociolinguistics and psycholinguistics -- Glossary -- References -- Subject index
Sommario/riassunto	The book introduces beginning university students of English to the study of English linguistics. The major difference between this book and its potential competitors lies in its hands-on didactic orientation, with a strong focus on linguistic analysis and argumentation. Language and linguistic theory are approached from a strictly empirical perspective: given a certain set of data to be accounted for, certain theoretical and methodological problems must be solved in order to analyze and understand the data properly. Thus, the theoretical apparatus is crucially developed in conversation with the data, and not presented as a set of given facts. After having worked with the book, the students should be able to use necessary methodological tools to obtain relevant data (such as corpora, dictionaries, experiments), and

to systematically analyze their data and relate their findings to theoretical problems. The book is not written from the perspective of a particular theoretical framework and draws on insights from various research traditions. Introduction to English Linguistics concentrates on gaining expertise and analytical skills in the traditional core areas of linguistics, i.e. phonology, morphology, syntax, semantics and pragmatics. The final chapter on "Extensions and applications" widens the perspective to other areas of linguistic research, such as historical, socio- and psycholinguistics. Exercises and a glossary are also provided.

3. Record Nr.	UNINA9910760291003321
Autore	Reinecke Sven
Titolo	Active Price Management : Be a Price Maker, Not a Price Taker! // by Sven Reinecke, Laura Johanna Noll
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2023
ISBN	9783031420498 3031420497
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (98 pages)
Collana	Business Guides on the Go, , 2731-4766
Disciplina	658.816
Soggetti	Marketing Consumer behavior Microeconomics Consumer Behavior
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Active Price Management: Fundamentals and Challenges -- Conditions of Price Management -- Goals of Price Management -- Price Management Strategies -- Price Management for Innovations -- Auctions -- Price Management for Business-to-Business Services -- Conclusion.
Sommario/riassunto	This book demonstrates how to transform pricing, often considered the neglected aspect of marketing, into the most influential marketing tool

that positively impacts the company's profits in a sustainable manner. Ultimately, every aspect of marketing is reflected in the price, as it represents the customer's value exchange for the other three value-creating marketing instruments: the product (functional value), communication (emotional value), and distribution (availability). The authors present the essential framework conditions and fundamental principles of active price management. They specifically emphasize those aspects that have proven particularly relevant to business practice through the Executive Education program at the University of St. Gallen (HSG).

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