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Nota di contenuto	Cover; Title Page; Copyright; Contents; Preface; Introduction; Chapter 1. Wireless Networking Basic Aspects; 1.1. Introduction; 1.2. Link layer; 1.2.1. Contention-based protocols; 1.2.2. Contention-free protocols; 1.3. Physical layer; 1.4. IEEE 802.11; 1.4.1. Link layer; 1.4.2. Physical layer; 1.5. Summary; Chapter 2. Basic Routing Concepts; 2.1. Introduction; 2.2. Distance-vector-based algorithms; 2.3. Link-state-based algorithms; 2.4. Summary; Chapter 3. Ad Hoc Routing; 3.1. Introduction; 3.2. Architecture; 3.3. Routing metrics; 3.4. Routing protocols; 3.4.1. Proactive protocols 3.4.2. Reactive protocols3.4.3. Hybrid protocols; 3.5. Summary; Chapter 4. Mesh Routing; 4.1. Introduction; 4.2. Architecture; 4.3. Routing metrics; 4.4. Routing protocols; 4.4.1. Ad-hoc-based protocols; 4.4.2. Controlled flooding protocols; 4.4.3. Opportunistic protocols; 4.4.4. Traffic-aware protocols; 4.5. Summary; Chapter 5. Vehicular Routing; 5.1. Introduction; 5.2. Architecture; 5.3. Routing metrics; 5.4. Routing protocols; 5.4.1. Topology-based protocols; 5.4.2. Position-based protocols; 5.4.3. Opportunistic protocols; 5.4.4. Information dissemination protocols; 5.5. Summary

Chapter 6. Sensor Routing 6.1. Introduction; 6.2. Architecture; 6.3. Routing metrics; 6.4. Routing protocols; 6.4.1. Data-centric protocols; 6.4.2. Hierarchical or cluster-based protocols; 6.4.3. Location-based protocols; 6.4.4. QoS-aware protocols; 6.5. Summary; Chapter 7. Delay- And Disruption-Tolerant Network Routing; 7.1. Introduction; 7.2. Architecture; 7.3. Routing metrics; 7.4. Routing protocols; 7.4.1. Opportunistic protocols; 7.4.2. History-based protocols; 7.4.3. Model-based protocols; 7.4.4. Social-based protocols; 7.5. Summary; Conclusion; Bibliography; Index

Sommario/riassunto

This text introduces the principles of routing protocols and metrics as they affect wireless networking environments, specifically in urban areas. Timely because of the recent rise in small city life, this topic includes the consideration of ad hoc, mesh, vehicular, sensor, and delay tolerant networks. These approaches are each unique, and author Miguel Mitre Campista provides a thorough, but accessible, explanation of their individual characteristics for engineers, computer scientists, IT professionals, and curious Internet users.

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Fisk Peter

Titolo

Marketing genius / / Peter Fisk

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Soggetti

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Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Marketing Genius; About the author; Turn on; Play; Part 1 Ingenuity: The making of a marketing genius; Track 1 Complexity; Track 2 Expectations; Track 3 Genius; Part 2 Thinking: The mind of a marketing genius; Track 4 Strategy; Track 5 Brands; Track 6 Customers; Track 7 Innovation; Part 3 Competing: The touch of a marketing genius; Track 8 Propositions; Track 9 Experiences; Track 10 Connections; Track 11 Relationships; Part 4 Leading: The impact of a marketing genius; Track 12 Performance; Track 13 Marketers; Track 14 Leadership; Track 15 Futures; Genius lab; Genius catalysts; Genius source RechargeIndex
Sommario/riassunto	The little black book of marketing is here. Marketing guru Peter Fisk's inspirational manual of marketing shows you how to inject marketing genius into your business to stand out from the crowd and deliver exceptional results. Marketing Genius is about achieving genius in your business and its markets, through your everyday decisions and actions. It combines the deep intelligence and radical creativity required to make sense of, and stand out in today's markets. It applies the genius of Einstein and Picasso to the challenges of marketing, brands and innovation, to deliver exceptional impact in