

1.	Record Nr.	UNICAMPANIASUN0082129
	Autore	Lefebvre, Christian
	Titolo	Belgium / Christian Lefebvre and John Flower ; with Liangqui Lin
	Pubbl/distr/stampa	XVI, 313 p. : ill. ; 26 cm
	Edizione	[London]
	Descrizione fisica	Published in association with the Institute of Chartered Accountants in England & Wales.
	Altri autori (Persone)	Flower, John
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910838275403321
	Autore	Rocha Alvaro
	Titolo	Information Systems and Technologies : WorldCIST 2023, Volume 4 / / edited by Alvaro Rocha, Hojjat Adeli, Gintautas Dzemyda, Fernando Moreira, Valentina Colla
	Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2024
	ISBN	9783031456510 3031456513
	Edizione	[1st ed. 2024.]
	Descrizione fisica	1 online resource (463 pages)
	Collana	Lecture Notes in Networks and Systems, , 2367-3389 ; ; 802
	Altri autori (Persone)	AdeliHojjat DzemydaGintautas MoreiraFernando CollaValentina
	Disciplina	006.3
	Soggetti	Computational intelligence Engineering - Data processing Application software Computational Intelligence Data Engineering Computer and Information Systems Applications
	Lingua di pubblicazione	Inglese

Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Twitter News Networks: the Story of Portugal and the Philippines -- Multidimensional and Multilingual Emotional Analysis -- Explaining Wikipedia page similarity using network science -- ESG in advertising narratives: Case analysis of Golden Lion winning campaigns at Cannes 2022 -- The digitalization of the event industry – mobile and internet applications as a tool to improve event communication and experiences: A case study of a French event app start-up -- A Digital Marketing Plan for a Pateo House in Alentejo -- Integrating online and offline distribution strategies – a Portuguese case study -- The city makes its mark in a review on digital communication and citizenship -- The Influence of In-store Music on the Consumer's Shopping Experience -- Marketing Plan for an Online Business: A Case Study.
Sommario/riassunto	This book is composed of a selection of articles from the 11st World Conference on Information Systems and Technologies, held between 4 and 5 of April 2023, at Sant'Anna School of Advanced Studies, in Pisa, Italy. WorldCIST is a global forum for researchers and practitioners to present and discuss recent results and innovations, current trends, professional experiences, and challenges of modern Information Systems and Technologies research, together with their technological development and applications. The main and distinctive topics covered are: A) Information and Knowledge Management; B) Organizational Models and Information Systems; C) Software and Systems Modeling; D) Software Systems, Architectures, Applications, and Tools; E) Multimedia Systems and Applications; F) Computer Networks, Mobility, and Pervasive Systems; G) Intelligent and Decision Support Systems; H) Big Data Analytics and Applications; I) Human–Computer Interaction; J) Ethics, Computers, and Security; K) Health Informatics; L) Information Technologies in Education; M) Information Technologies in Radiocommunications; and N) Technologies for Biomedical Applications.